

A case study with real numbers and Chinese tourists' travel preferences in Thailand

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Meaning of Baidu

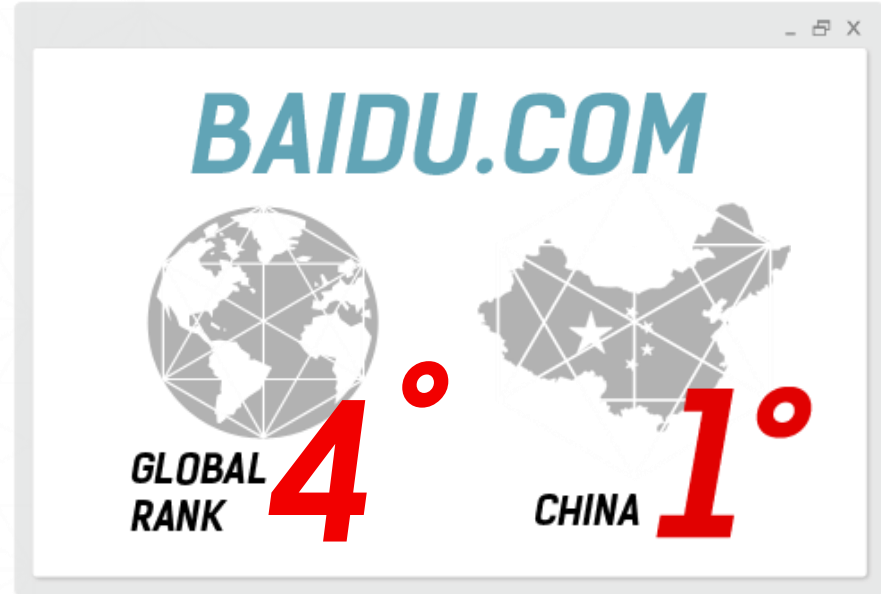
Hundreds and thousands of times, for her I searched in chaos, suddenly, I turned by chance, to where the lights were waning, and there she stood.

Baidu's Mission

To provide the best and most equitable way for people to find what they are looking for.



Baidu is the biggest Chinese website in the world



Baidu Eye



Baidu Awarded
Autonomous
Vehicle

Baidu Duer:
voice-activated
assistant



29th Forbes

Forbes' World's
Most Innovative
Companies



LIONS
INNOVATION



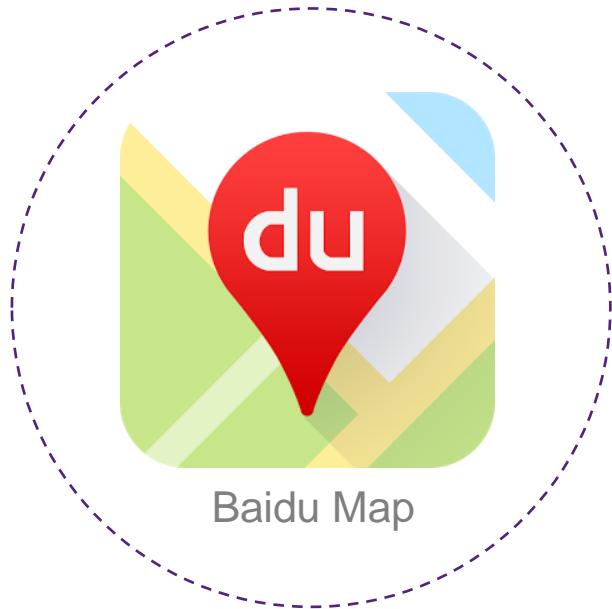
Baidu Kuaisou,
Smart Chopsticks

Providing the best and most equitable way for people to find what they're looking for



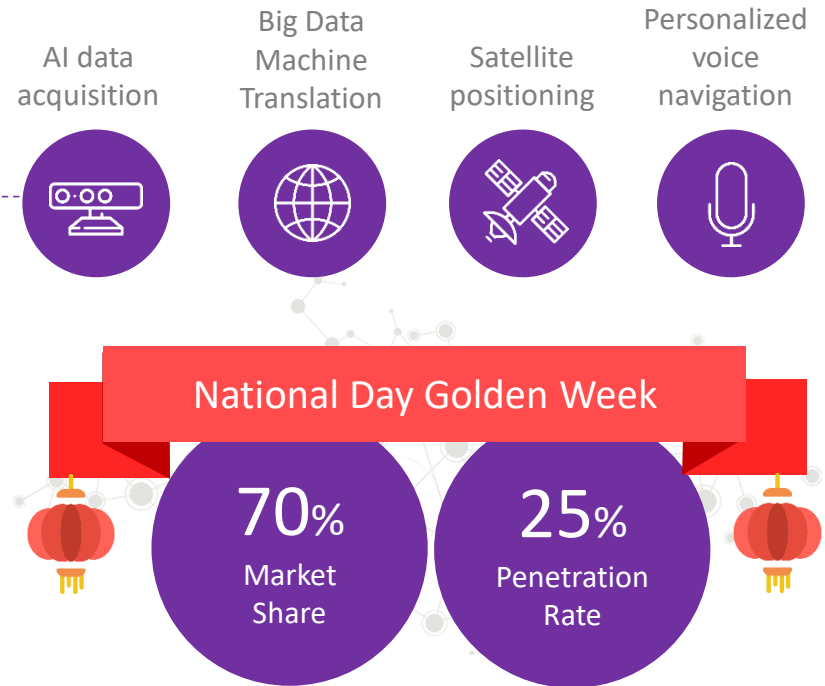
The accuracy and promptness of data

Digital map services



Baidu Map

120 M
Chinese
Outbound
Tourist



Baidu Map Partners with top digital map partners to provide quality map services to consumer world-wide



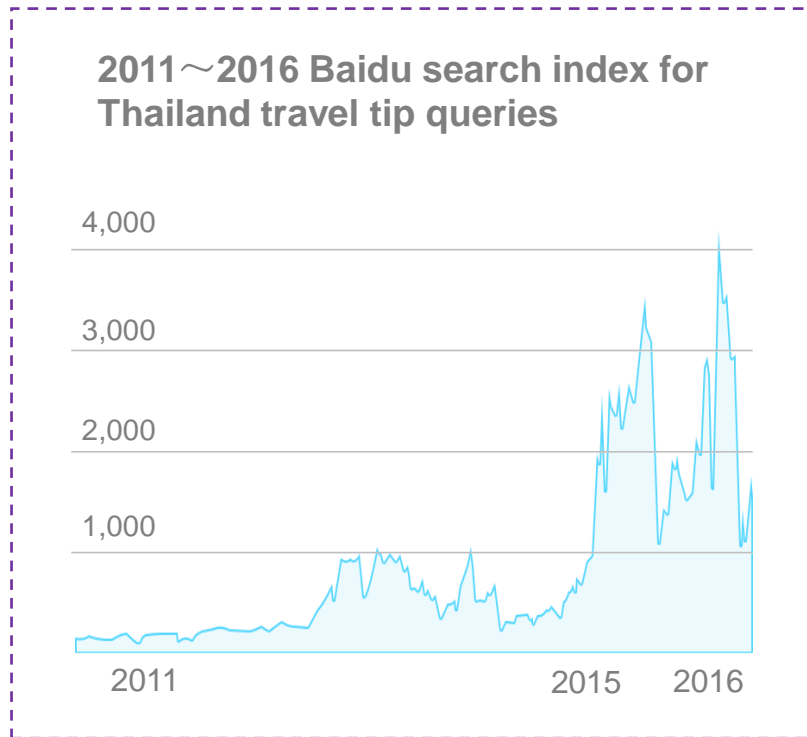
Many organizations are collaborated with Baidu Map



Partners



Baidu Search



Top 10 hotels of interest



Top 10 Restaurants



Top 10 shopping destinations



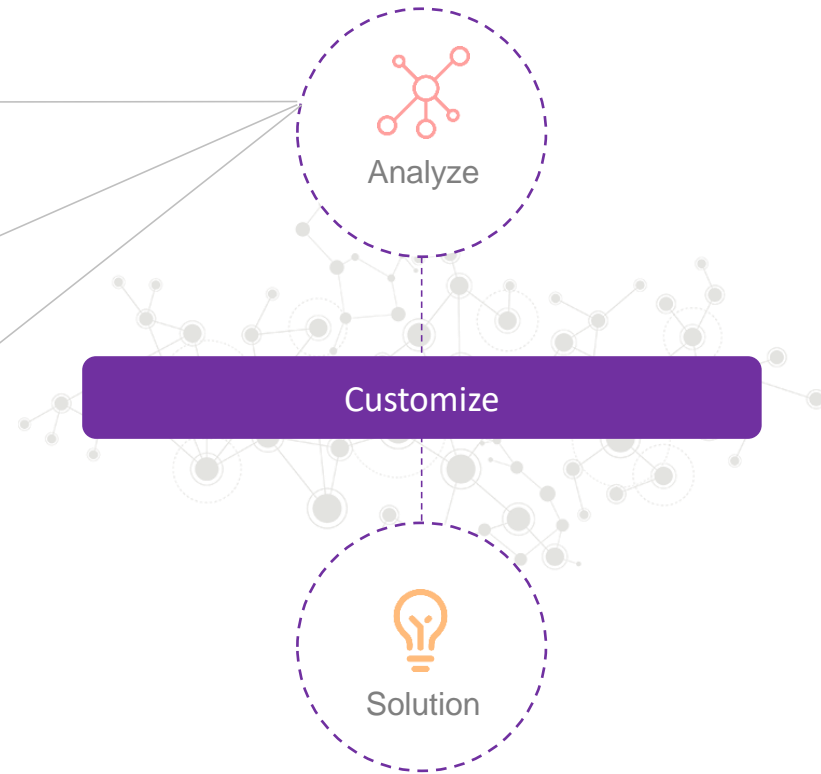
Problem

How do Chinese tourist choose overseas hotels?

Which hotel facilities are most important?

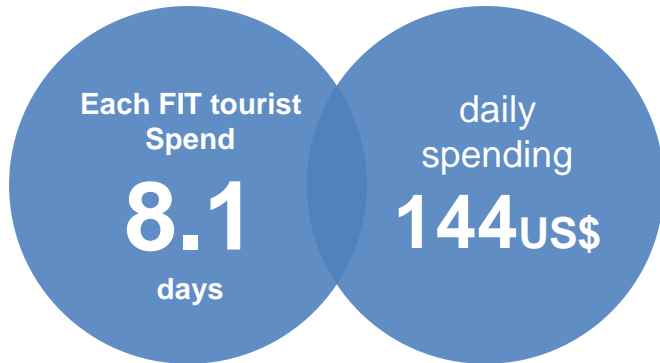
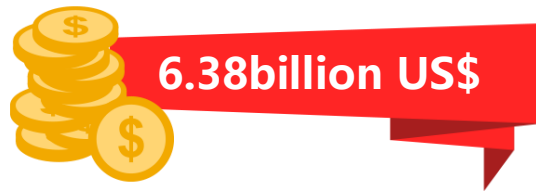
What kind of restaurant do Chinese tourist prefer?

Baidu Access



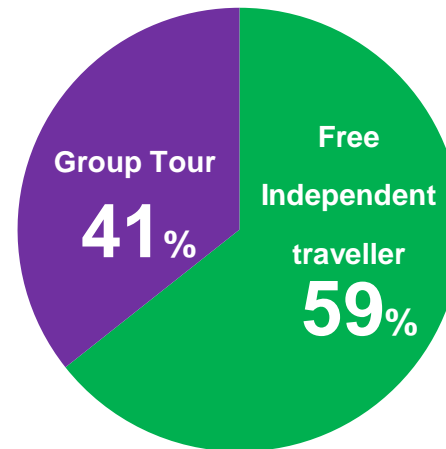
Chinese Tourists FIT Market Size

Market Size

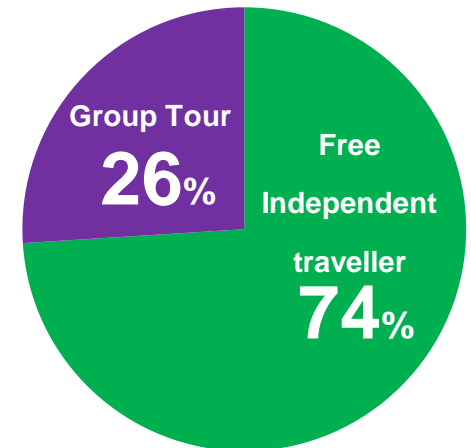


Trending

Been to Thailand in the past 6 month in 2016



Will go to Thailand in the next 6 months in 2016



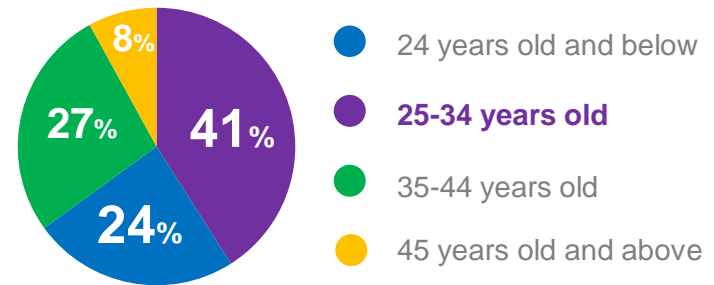
Chinese Tourist Profile

Income : middle – high income 83%

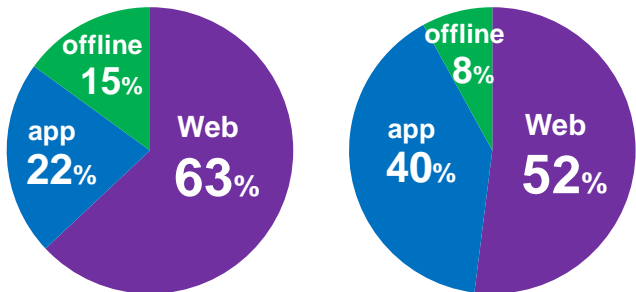


● High income ● Middle income ● Low income

Demographic : 25 – 34 years old 41%



Booking Method : Mobile is inclining



2014

2015

Spending by gender : Males spend more then females



Popular keywords

Dining

- Thai food tips
- Local dining options
- What to eat in Thailand
- Hotpot
- Thai snack tips
- Bangkok eat seafood



Shopping

- Thailand tax-free tips
- What good things can I buy in Thailand?
- What's cheap in Thailand?
- Shopping centre
- Pharmacy
- Supermarket





Chinese tourist preference



Accommodations

1. 曼谷盛泰澜(Centara Grand at CentralWorld)
2. 彩虹云霄(Baiyoke Sky Hotel)
3. 水门夜光酒店(GLOW Pratunam)

How do Chinese tourist choose overseas hotels?

- | | | | |
|---|--|--|--|
| Location | Price | Picture | Review |
|  |  |  |  |
| 1st | 2nd | 3rd | 4th |



Restaurant

1. MK 泰式自助火锅
2. DONQ(Bakery)
3. 水门肥鸡饭(Kai Ton Pathumwan)

What are the problems encountered during meals?

- | | |
|---|---|
| Communication with waiter not smooth | Can't understand menu |
|  |  |



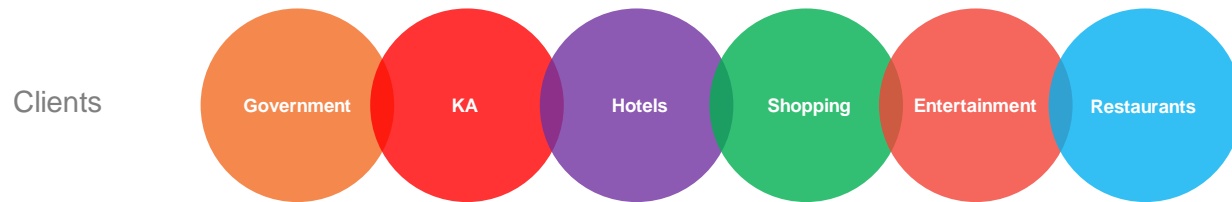
Shopping

1. Boots
2. Big C
3. 7eleven

What problems are encountered during shopping?

- | | | | |
|---|---|---|---|
| Language barrier | No coupons | Inconvenient to bring back | No clear plan |
|  |  |  |  |

Baidu Access : Cross border Chinese tourist marketing platform



Cross-Border Chinese Tourists Marketing Solutions

Abilities

Market Analysis

Industry report
Market consult

Brand Influence

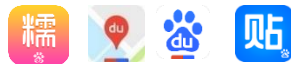
Travel media society
Media resources

Sales

Deals sale
Advertisement sale

Channels

Baidu



Other Medias



Agencies



On the rise of China outbound tourism and the inclining popularity of Thailand as destination, Baidu access project is created to serve Thai businesses who want to promote their products and services to Chinese tourist.



Thank you