

Breakout Session:


The new guests from Asia.

swi⁺zerland

Schweizer
Ferientag


24

Journée
Suisse des
Vacances

 On stage


Daniela
Chiani

Country Manager Greater China
Switzerland Tourism

 On stage


Wilfred
Fan

Chief Commercial Officer
Klook

 On stage


Jean
Kim

Market Manager Korea
Switzerland Tourism

 On stage

Batiste
Pilet

Market Manager Southeast Asia
Switzerland Tourism

 On stage

Simon
Bosshart

Head of Markets East
Switzerland Tourism



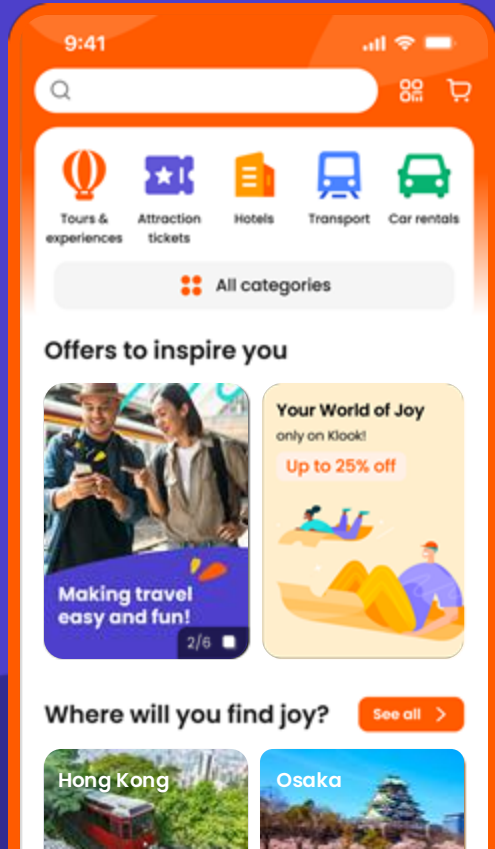
All Aboard the Swiss Express: Next Stop – Asia!

Mr Wilfred Fan

Chief Commercial Officer (CCO),
Klook

Mon, April 29, 2024





Who are we?

Asia's leading platform for experiences and travel services

Discover a World of Joy at Home and Abroad with Asia's leading travel and experiences platform



Play

-  Attractions & Shows
-  Activities & Experiences
-  Tours & Sightseeing
-  Food & Beverage
-  Events & Entertainment
-  Spa and massages
-  Boat, tours, cruises
-  Insurance



Over half a million offerings





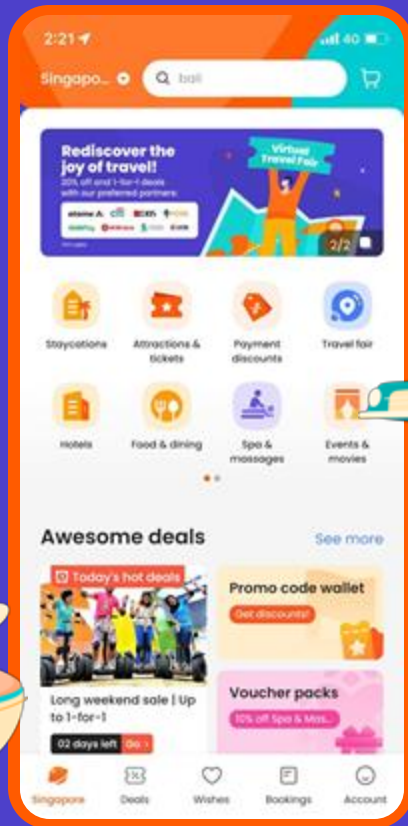
2,700+ destinations








30,000+ service providers

Stay

-  Staycations
-  Hotels

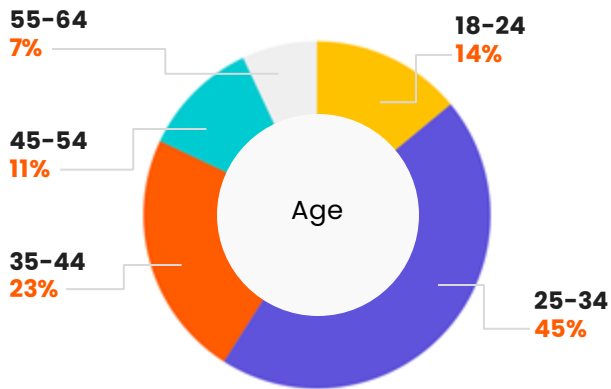


Move

-  Car Rentals
-  Local Transfers
-  Ferry
-  Rail
-  Sim Cards

Connecting you to a fast growing global user base

User Age Groups



Solo traveler



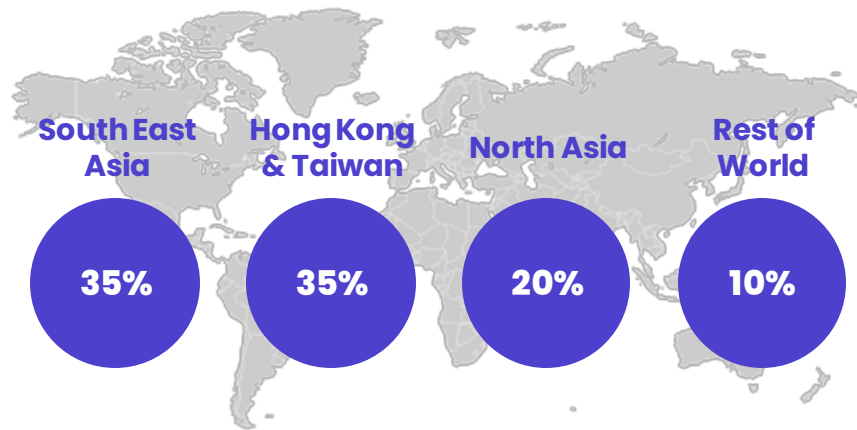
Friends and Couples



Family



User Origin

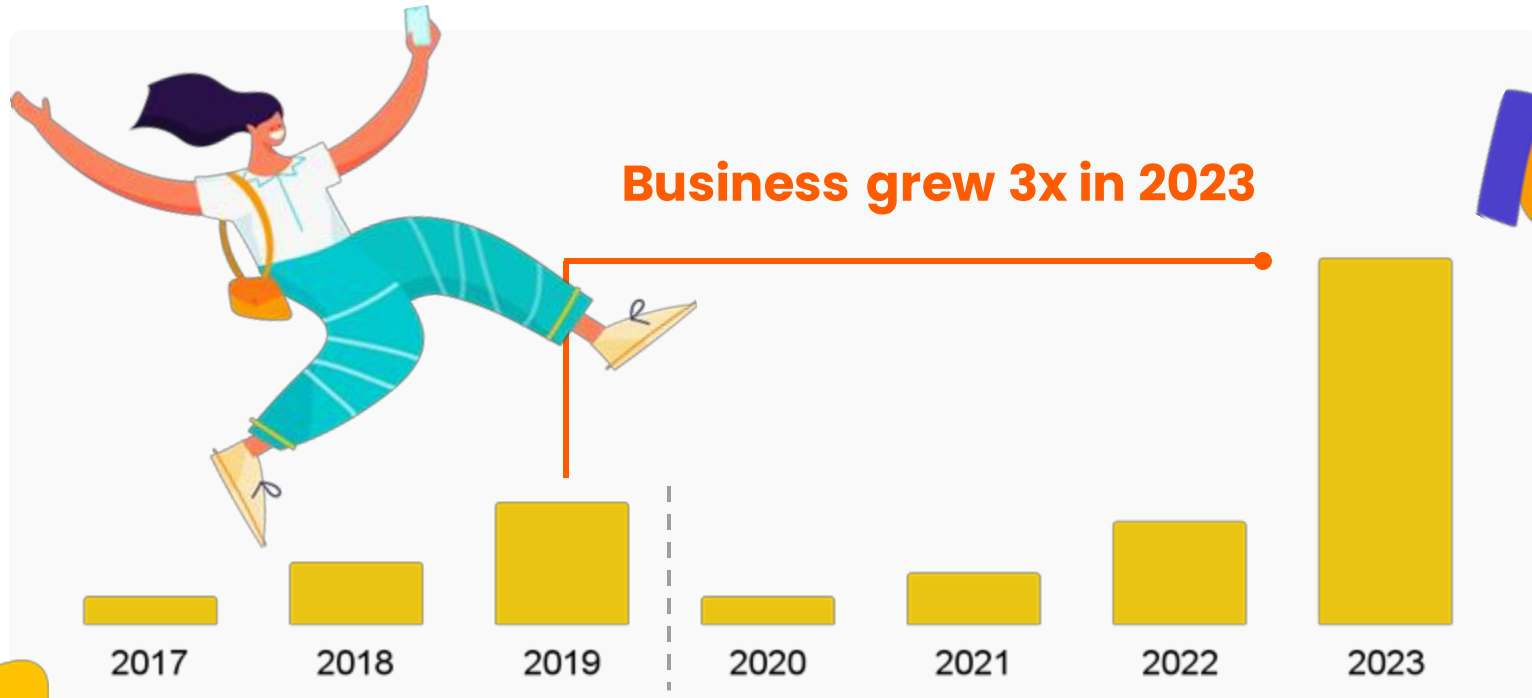


65 Million+
monthly visitors

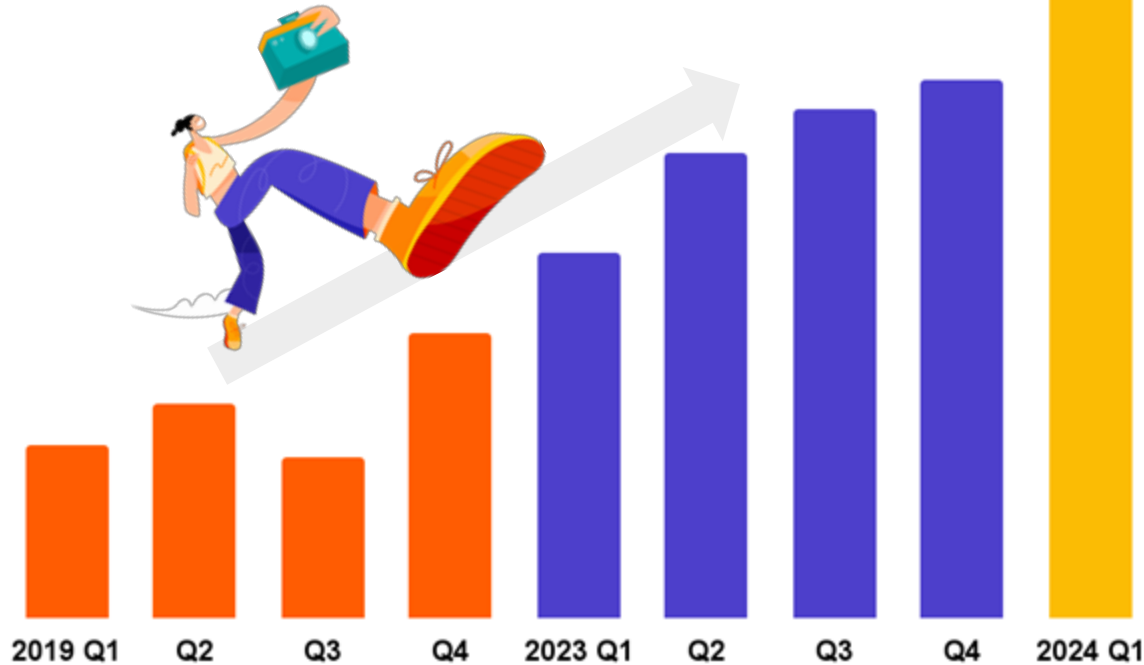
140 Million+
trips booked

38 Million+
app downloads

2023: Strongest Position in Klook History



And the Swiss travel number is climbing up non-stop!



2023 vs 2019

+224.50%

2024 Q1 vs 2023 Q1

+186.50%



From Sightseeing to Experiencing

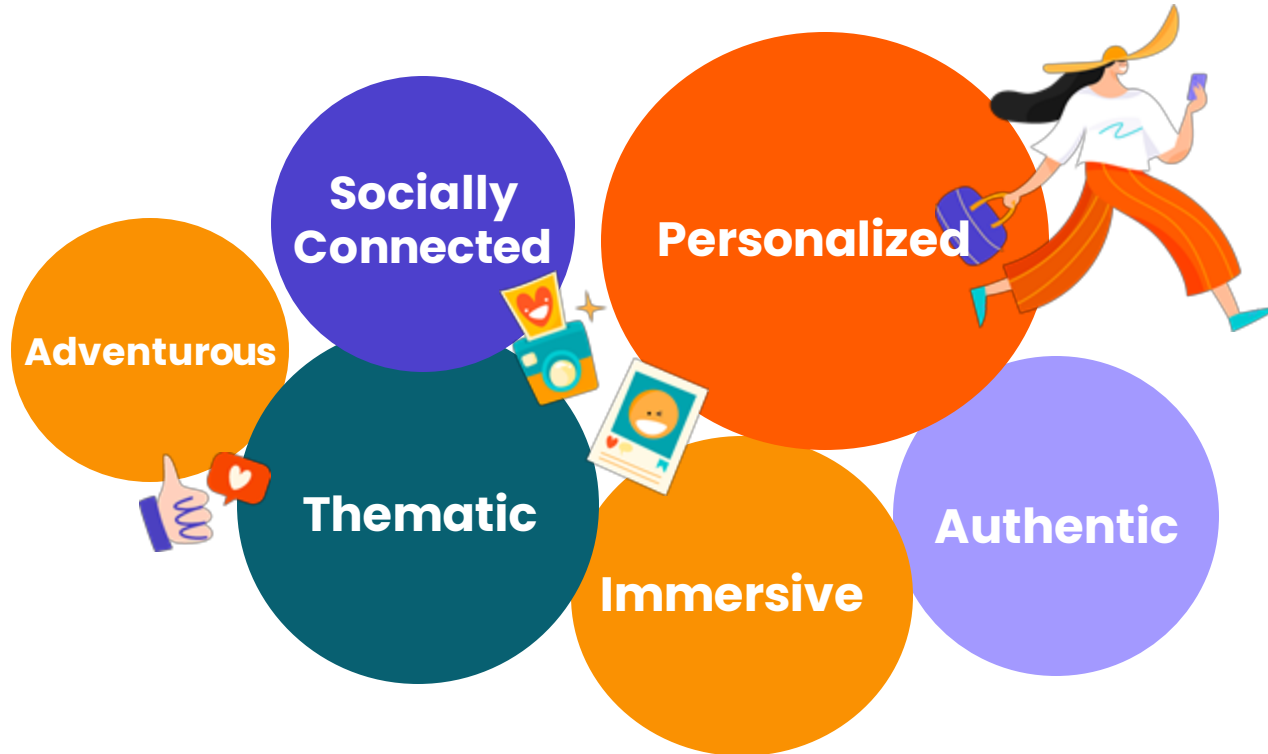


Experiences over expenses

3 in 5 ready to spend up to half of travel budget on experiences



Asian travelers are **Experience Seekers** looking for **REAL and UNIQUE experiences**



Ideal opportunity to showcase the broad and deep experiences in Switzerland



Klook's choice



The Golden Eagle Tandem Paragliding Experience in...

★ 4.9 (409) • 7K+ booked



Switzerland Full Day Mountain Elopement...

Private group



Zurich Chocolate Tasting and Traditions Tour

Easy refund

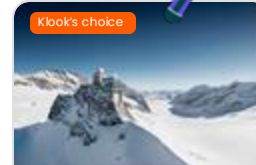


Old Town Walking Tour in Zurich

★ 5.0 (1) • New Activity

Easy refund

Klook's choice



Cable cars • Interlaken

JungfrauJoch – Top of Europe Ticket from Interlaken

★ 4.8 (50) • 2K+ booked

Klook's choice



The Top Flight Tandem Paragliding Experience in...

★ 4.9 (29) • 1K+ booked



Scavenger Hunt and Walking Trip in Zurich

Private group Easy refund



Bern Small-Group Tour with Cheese Experience from...

Easy refund



Albert Einstein's City Exploration Game and Trip

Private group Easy refund

Klook's choice



Tours • Zurich

Day Trip to Mount Titlis with Aerial Cable Cars from Zurich

★ 4.7 (385) • 6K+ booked

Adventures

Thematic

Food

Cultural

Outdoors

Social Commerce is taking the center stage

China's Lipstick King sold an astonishing \$1.7 billion in goods in 12 hours — and that was just in a promotion for the country's biggest shopping day

Hulleng_Tao Oct 22, 2021, 2:45 PM GMT+8

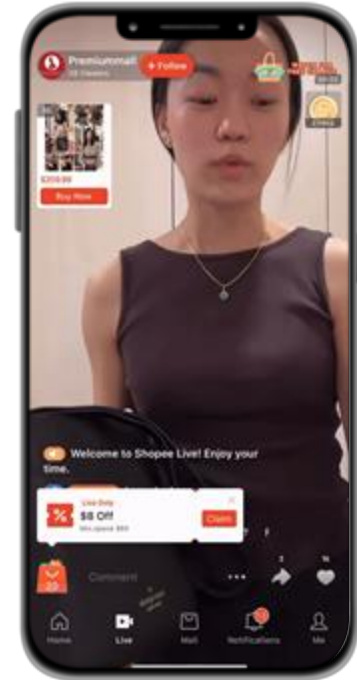
Share Save



Austin Li Jiaqi. VCG/Getty Images



Live Shopping on Douyin



Shopee Live

Pre-covid to Present: Rise of Social Commerce in Travel

Pre-Covid

Social Media



Dream

Present

Social Media



Search Engine, OTAs



Plan

Search Engine, OTAs



Social Media



OTAs



Book

OTAs



Example: XiaoHongShu - "Redbook" -The leading lifestyle social media in China



- **Rapidly gaining traction** in the past 2~3 years
- **3+ billion users** in China
- **Lifestyle searching & sharing** platform
- Community of **Young & vibrant** users
- Cross-border **advertising** agency



82% of users search on XHS for planning their next trip!



DREAM: Daily inspirations becomes ideas for next trip



Dream



Plan



Book

Scrolling for Inspiration



Save the Posts into COLLECTS



PLAN: Collected inspirations become itineraries



Dream



Plan



Book





BOOK: Seamlessly inside XHS



Dream



Plan



Book



The RISE of Micro KOLs

Reviews that get close to everyday life are more reliable



100 Million+ follower on Weibo



Micro Kols



klook
KREATOR



In just a year...



Over
16,000
+
Kreators

More than
55,000
Social posts

Across
13 platforms

Over
1.8 Billion
Views



Meet our Kreator,



Jessica See

38K+ IG followers
From **Hong Kong**

[_jessica.see_](#) 



Before becoming a KOL

- Background : Marketing professional in skincare
- Interest : Passionate about beauty care, well being, and travel
- Personality : Always an opinion leader among friends and colleagues



Turning Point: Becoming a full time mom

- Started sharing tips on skincare and weekend family activities with her working mom friends
- Spending more and more time in creating better content on social media
- Want to spend more time with daughter but still want to have her own career.



Start being a mini skincare KOL

- Started as a Skin Care KOL
- Popular among busy working moms
- Skillful photo and videographer
- Known for her knowledge and ability to getting the best bargain



Why we invited Jessica into Kreator Network

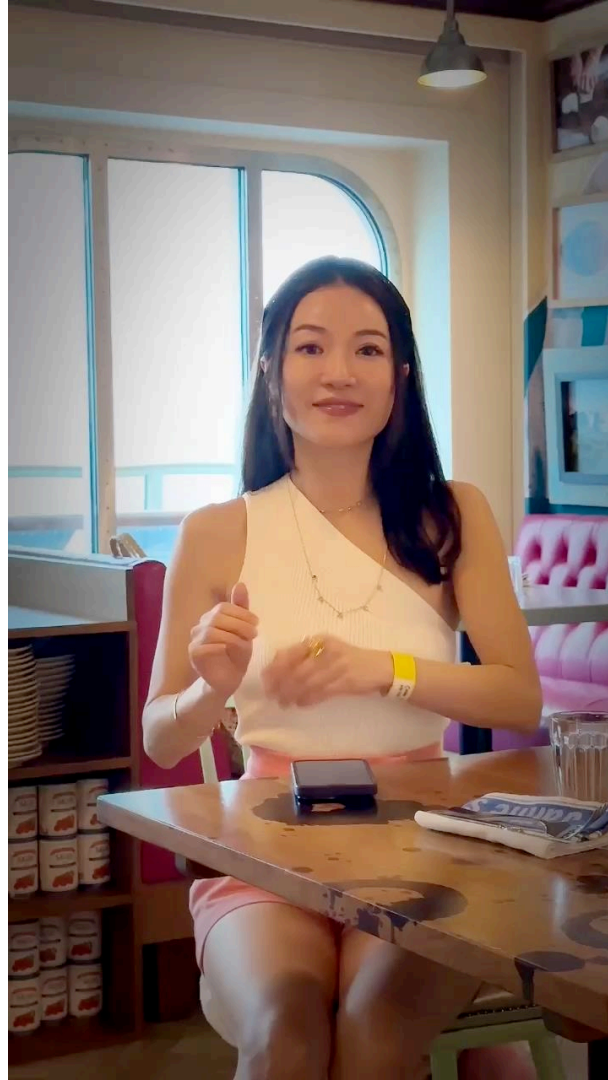
- Appeals to high income working moms
- Fans base is not huge but engagement rate is high
- High visual quality
- Mother-daughter contents attract users with family and want to travel with their kids
- Easy to work with



What Jessica gets as a Kreator?

- Exclusive events sponsorships
- Media push by Klook to grow followers
- Incentive from Klook for bookings from her content
- Trip sponsorship
- Community: Sharing and learning from other Kreators
- **Now Jessica is working exclusively with Klook in travel sector**





Key Takeaways

- From sightseeing to **authentic and personalized experiences**
- From social media to **social commerce**
- From top KOLs to **micro KOLs network**



Your World of Joy

Download the Klook app now!



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