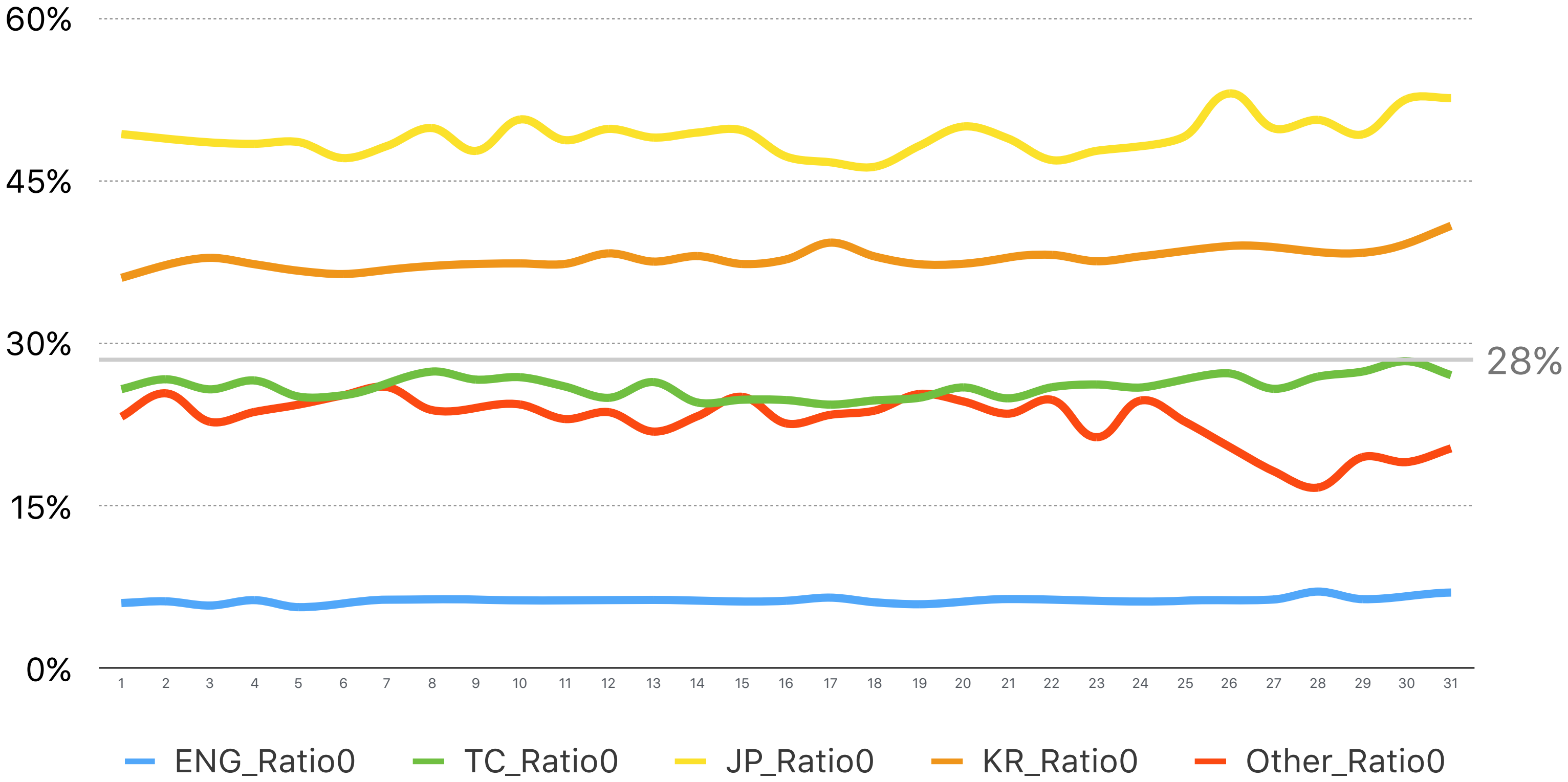




No-result Rate before POI Search



Before Status

28%

Ctrip

25%

Competitor Benchmark

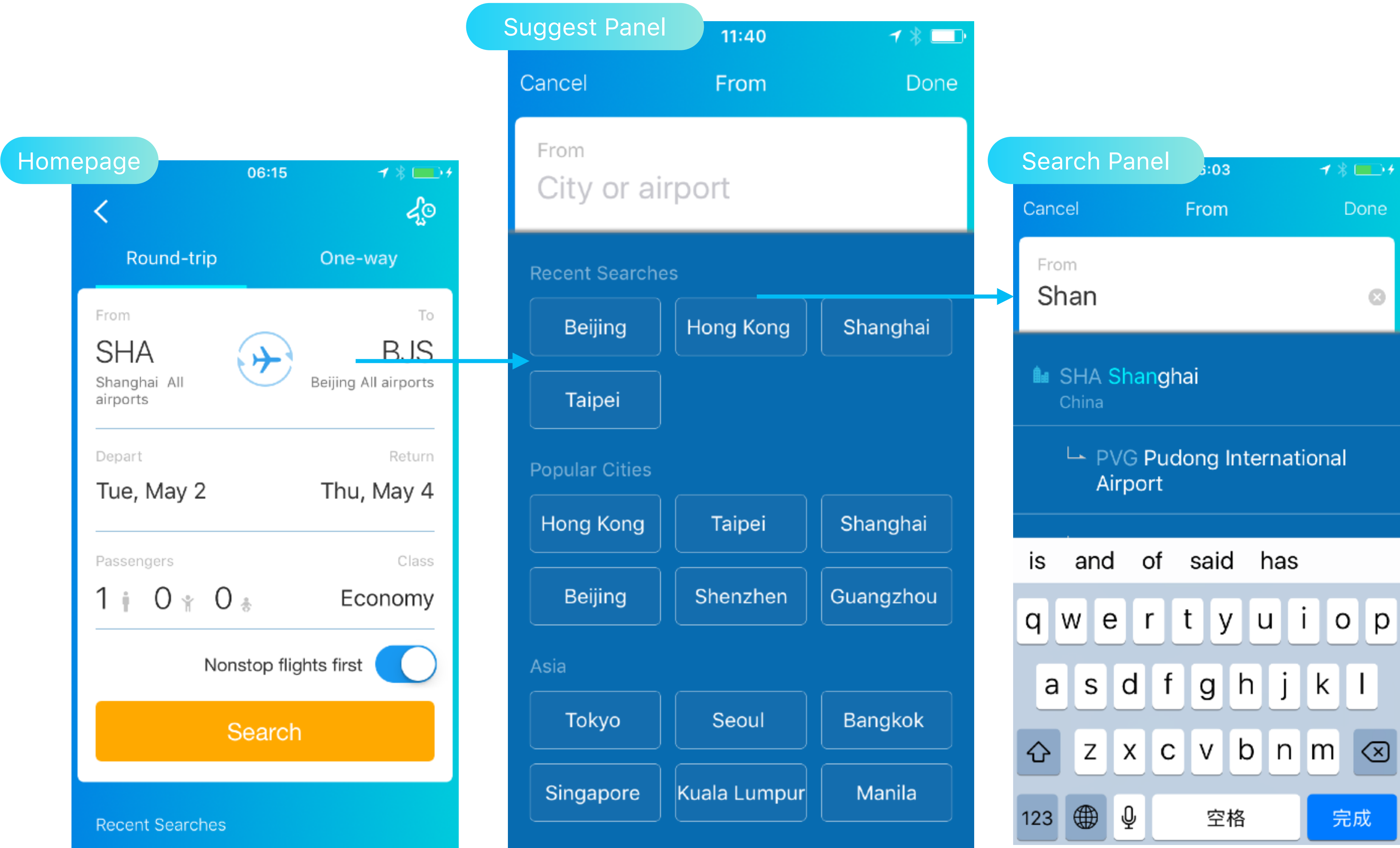
Slow Guidance

Deficient
Data

Low
Compatibility

Guidance Ahead

If user can find the ideal destination easily, why they need to search?



Default and history value

Popular Cities for different region/country.
70%+ coverage

Input and search optimization