

Ctrip / 携程 (Helpful Trip)

ctrip.com / trip.com

→ Stats / Facts

"China's one stop travel shop"

YEAR FOUNDED	1999
BUSINESS MODEL	Online Travel Agent (OTA)
% SHARE OF CHINA'S ONLINE TRAVEL MARKET	43.10%
ACTIVE USERS	300 million
ANNUAL REVENUE	2.9 Billion USD
USER DEMOGRAPHIC	Unknown
ACCOUNT TYPES	/
% OF BOOKINGS ON MOBILE	75% Hotels 60% Flights



→ Fundamentals

WHAT IS IT?

Ctrip is the largest consolidator of hotels and other accommodations in terms of volume of rooms booked and the largest transportation ticket booking platform in China. It operates a centralized reservation system and a highly efficient fulfillment infrastructure. Ctrip also helps customers book vacation packages and guided tours, covering all popular domestic and international destinations. It provides a variety of travel-related destination services including insurance, visa services, attraction tickets and local activities. In addition, the Ctrip Corporate Travel Management Business Unit helps corporate clients effectively manage their travel requirements and save significant travel expenses.

CORE FUNCTIONALITY

Hotel, Flights, Vacation Packages, Guided Tours, Destination Services

CAN BUSINESSES OUTSIDE CHINA USE IT?

Yes, the most common way to list on Ctrip is through your booking manager system. Other routes include indirectly through tour operators, or setting up a direct connection with Ctrip.

Five Advantages

- 1 Ctrip is commonly used for buying flights and hotels and is known for offering the best value.
- 2 Ctrip works with all domestic airlines and over 320 international airlines, with air ticketing products covering over 220 countries and territories, 3,600 international cities and 8 million routes.
- 3 Ctrip covers approximately 500,000 hotels in China and approximately 750,000 hotels abroad.
- 4 A successful listing on Ctrip could help achieve scale in the Chinese market
- 5 Ctrip's things to do (TTD) platform launched in 2013 offers ticketing options for non-hotel / flight bookings, allowing instant ticket issuing for activities

Five Disadvantages

- 1 Website feels cluttered with a variety of options which is why many Chinese prefer to research their trip on other sites.
- 2 Less popular destinations have weak and often inaccurate content, especially images and names.
- 3 Your business will be surrounded by many competing businesses, difficult to differentiate.
- 4 Establishing your businesses and maintaining the quality of your listing is very challenging for small businesses.
- 5 Customer service can be problematic as Ctrip prefers you to use their platform to interact with customers

→ Verdict

Ctrip is the powerhouse of Chinese travel. Perhaps only challenged by Fliggy from Alibaba. It is important you understand what presence your business has on Ctrip and from there you can think about how to improve it. Ctrip is not an open platform in the sense you can directly edit the content displayed about your business. If you are interested in Ctrip, we would be delighted to check the presence of your business for free. Simply use the form below and we will send you a short report within 5 days.