

# Smarter Travel in Hong Kong

Consumers demand more convenient, seamless, and unique experiences on digital.

Hong Kong residents are renowned for their appetites for travel. They are also becoming more digital-savvy and conduct extensive research online before any trip, with 11% improvement on digital engagement from 2017. But three in four Hong Kong residents feel the local tourism and travel industry is not digitizing its services enough.

Strong competition from global travel providers are also raising expectations, and many are willing to switch if their local providers fail to meet their needs.



## 01 Hong Kong travelers are avid online researchers.

**+11%** ↑  
digital engagement  
from 2017

**98%**  
research online  
before a trip

**66%**  
use smartphones  
for research

## 02 Mobile is indispensable for travelers.

**57%**  
use smartphones  
for flight check-in

**↑14%**  
from 2017

**85%**  
use smartphones for  
navigation during a trip

**↑10%**  
from 2017

## 03 Many see sharing economy as a positive ...

**59%** of corporate respondents  
say it can help tourism

**↑22%**  
Vacation rental  
brand searches

**↑22%**  
YoY globally

## 04 ... But travel marketers face huge challenges.

Low digitization perception

Only **22%** feel the  
industry is  
digitized

Questionable information:  
**Consumers are concerned  
about the quality and accuracy  
of online information**

Payment worries: **43% are  
concerned about mobile payments,  
and 40% feel websites/services  
are not smartphone-friendly**

No seamless experience:  
**Siloed operations require  
travelers to manage  
separate arrangements**

## 05 Three ways travel marketers can win back travel confidence with digitization.

### 1. Be an accurate source of accurate and real-time information.

Hong Kong travelers are overwhelmed with crowded and confusing offers from online travel agencies (OTAs), hotels, and airline companies.

**47%**  
request easier price  
comparison options

**35%**  
want improved real-time price  
bidding on flights and hotels

This provides an opportunity for travel marketers to provide curated and real-time information to drive interest.

### 2. Create a platform for a personalized, seamless travel experience.

Connect separate arrangements through integration and APIs.

Focus on personalized experience rather than low-cost packages.

Improve travel convenience and reduce related anxiety.

What travelers want from their travel service providers:

**47%** Easier price comparisons

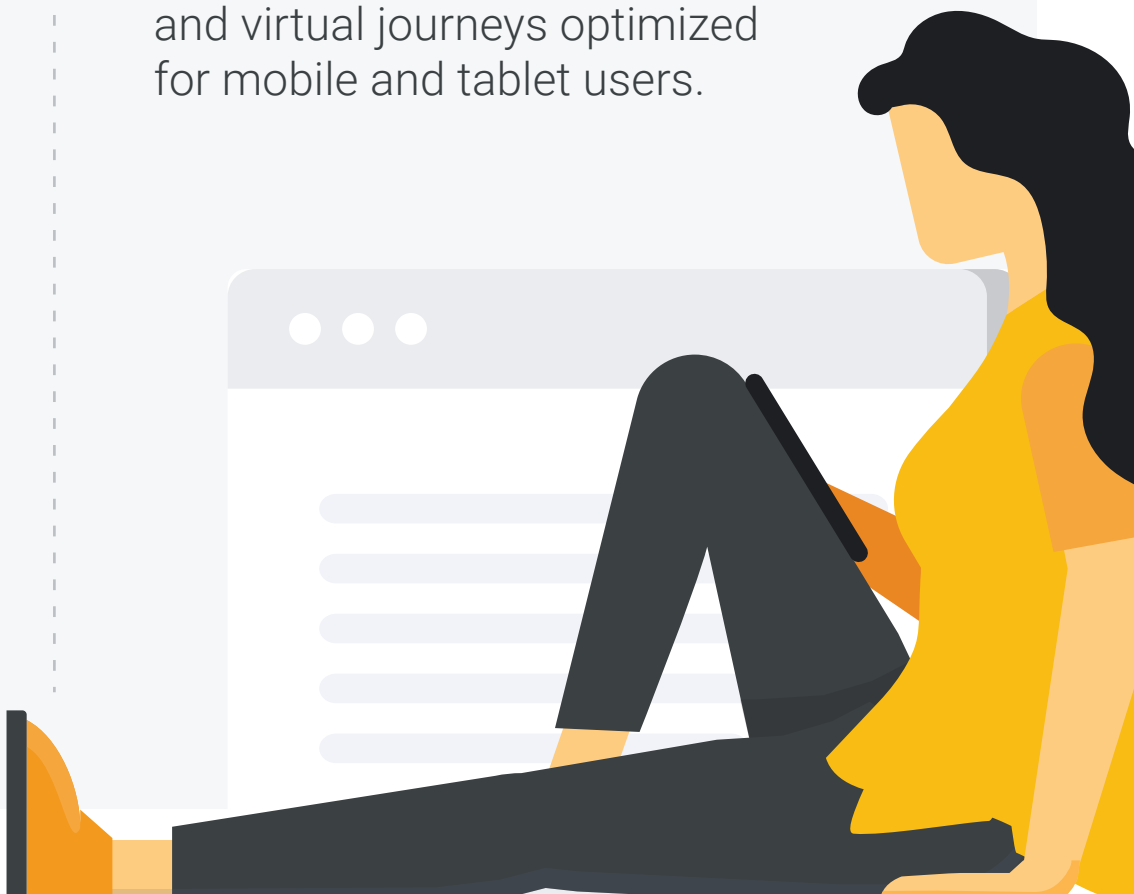
**40%** More flexible refund/return options

**39%** More flexible cancellation terms

### 3. Create new digital experiences for better engagement.

Develop products and services for consumers during travel.

Explore new technologies such as virtual reality, interactive videos, and virtual journeys optimized for mobile and tablet users.



Source: Google/Ipsos, "Smarter Digital City 2.0 Research," 2018.