epictrips.com Case Study

**PRESENTED BY:**

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Agenda

Executive Summary

- epictrips.com is a travel agency with platforms on mobile and desktop. Over the past few years, there has been huge growth on mobile.
- Americans are booking the most trips out of any country and are primarily travelling within the US.
  - Advertise more hotels in the US.
  - Target marketing efforts towards the US.
- The mobile app is outperforming the mobile web.
  - Continually make UI/UX improvements.
- Travellers book holidays last minute
  - Offer pricing and discount strategies to utilise the large number of people making last-minute bookings.
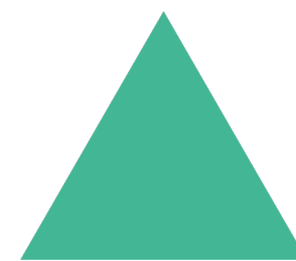
Back to Agenda

Background

Both Net Orders and Net Gross Booking Value have increased YoY (Mobile)

- Net Gross Booking Value increased from $96M in Nov 2021 to $265M in Nov 2022
- Net Orders increased from 470,000 in Nov 2021 to 786,000 in Nov 2022
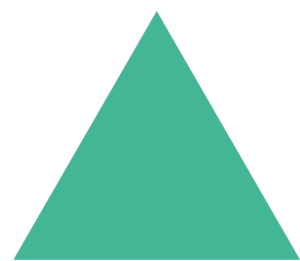
174.6%
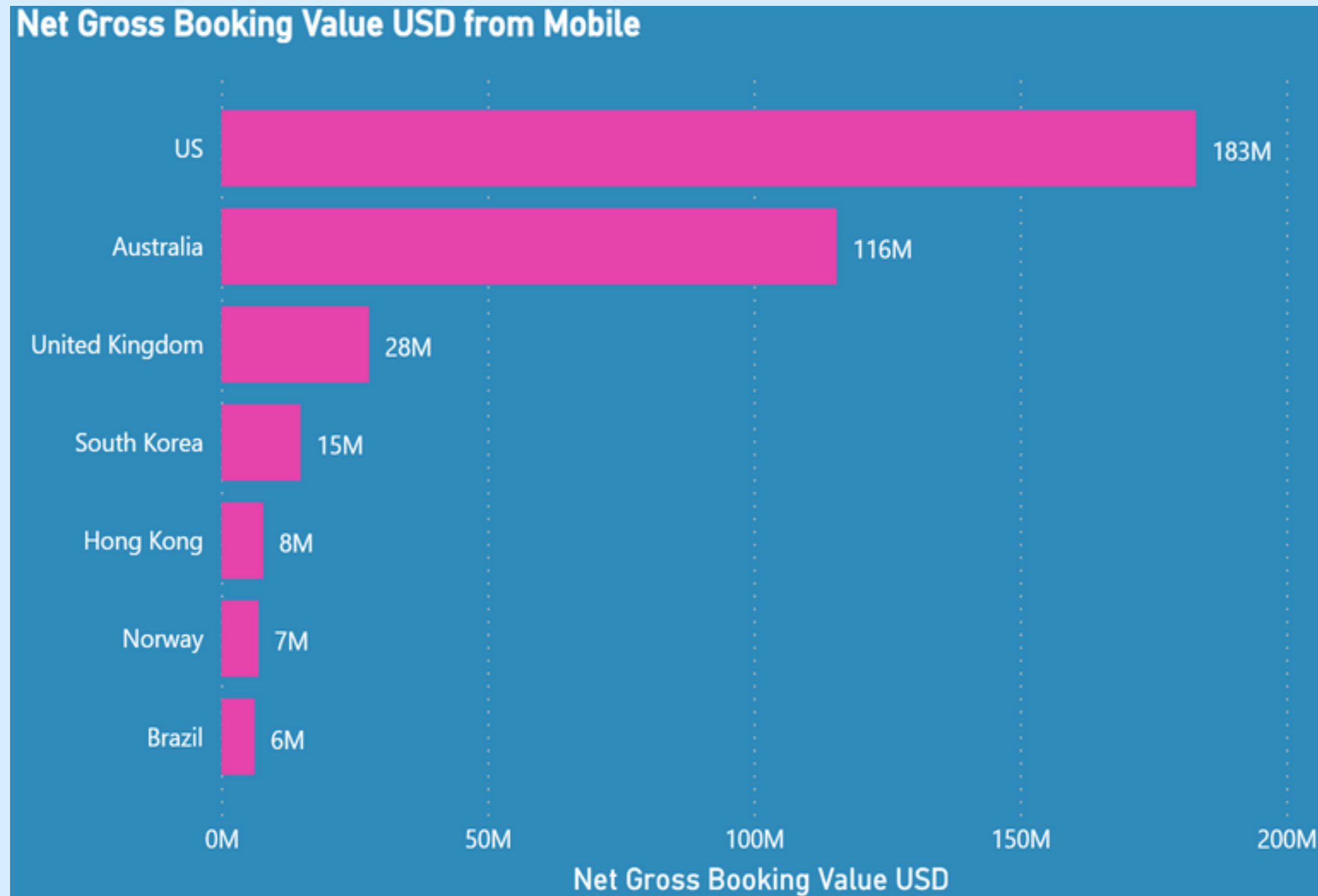**YoY (Nov 2021 - Nov 2022)**
Net Gross Booking Value

67.2%
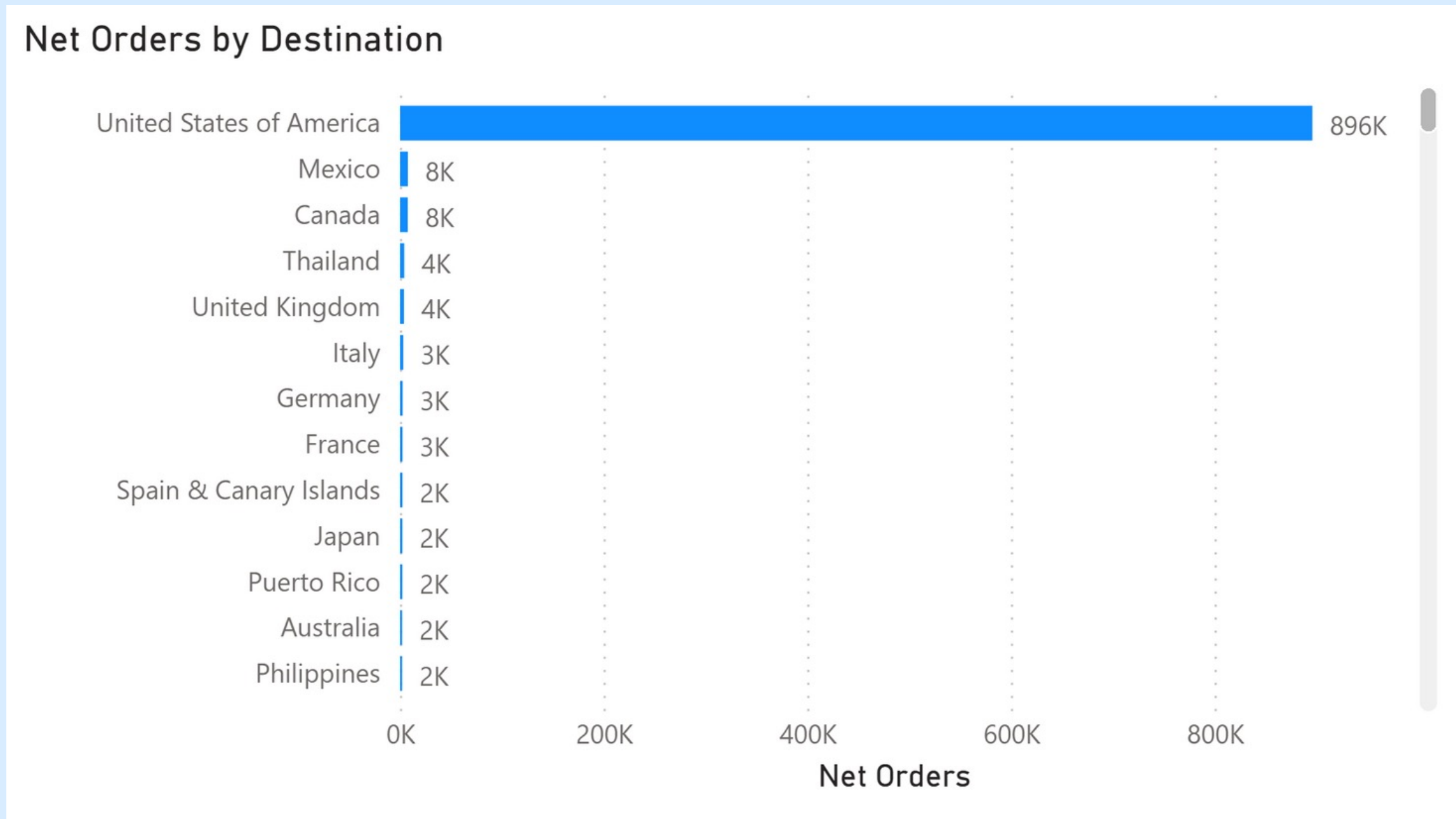**YoY (Nov 2021 - Nov 2022)**
Net Orders

Mobile users, but where?

Net Gross Booking Value USD from Mobile

Country	Net Gross Booking Value USD
US	183M
Australia	116M
United Kingdom	28M
South Korea	15M
Hong Kong	8M
Norway	7M
Brazil	6M

Net Gross Booking Value USD

US top of visits, net orders, and booking value

- Web traffic on epictrips.com from the US is 5x higher than that of the UK (2nd highest), with the US at 23.6M visits on mobile.
- **183M USD** net gross booking value from the US.
- **975,000** orders originating from the US.

Americans' favourite destination is...America

Net Orders by Destination

Destination	Net Orders
United States of America	896K
Mexico	8K
Canada	8K
Thailand	4K
United Kingdom	4K
Italy	3K
Germany	3K
France	3K
Spain & Canary Islands	2K
Japan	2K
Puerto Rico	2K
Australia	2K
Philippines	2K

Net Orders

Where do Americans like to book hotels for?

- **896,000** net orders from Americans to travel in the US
- This is **91.87%** of all travel destinations booked by US citizens.
- Other destinations include Mexico, Canada, Thailand, UK, Italy, Germany, and France as the next highest destinations for US citizens

Mobile visit conversion rate

Average Conversion Rate by Platform Type and Year

Year ● 2021 ● 2022
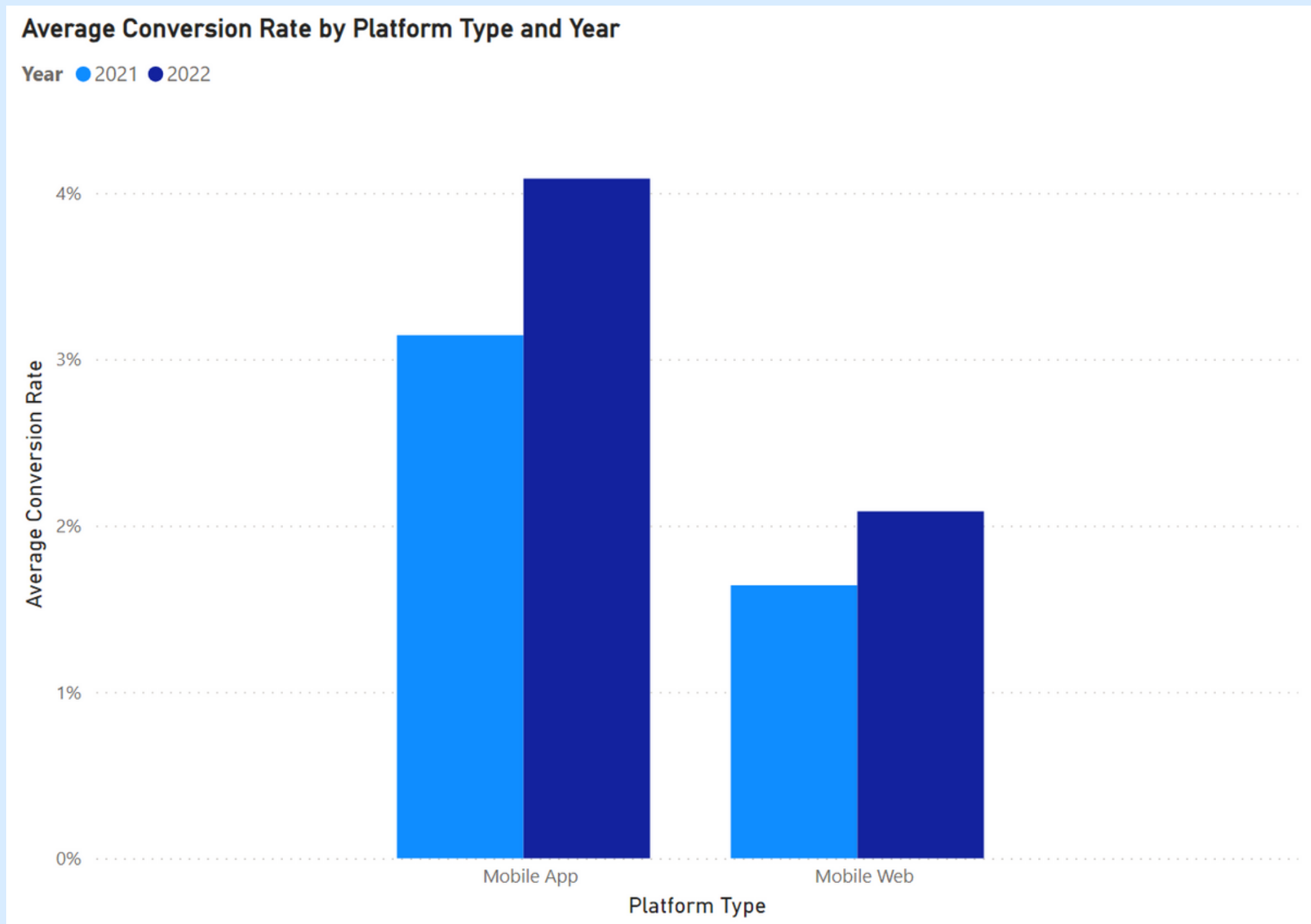
Mobile app is more effective

- In both November 2021 and 2022, the mobile app had double the average conversion rate compared to the mobile web
- UX on mobile is more seamless and user-friendly compared to the mobile web
- In 2019, the average conversion rate for a booking engine such as Booking.com and Expedia was 3.28%
- epictrips.com mobile app outperformed this in 2022 with 4.09%
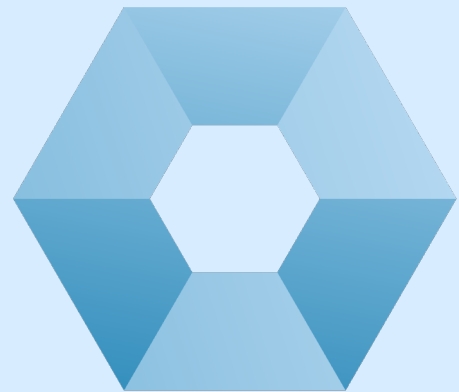
Last minute travellers

51.9% of Mobile trips are booked 0-1 days before the trip start

- 902,000 (71.8%) of mobile trips were booked within the most last-minute windows (0-1, 2-3, 4-7)
- Possible reasons:
  - Desire for flexibility
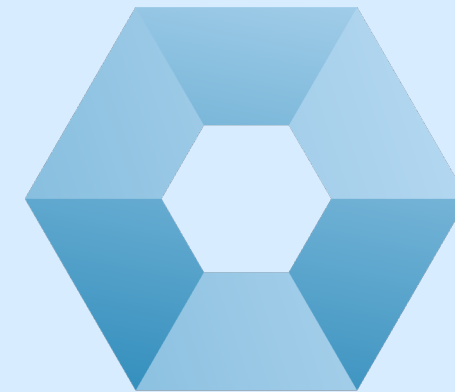 - Last-minute deals
  - Impulsive behaviour

Net Orders by Booking Window Group

Platform Type Name ● Mobile App ● Mobile Web
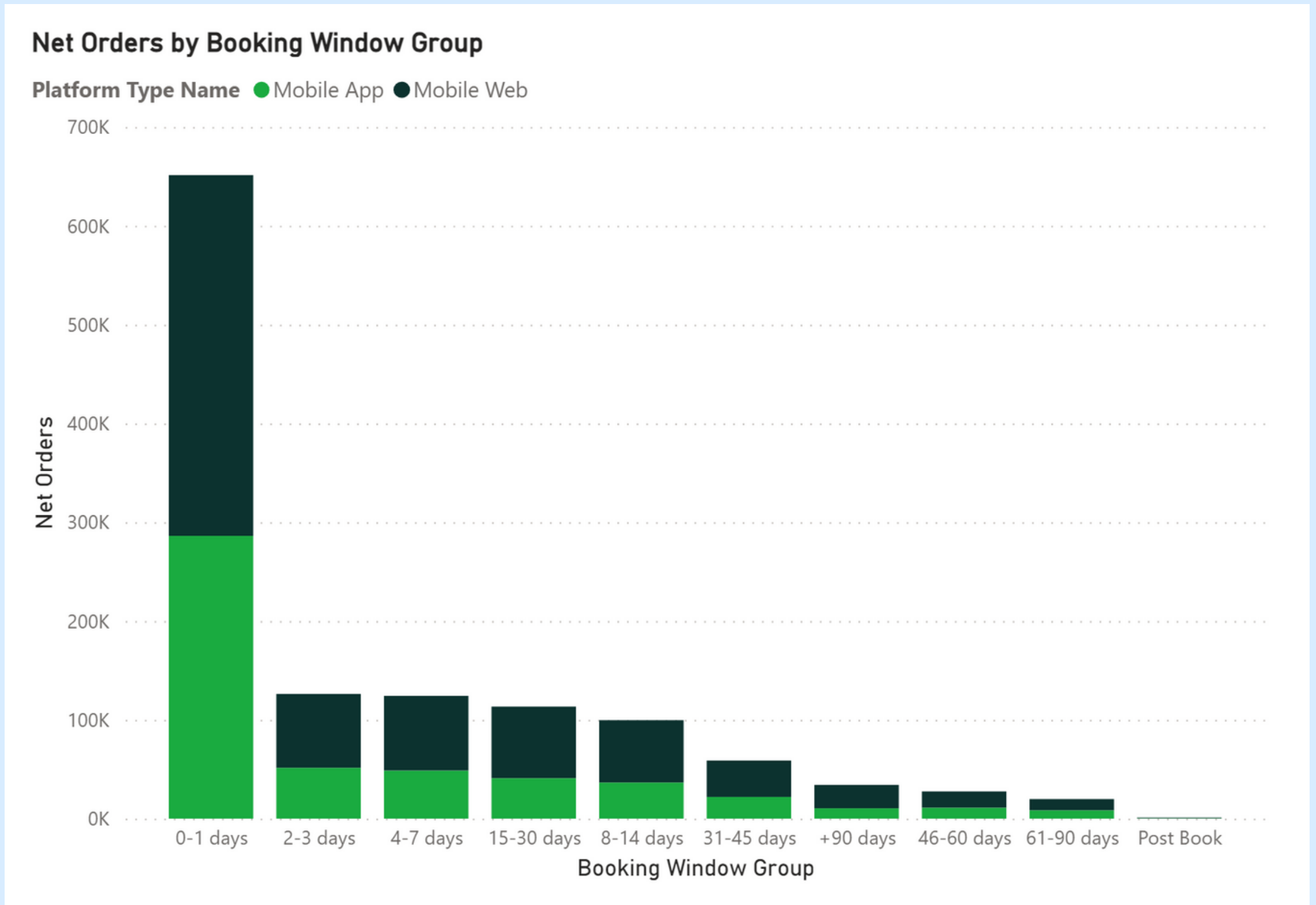
Recommendations
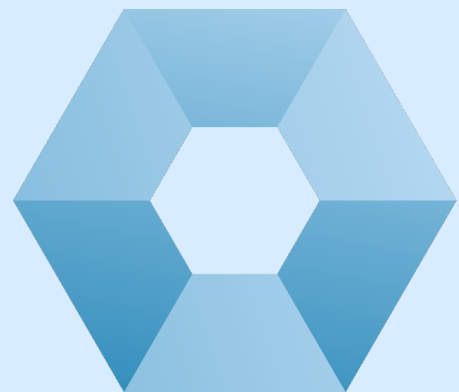
Expand selection of hotels in the US
Most demand for hotels is in the US.

Optimise the mobile app
Mobile app conversion rate is the highest. Improve UI/UX of the app and personalisation of the app to users.

Pricing and discount strategies
Last-minute bookings associated with discounts. Will make use of the high number of last-minute bookings.

Run marketing campaigns in the US
Americans visit epictrips.com the most, book the most trips, and spend the most.

Other Opportunities

- As the US is doing well, we could focus on South Korea, Brazil, and Hong Kong, 3rd, 4th, and 5th in visits to epictrips.com on mobile.
    - Language barrier
    - Local apps
- Deeper dive into Mobile App vs Mobile Web
    - Are marketing campaigns being run in parallel?
    - Updates or changes
    - Performance comparison
    - Industry benchmarks for booking engine apps
- Last-minute travellers
    - Do last-minute bookings come primarily from repeat customers or new customers?
    - Can we convert last-minute bookers into repeat customers by offering loyalty programs

Assumptions

- Data for November 2021 and 2022 is consistent all year round.
- App is available on all mobile operating systems.
- App is available across the world in local languages.

References

- https://www.eighty-days.com/blog/what-is-the-average-hotel-website-conversion-rate/#:~:text=INDEPENDENT%20HOTEL%20WEBSITE%20CONVERSION%20RATES&text=The%20average%20booking%20engine%20conversion,April%202019%2C%20achieving%202.99%25.