

CHINA-U.S. CONSUMER BEHAVIOR COMPARATIVE ANALYSIS

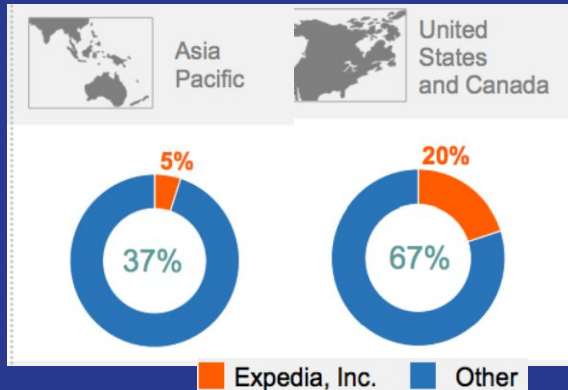


Chinese tourism to grow
to **220M** in 2025 ---
roughly
9 percent
every year

6%
Global market share

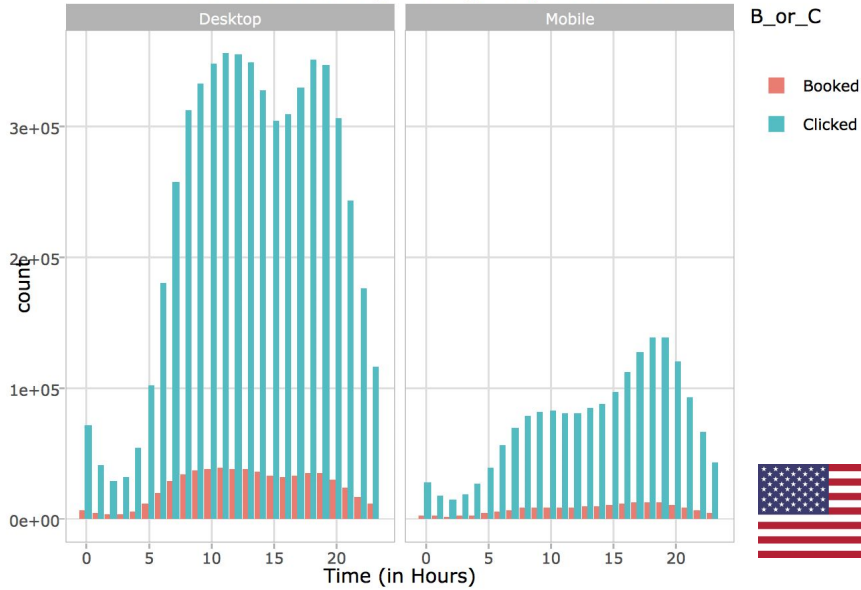


2nd largest travel
market in the world -
will overtake the US
market by
2027

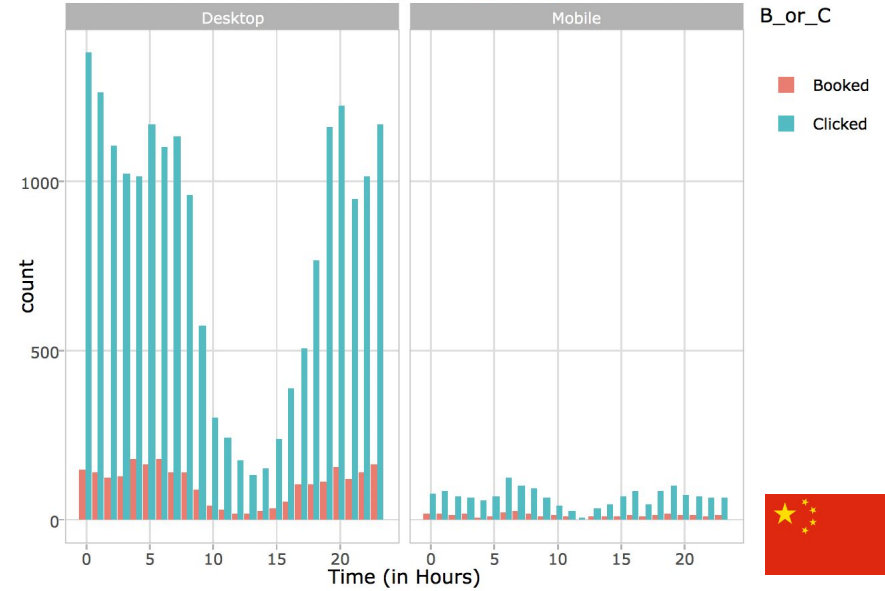


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Hot Clicks/Booking Through Expedia in the US



Hot Clicks/Booking Through Expedia in China



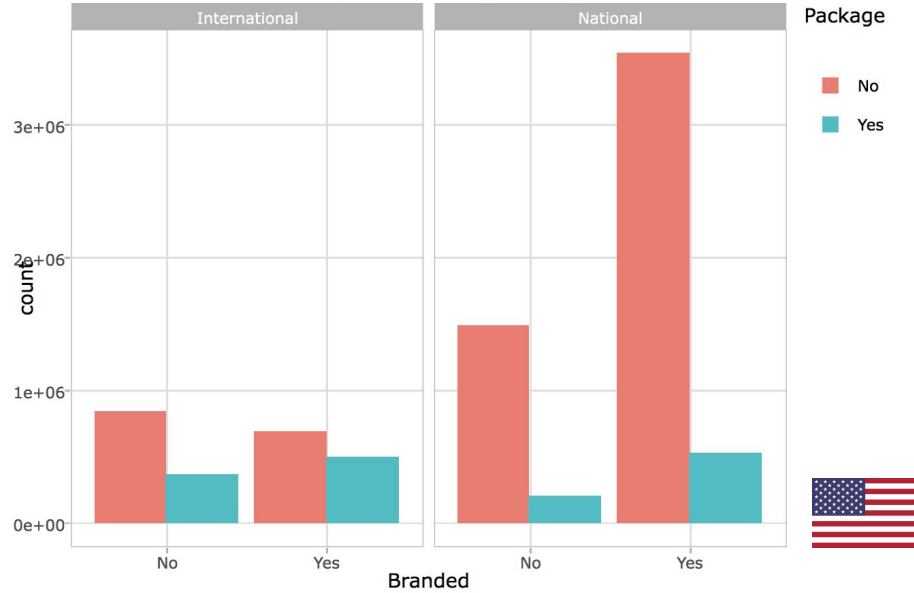
Optimize Marketing

Re-evaluate
Mobile

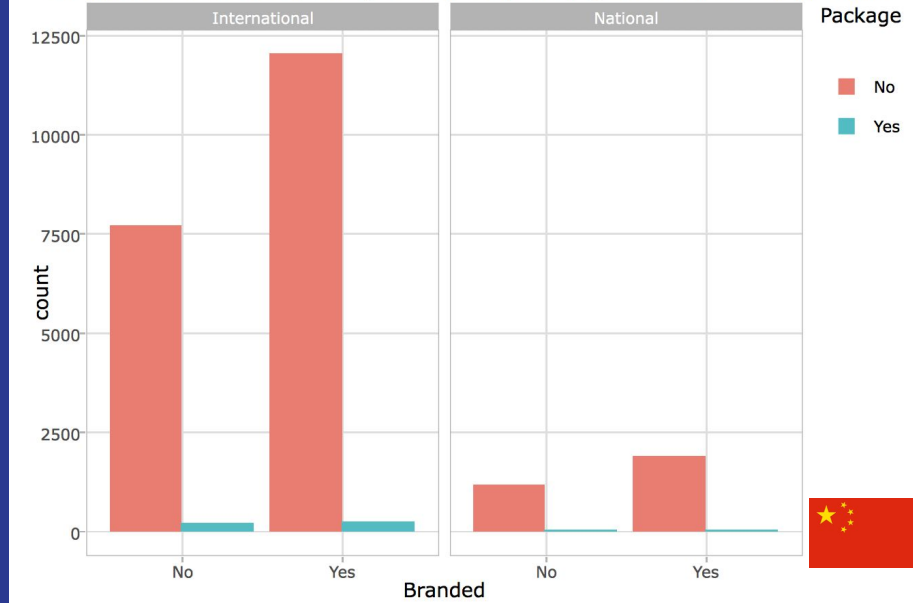


CHINA-US CONSUMER BEHAVIOR COMPARATIVE ANALYSIS

Branded Hotels and Package Deals Depending on Destination in the US



Branded Hotels and Package Deals Depending on Destination in China



Increase Bundles



SOLUTIONS

Re-evaluate Mobile

No Net Change in Consumer Behavior

- *Virtually no difference in book to click ratio on mobile vs. desktop*
- *We don't predict a change in this behavior: people trust phones less than desktop*

Increase Bundles

Low bundle rate in China

- *Two percent bundle rate*
- *Regardless of destination type, 61.04% of Chinese users choose brand-name hotels*
- **Emphasize** brand names

Optimize Marketing

Adjust for time preferences

- *Low activity during 9AM-5PM, rather 5PM-9AM most active*
- **Shift** advertising to peak hours