

Hiroyuki NISHIMURA

Co-Founder & Director Venture Republic Group





allstay











Venture Republic Group Leading Travel Metasearch Company in Asia









Venture Rep









18:35

10.18 - 10.19 💵 1

서울신라호텔 도심으로부터 1.59km

평점 94/100

agoda

평점 85/100

agoda

도심으로부터 4.16km

도심으로부터 1.03km 평점 85/100 agoda

프레이저 플레이스 남대문

베스트 웨스턴 프리미어 호텔..

전체(837) 호텔(331) 게스트

ocomo 🕏

10 Must-Try Foods In Hiroshima, full of love from locals!













Top OTAs/Metasearches in Japan by Traffic

	Rank	Website		Total Visits (M)	
	1	jalan.net	PRIOUED	27	.2
	2	travel.rakuten.co.jp	楽	26	.4
	3	tripadvisor.ip		12	8
L	4	Travel.jp/Hotel.jp	せ Tra 旅行会社200	tvel.jp	.7
_	5	jtb.co.jp	感動のそは	15. (17.6) 6	.6
	6	his-j.com	#	/ 5	.7
	7	travel.yahoo.co.jp	,	TAIN	.1
	8	expedia.co.jp	Exper かしこい族、 3	dia.co.jp cozxfr	.1
	9	tour.ne.jp	旅行比較サイト	4	.5
	10	rurubu.travel ikyu.com	333i	A A M 5 7 10 トラベル by /m C.com	.0_









Metasearch Traffic in Asia

Website

Qunar	**		15.3	
Skyscanner/Tianxun	• # •	*	9.3	
Travel.jp/Hotel.jp			6.7	
Trivago		*	4 .9	
lxigo	•		2.9	
Hotelscombined		*	1.3	
Kayak			0.8	
Wego .com .in .sg .co.kr .co.jp .jp .co.th .co.id .	com.ph .com.vn .com.my .com.t	w .vn .tw .my	0.5 Similarweb as of Sep 201	6
Travel.jp	01 allstay		Venture Repub	! lic

Total Visits (M)



Global Metasearch Traffic



.com .fr .es .de .co.uk .it .in .sg .co.kr .co.jp .jp .co.th .co.il .pl .co.id .ru .co.za .ae .qa .tw .dk .au .co.nz .com.ph .com.vn .com.my .com.tw .vn .tw .my

By Similarweb as of Sep 2016

2.9

2.7

Ixigo.com

hipmunk.com

Tianxun.com

allstay

Our Uniqueness













Japan Travel Market

Size Does Matter.









Size of Japanese Travel Market

Absolute terms In which countries was the direct contribution (absolute terms) of Travel & Tourism to GDP greates in 2015?	2015	Absolute terms In which countries was the total co (absolute terms) of Travel & Touris in 2015?	
Direct GDP 2015 c	onstant US\$bn	Total GDP	2015 constant US\$bn
1 United States	488.0	1 United States	1,469.9
2 China	224.0	2 China	853.8
3 Germanv	130.7	3 Japan	326.1
4 Japan	106.7	4 United Kingdom	315.6
5 United Kingdom	103.7	5 Germany	299.7
6 France	89.2	6 France	221.1
7 Mexico	79.7	7 Spain	192.0
8 Italy	76.3	8 Italy	185.9
9 Spain	68.8	9 Mexico	172.3
10 Brazil	56.3	10 Brazil	152.0

by World Travel & Tourism Council: 2016 League Tables

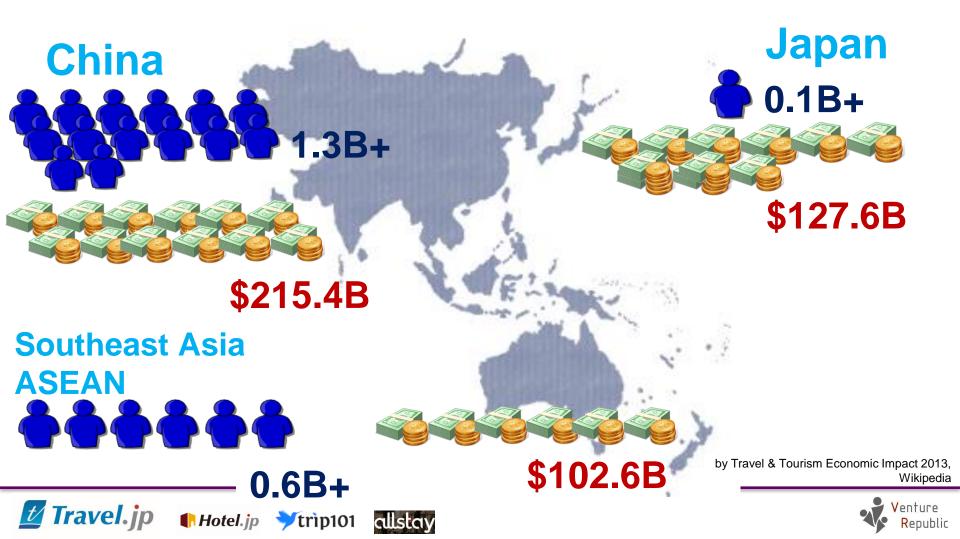




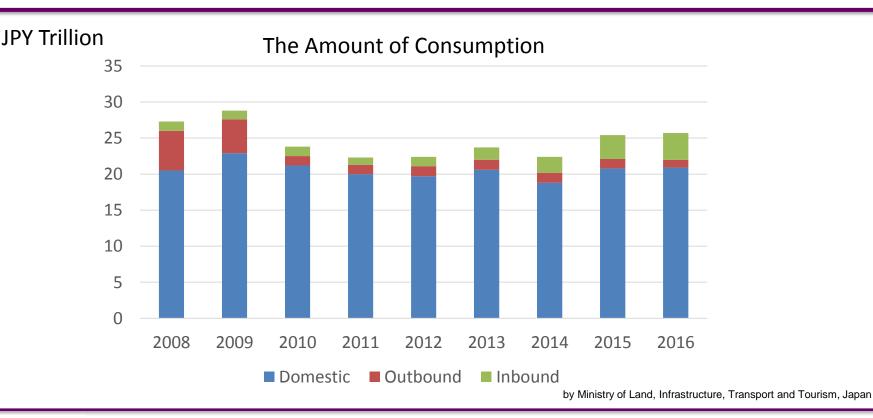








Domestic >>>> Outbound + Inbound





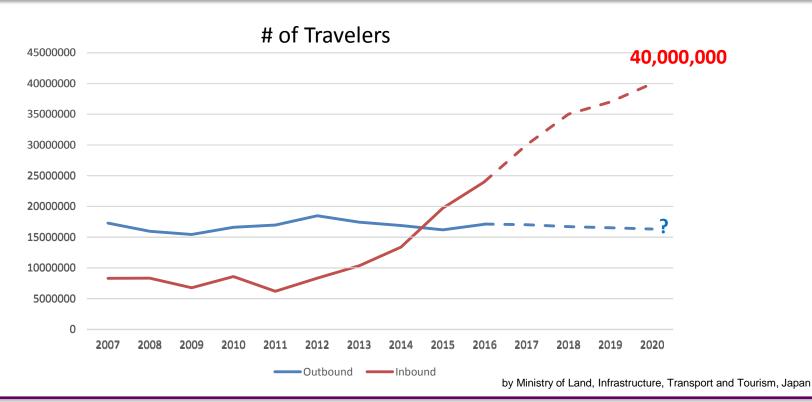








Inbound Tourism Surges





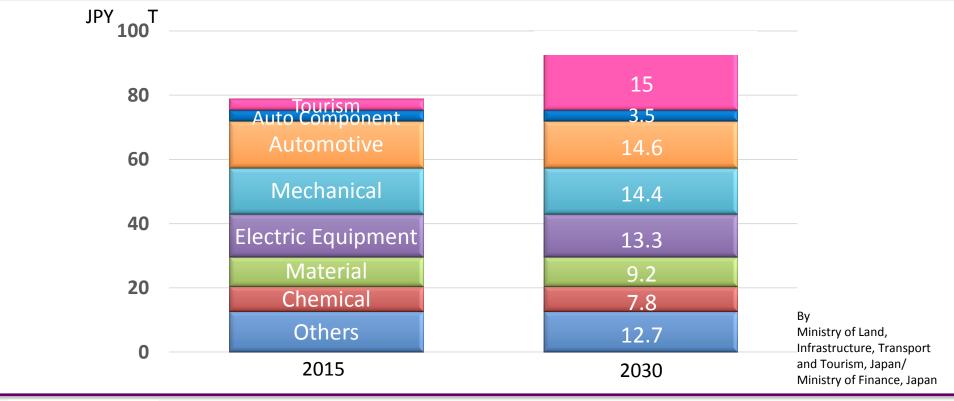








Japan Inbound Tourism Market: How Big?





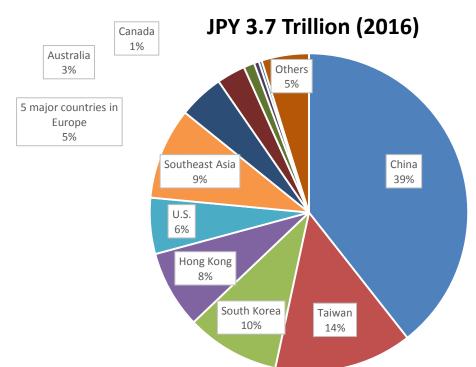








Inbound Travelers to Japan



(2016)

by Ministry of Land, Infrastructure, Transport and Tourism, Japan



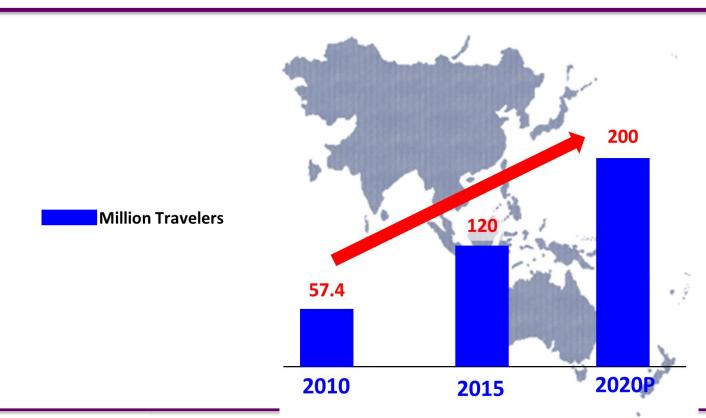








China Outbound Market



























Unique Trends in Japan









1. Mobile First

But Apps Last??

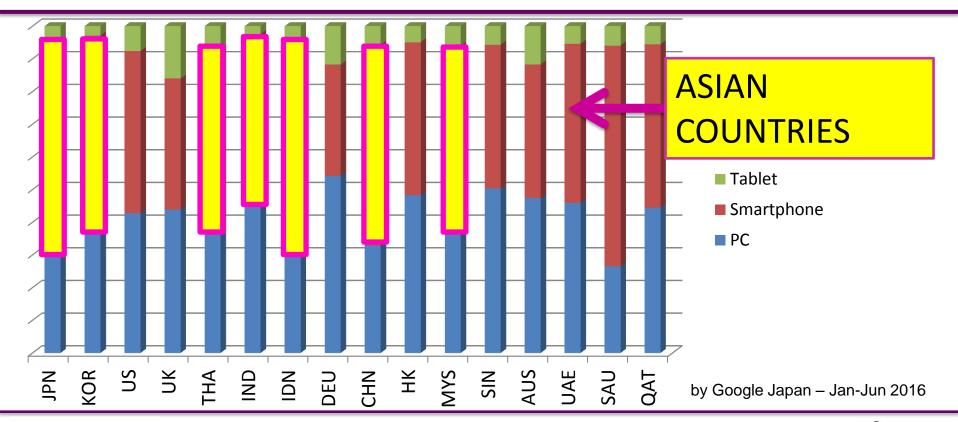








Travel Search Queries by Country





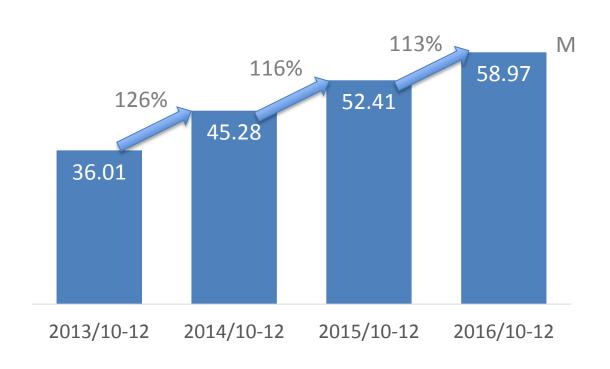








Growth of Smartphone Users in Japan





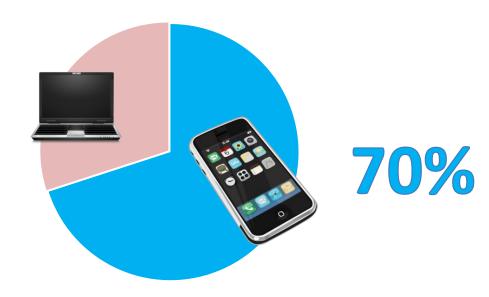








Travel.jp & Hotel.jp: Traffic by Devices



As of December 2016



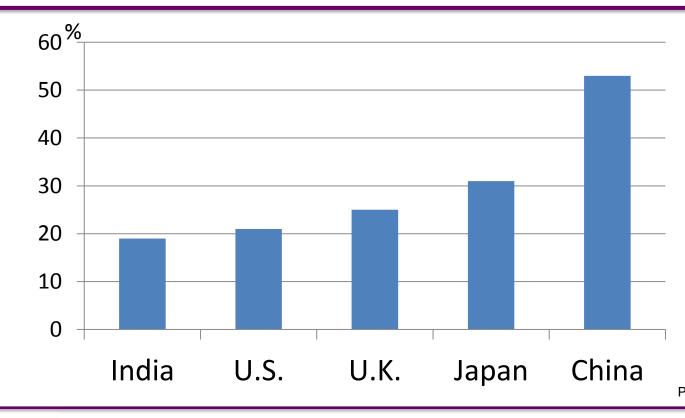








Mobile Share of Online Travel Gross Bookings by Market, 2016







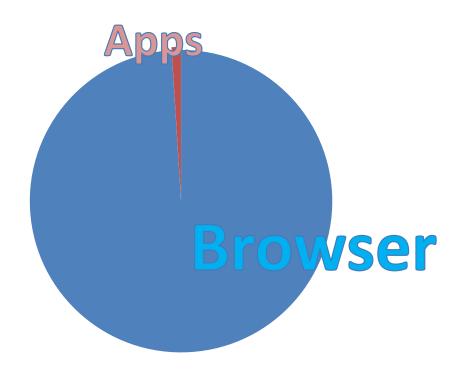








Travel.jp: Mobile Browser vs. Mobile Apps





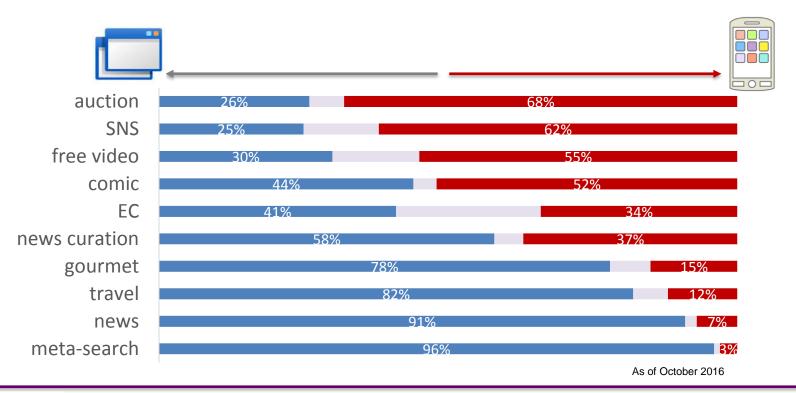








Ratios of Browsing Users vs. App. Users by Category













by Nielsen

Internet Users in Japan

Population **126m**(2016)

Internet users 100m (2015)

Feature phone users 53m (2015)

Smart phone users **50m** (2015)

Desktop users 51m (2015)









Average# of Apps Used Monthly

October 2014 October 2015 October 2016 26 28 29 +2





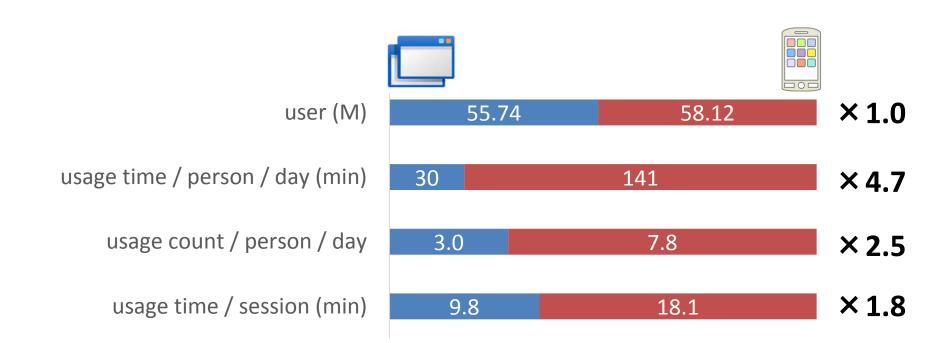








Usage Comparisons: Browsing vs. Apps.













by Nielsen

2. Offline vs. Online

Do Clicks & Mortars Work?

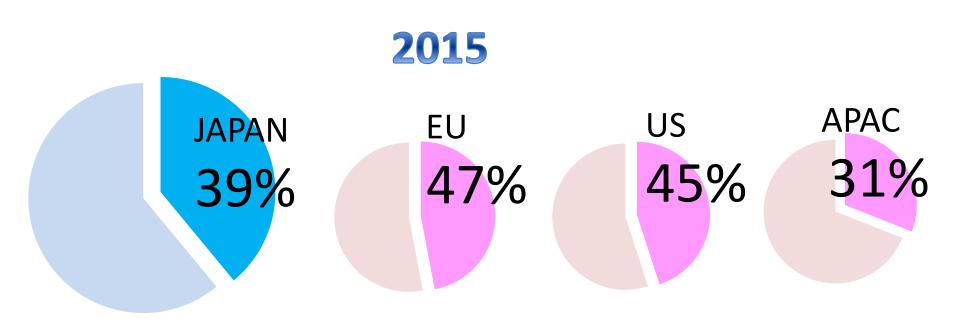


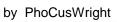






Online Penetration















Gross Sales Volume by Travel Agencies

Rank	Companies		JPY mil	YOY(%)
1	(株)ジェイティービー	JTB	761,749	111.3
2	楽天(株)	Rakuten	488,530	123.3
3	エイチ・アイ・エス	HIS	428,497	98.8
4	(株)日本旅行	NTA	427,734	101.9
5	(株)JTB首都圏	JTB-Syutoken	323,834	99.2
6	(株) JTB国内旅行企画	JTB Japan Travel Corp	313,014	106.3
	(株)阪急交通社	Hankyu Travel	295,363	88.8
8	(株)JTBワールドバケーションズ	JTB Worldvacations	220,603	89.7
9	(株)i. JTB	i.JTB	208,337	117.1
10	ANAセールス(株)	ANA Sales	204,999	97.5
11	近畿日本ツーリスト(株)	KNT	200,365	100.6
12	(株)JTB西日本	JTB-West	182,549	115.3
13	(株)ジャルパック	JALPAK	179,524	103.4
14	クラブツーリズム(株)	Club Tourism	171,418	100.4
15	(株)JTBコーポレートセールス	JTB Corporate Sales	165,174	104.8
16	東武トップツアー(株)	Toubu Top tour	148,063	99.9
17	近畿日本ツーリスト個人旅行	KNT Individual Tour	130,885	97.9
18	(株)JTB中部	JTB-Chubu	116,988	101.8
19	(株)JTB九州	JTB-Kyusyu	107,395	97.3
20	(株)ジェイアール東海ツアーズ	JR Tokai Tours	98,910	103.1







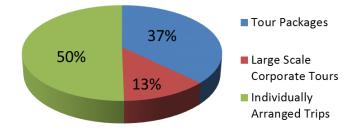




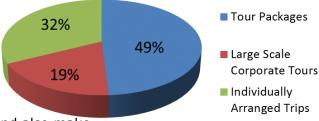
Travel Agencies' Business in Japan

Breakdown of 1st Category Travel Agents* Gross Sales (2013)





Domestic (Overnight)Trip



(*)1st Category Travel Agents:

Companies that organize and sell overseas and domestic tours, and also make travel arrangements for the clients as agents.





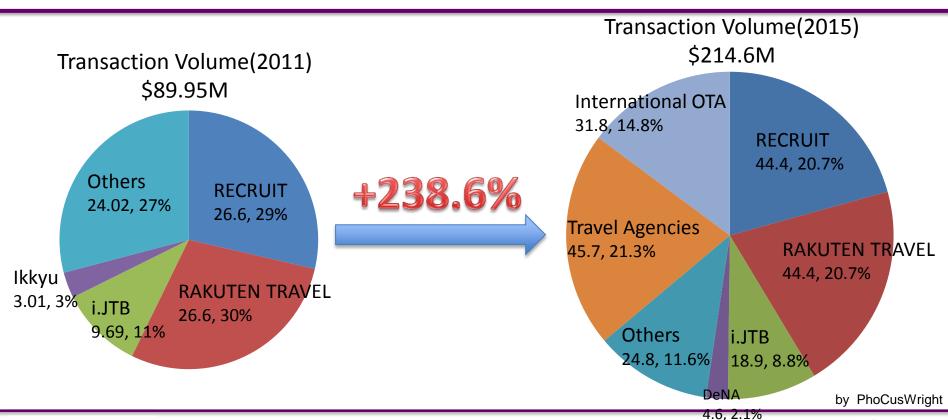








OTA Market Trend













3. Loyalty It Does Matter.







Case Study - Rakuten

Rakuten Ecosystem

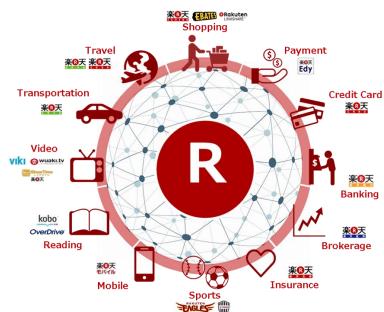
108M

Rakuten Membership with Rakuten ID



Integrated transaction data base

Note: As of March.2016



By WIT Japan & North Asia











Loyalty Point Consortiums































4. Content Is it King?









Japan's New Travel Media































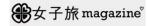














































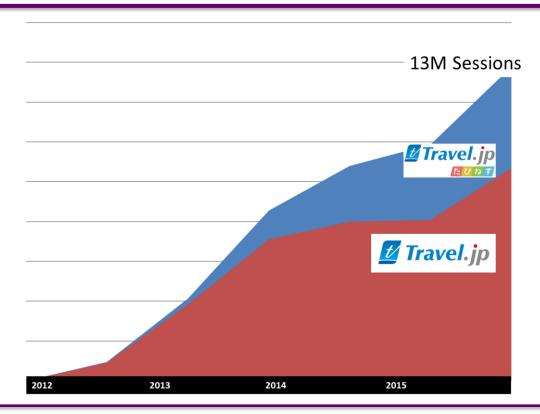
















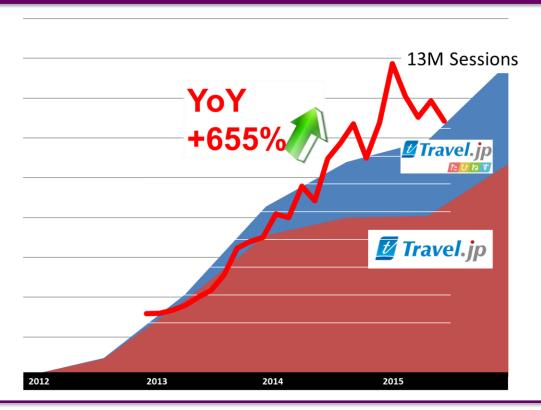


















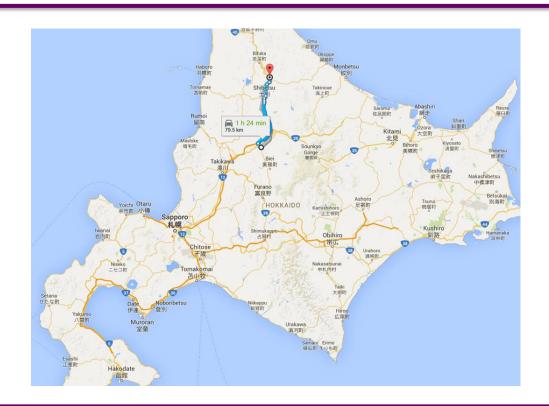




Travel.jp Official Travel News Subscription Services on LINE



Hong Kong to Hokkaido, Japan





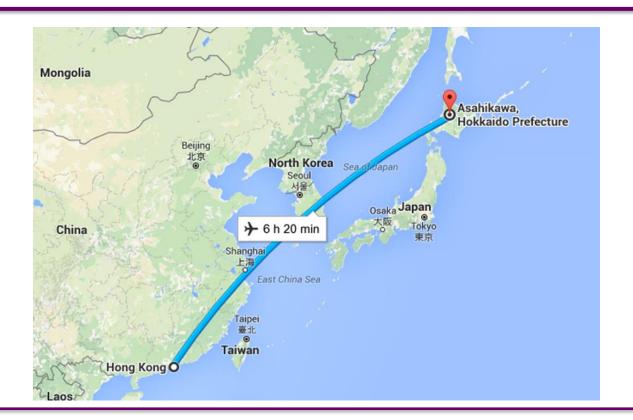








Hong Kong to Hokkaido, Japan



































412人の旅の専門家による、10,365のガイド記事!

Travel.jp to to f



北海道・名寄の「サンベリーむら おか」で日本最北のブルーベリー 狩りを!



野村 みのり モニターブロガー 記事作成 2015/07/29 | 最終更新 2015/07/30





旭川から車で1時間半ほど北へ向かうとあ る名寄市。その名寄市内からさらに稚内 方面へ4キロほど行ったところにある「サ ンベリーむらおか」では、日本最北のブ ルーベリー狩りを楽しむことができま す。寒い中育ったブルーベリーは、味が ギュッと凝縮されていて濃厚でとても美

























Venture Republic Group Leading Travel Metasearch Company in Asia









Our Uniqueness

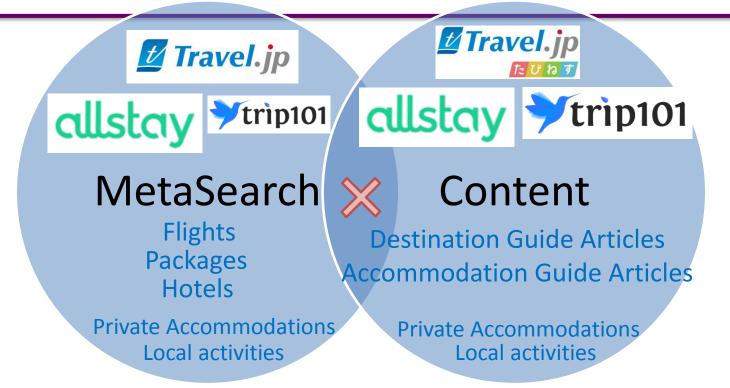








Our Unique Model







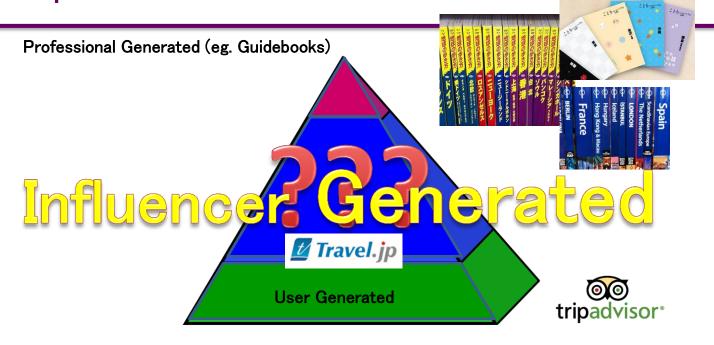








Our Unique Model to Build Travel focused Media



Our Publishing Ecosystem



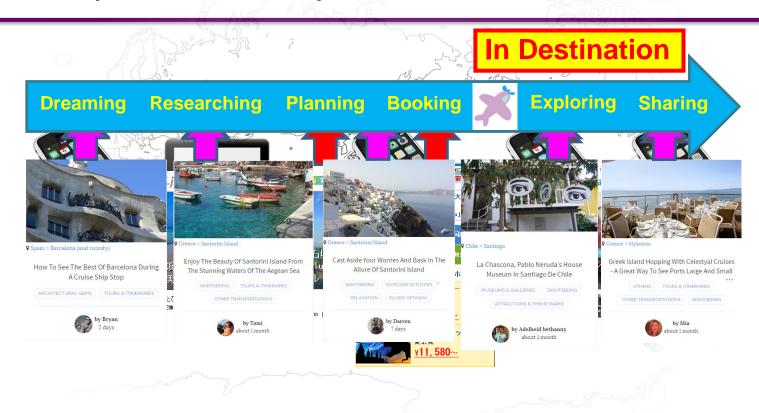








Our Unique Value Propositions













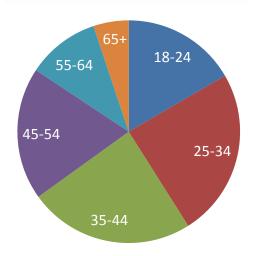


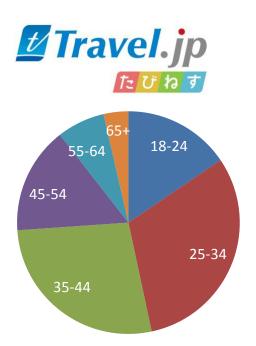


User Profiles – Travel.jp Metasesearch vs.

Media

















Front Runner on Mobile Messaging Platform











Messenger Apps













220 MILLION 49 MILLION (68 Million in Japan)

700 MILLION

1 BILLION

1 BILLION

150 MILLION

Population







1.357 BILLION











Travel.jp – Official Partner with LINE



Collaborations with Destinations & Travel Brands through Content









Our Projects with Destinations



ドイツ 乗り物 飛行機・空港 飛行機











国内3都市4空港に就航しているルフトハンザドイツ航空は、ヨーロッパへのフライトを持つ 外資系エアラインの中でもサービスの良さやシックなイメージで、ファンの多いエアラインで す。

また、近年プレミアムエコノミークラスが導入され、新たな快適さが話題になっています。ルフトハンザはなぜ評判がいいのか、航空ジャーナリストである筆者が詳しく紹介します。









f シェアする 94



B! はでプする

8+ क्षेत्रक

トラベルipナピゲーター みい 船場経済新聞ライター、旅行ライ 一、書美可観光大使

南

ウェスティンホテル大阪があるのは、大阪駅からすぐの新梅田シティ。都会にありながらも自然豊かな環境が、宿泊やレストラン利用などでホテルライフを楽しむ人々から高い評価を得ています。世界的に有名な梅田スカイビルと同じ敷地というのも魅力です。

今回は高層階にあるレディースフロア「Muse(ミューゼ)」での特別なステイをご紹介。「女性に生まれて良かった」と思わずにはいられない至福の時間をお楽しみください。



ウェスティンホテル大阪

★★★★★ 4.35 詳細・クチコミト

大阪府大阪市北区大淀中1-1-20 [地図で確認]

公式サイトは最低価格保証!!早割などバラエティ豊かなプランで

18,750円~

(

Our Clients











HONGKONG AIRLINES 香港航空











A STAR ALLIANCE MEMBER 🔧











神姫バス株式会社























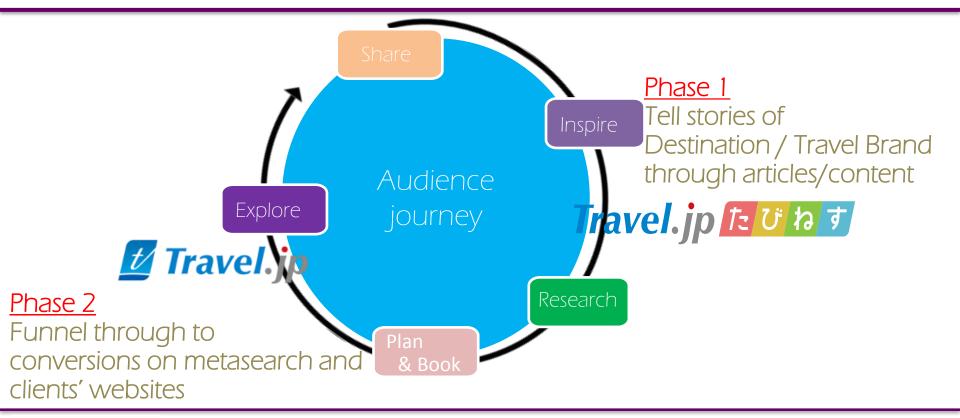








Providing Unique Values to Travel Brands through Funnels













Case Studies - Lufthansa



Purpose: Improving awareness its premium economy class for women

Results: Tie-up campaign with premium economy class flight give away

PV: **57,000**





















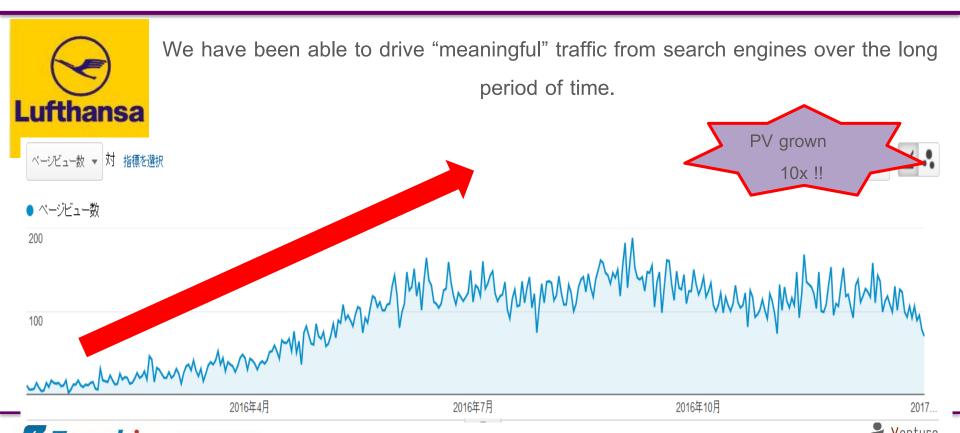
-ryperivesk

79.000円~

高大矮へもより様広いネットワークとサービスを提供しています。



Case Studies - Lufthansa













Case Studies - Hotel Okura

Purpose: Increasing traffic and booking to Hotel Okura Tokyo Bay and

improving awareness of their winter events and winter suite room deals.



7,000 PV/per month





ものを少しずつ味わえるフルコース仕立ての朝食。しかも、ちゃんと席がキーこ

ら、ブッフェのように待ち時間もありません。













Case Studies – Akita Prefecture

Purpose: Increasing traffic and bookings to Akita prefecture and brand awareness of Masuda-cho, Yokote-city, Akita prefecture.

Results

8,000 PV/per month



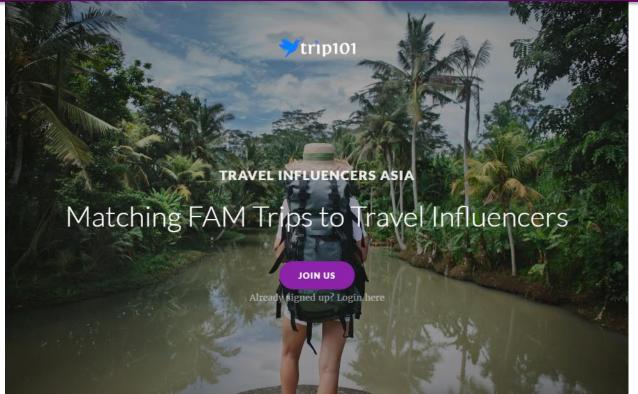




見学にあたっては事前の予約が必要だ。

Travel Influencers Asia – Marketplace connecting Travel Influencers & Travel **Brands**

















Suppliers Direct









Travel.jp: Our Answer







トラベルjpで予約しよう!

1部屋 ¥65,081 合計:¥65,081



ウェスティンホテル大阪

梅田・大阪駅周辺・天満・中津, 大阪府[地図]

総合評価 ★★★★★ 4.35 □コミ 114件

¥20.400 - ¥300.000 (2名 1室利用時)

世界水準41平米のお部屋でゆったりおくつろぎいただけます

即 部屋がとても良い , サービスがとても良い , まあまあ快適

名社の最安値プラン



写真:楽天トラベル

公式サイトは最低価格保証!!早割などバラエティ豊かなプランでお待ちして おります。

最安値 1室(2名利用時) **18,750円~**



ラグジュアリー ツインルーム 女性専用 禁煙

■ ツイン 野食事なし

1部屋 ¥45,000 合計:¥45,000





コーナーツイン 禁煙

■ その他 野食事なし

1部屋 ¥57.000 合計:¥57.000





【スペシャルプライスプラン】シンプルステイ デラックスツイン8~1

9階【禁煙】 食事なし ■ ツイン 野食事なし

1人 ¥11.500 合計:¥23,000





【素泊まり】シンプルステイ

■■ ツイン Ψ 食事なし

1人 ¥23,000 合計:¥46,000





【素泊まり】シンプル…

★★dポイント1%進··

空室:○約20時間前

1人 ¥23,000 合計:¥46,000 空室:○約24時間前

室数限定★ご予約はお… 1人 ¥12.700 合計:¥25.400 空室:○1日前



(Simple St... 1人 ¥11,500 合計:¥23,000

1部屋 ¥46.000 合計:¥46.000 空室:○約21時間前













トラベルjpで予約しよう!

1部屋 ¥45,000 合計:¥45,000



Early Adapters of Private Accommodations











JAPAN'S VENTURE REPUBLIC PARTNERS WITH AIRBNB TO OFFER MORE ACCOMMODATION CHOICES



旅行比較大手2社サイトで民泊物件の表示を開始、Airbnbの海外物件を「トラベ コちゃん」「Travel.jp」で

日 おすすめ 93 BI 6 Pocket 11 2016年12月19日 カテゴリー:ニュース.ホテル・旅館 母 印刷用ページを表示 民泊仲介サービス「Airbnb」が2016年12月19日、オープンドアが運営する

旅行検索サイト「トラベルコちゃん」、ベンチャーリパブリック運営の 「Travel.ip(トラベル・ジェーピー)」との業務提携を発表した。提携し た2つのサイトは複数のオンライン旅行予約サイトの検索結果を比較横断で きるメタサーチ。Airbnbとメタサーチの連携は、海外で一部みられるもの の、国内では初めてのこと。

「トラベルコちゃん」や「Travel.jp」の海外ホテル検索ページ上に 「Airbnbで家を探す」動線が設置され、利用者はホテルだけなくAirbnbが 提供する個人宅や別荘などを選択できるようになる。



Dec 20.2016

Airbnb has dipped its toe back in the waters of third-party distribution, almost a year to the day since it axed its original affiliate programme.

The global property-sharing giant has signed a deal this week with two Japanese travel search sites to allow its inventory to feature alongside other accommodation providers.

Visitors to both Travel.co.ip and Travelko will have access to the full Airbnb portfolio of three million products in 34,000 destinations in 191 countries, including 46,000 properties in Japan alone.

1泊 ¥13,652 最大宿泊人数 2人



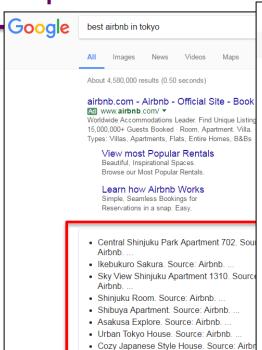




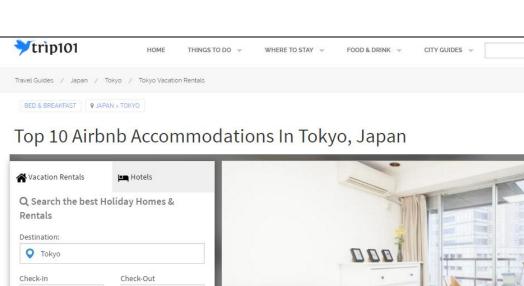




Trip101



More items...





Search

Check-Out Date

Powered by A HomeAway

Tokyo needs no introduction. Renowned for her unbeatable cuisine, outrageous and trendy fashion, squeaky clean streets and the polite and friendly attitude of her people, Tokyo is arguably one of the world's greatest cities. You'll never run out of things to do here. Catch up with the latest fashion trends and taste unique creations in Shinjuku and Harajuku, or slow it down and explore the city's vibrant history through its museums, gardens and temples. Be right in



Ten of the coolest Airbnb rentals in Japan

Top 10 Airbnb Accommodations In Tokyo

https://trip101.com/article/top-10-airbnb-accommo

www.timeout.com/tokyo/blog/ten-of-the-coolest-airbnb-rentals-in-japan-021516-1 ▼
Feb 15, 2016 - We won't lie, sometimes we like to browse Airbnb just to see what kinds ... Ideal for Tokyo visitors who like the idea of a cute novelty apartment ...



Our Strong Footprint in In-Destinations









Mobile Use in Destinations



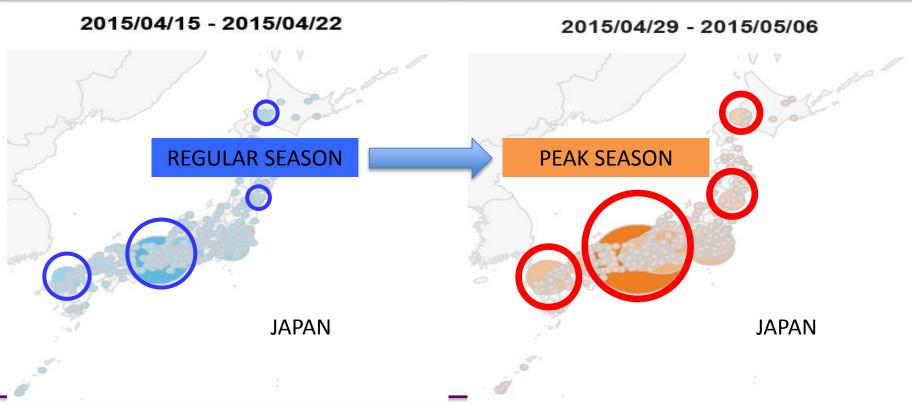


MOBILE VS DESKTOP TRAFFIC

ure oublic

Mobile Use in Destinations















Instant Booking

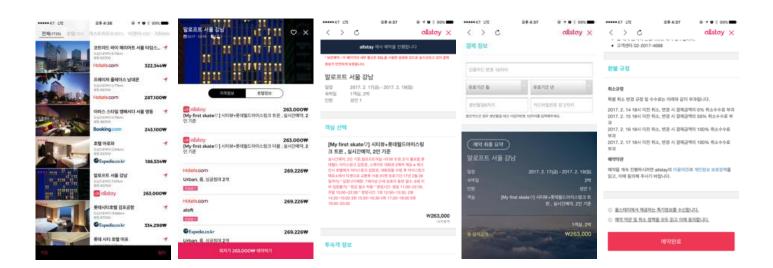








Instant Booking Platform on Mobile Apps in Korea















An Unique Experiment to increase Ski Population









Need to Boost Domestic Travel Consump **Travel.jp**

Inbound Sales are booming but Young Travelers are Decreasing (Population)



Need to Stimulate Young Travelers to Travel more!









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Recruit, one of the biggest OTA in Japan, started a unique campaign to stimulate Young Travelers to participate Winter Snow activities.



Started "Snow Magic!" campaign in 2011











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What is "Snow Magic!"!? How does it work!?



"Snow Magic! 19" is a campaign in which lift tickets become free with over 190 slopes throughout the country limited to 19 years old. It is a very grateful story to college students that any lift ticket of 5,000 yen a day will be free at any ski resort! Target of 2016/17 is 19 years old born April 2, 1997 ~ April 1, 1998! Prepare to go to the slopes now!









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User's ski repeat rate exceeds 98% Total user close to 1 million!







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Items need to care about

- (1) determine the timing to start to maximize the number of people attending and make effort to remain long in the snow industry.
- (2) It will not be chosen forever unless consumers of future customers are given consumption habits. Conversely, leisure is attractive, so it will be a promising market if you have experiences.
- (3) It is difficult to appeal directly to an unexperienced person, and it is easier for people who can ski even a little to invite inexperienced friends via SNS.
- (4) It will not be realized without industry cooperation, sharing a sense of crisis is very important. It began at a timing that made it easier to unite.









Some Unique Ideas to increase traffic











Google Search (SEO&SEM) Need to Escape from Search Engine Addiction!?



APPs & Direct (Inc. SNS, Messaging, etc.)













How to Increase Google Search SEO Traffic!? (Still Addicted....)



10 most (e.g. amazing places to visit in Tokyo, etc.) Need contents => Trip101











How to Increase traffic from LINE messaging platform !?



Post Good Looking Contents Everyday











How to Increase APP install without spending money !?



Try DMO











What is DMO !?



Display Mosaic Optimization

Cover the best price (only one) field with mosaic.

The best price will be shown only via a search through APP.

The key is to optimize the mosaic field(s).











Thank You!

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