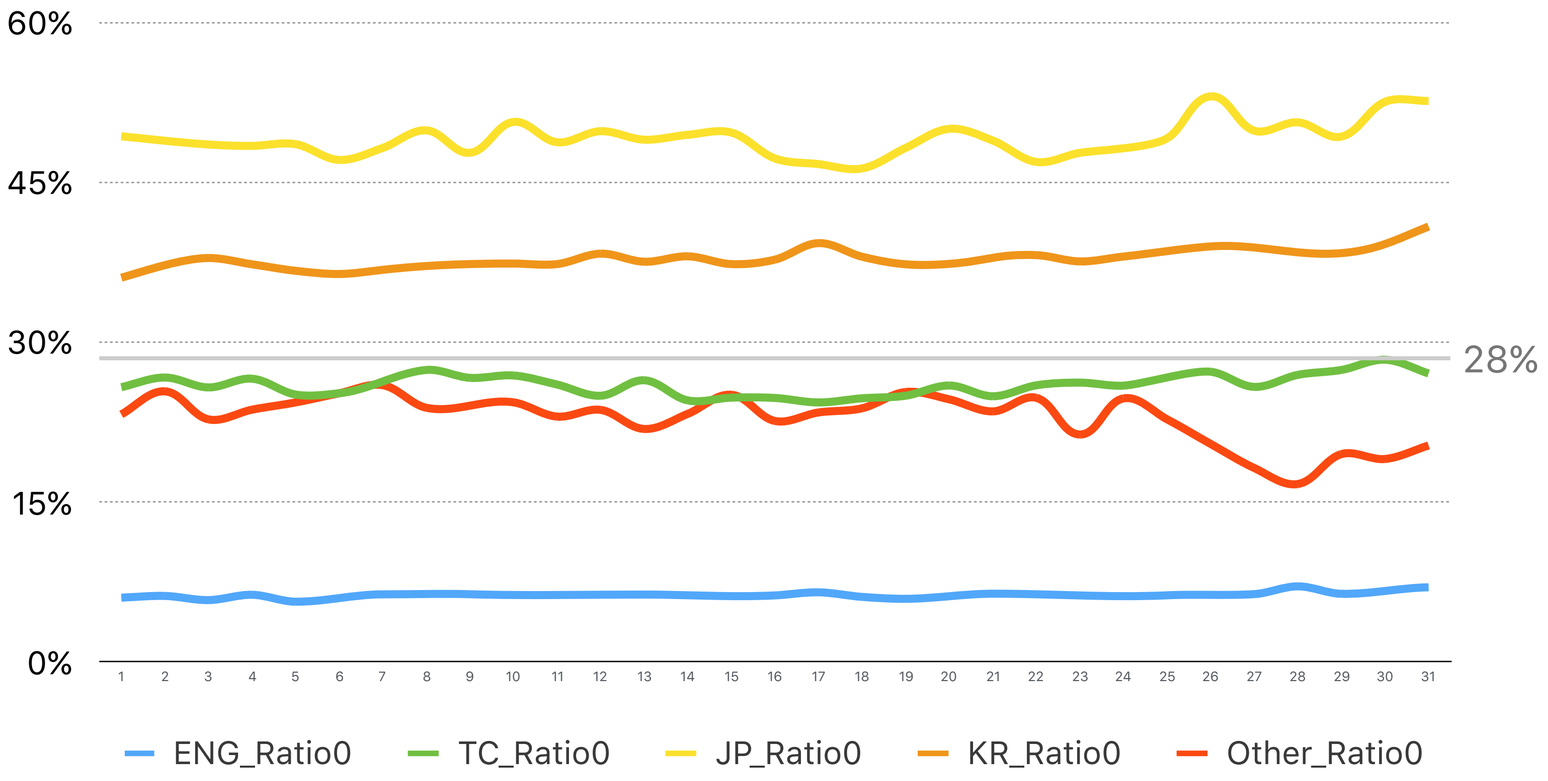
No-result Rate before POI Search



Slow Guidance

Deficient Data

Low Compatibility

Before Status

28%

Ctrip

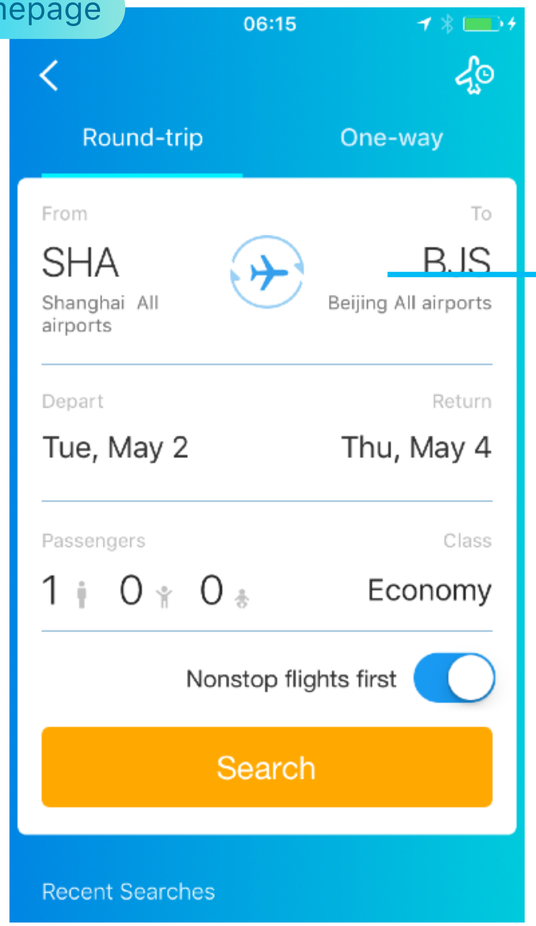
25%

Competitor Benchmark

Guidance Ahead

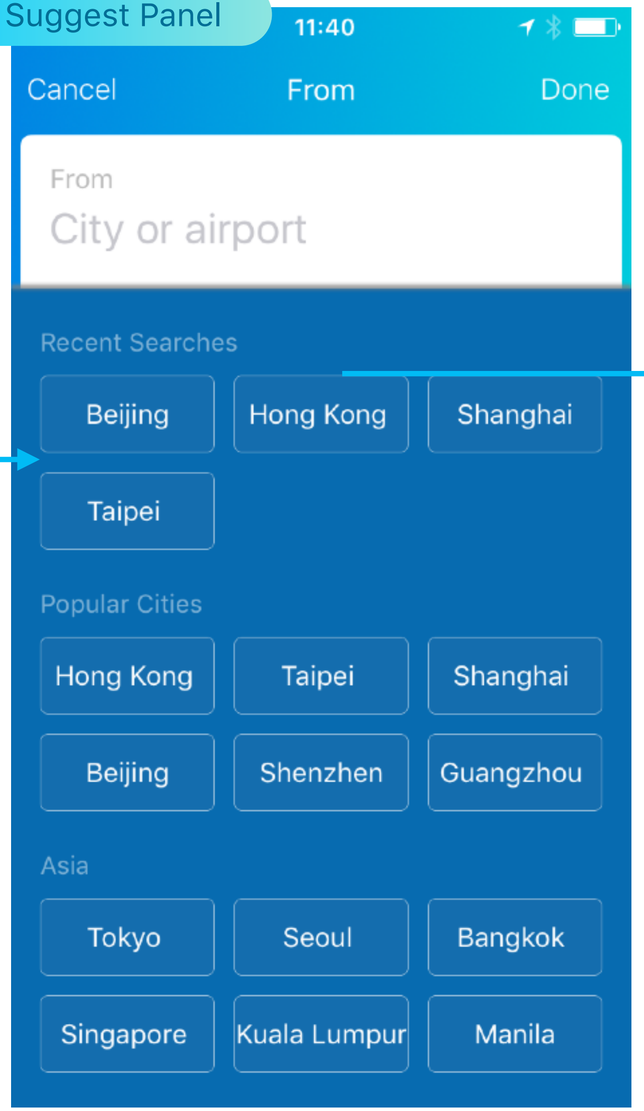
If user can find the ideal destination easily, why they need to search?

Homepage



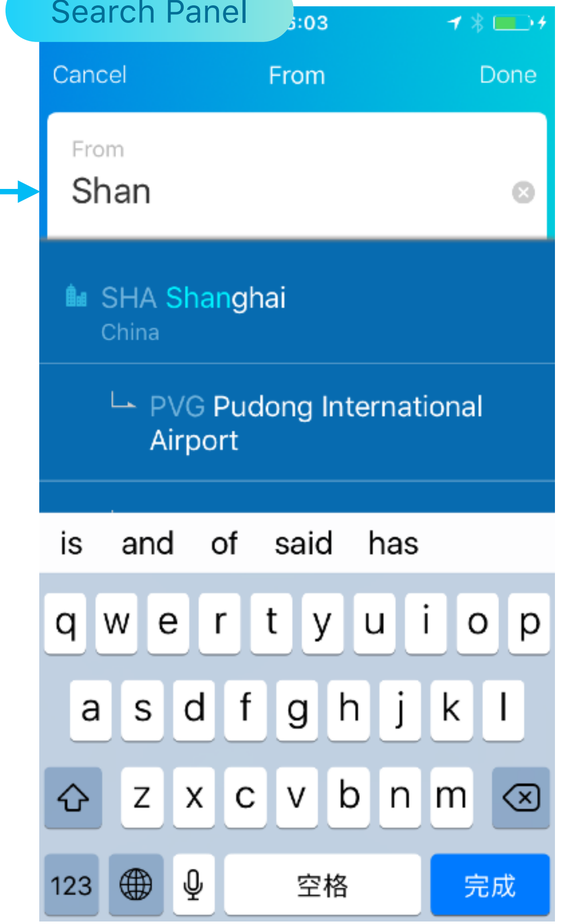
Default and history value

Suggest Panel



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

Search Panel



Input and search optimization