

Case name

Innovative marketing strategies of Klook, a rapidly growing tourism brand in the world

Theory

Mobile-first strategy, Celebrity Charm Strategy

Keywords

Online Travel Agents (OTA), Business-to-Consumer (B2C), Unique experience

Background Information

Klook is a Hong Kong-based technological online travel company established in 2014, with a global presence in other Asia locations, including Taipei, Singapore, Seoul, Shenzhen, and Bangkok. Klook is one of the fast-growing travel brands in the world, and significant businesses have covered more than 1,000 cities worldwide. It offers more than 490,000 travel-related products and services, hotel packages, attraction tickets, tour activities, transportation, and food & beverage reservations.

Given international travel restrictions and quarantine measures, Hong Kong people cannot afford outbound travel as usual. According to Eric Wang, the co-founder of Klook, more than 90% of the businesses are from local travel activities since 2020. Klook has transformed from outbound travel products to focus on local travel and launched new activities such as Staycations, Cruise, and Local Workshops to fulfill Hong Kong consumers' needs. Also, The Online Travel Agency (OTA) has been the fastest-growing distribution channel in tours, activities, and attractions over the past decade. These OTAs have changed trends that emerged in the travel industry. Hong Kong people have changed their travel consumption patterns and are more likely to inspire to travel through online interactions instead of relying on conventional travel agencies.

Marketing Strategy

Compared with Klook's competitors, the key differentiator of Klook is using a Mobile-first strategy and Celebrity Charm Strategy to provide a unique and comprehensive travel products and services platform to customers.

1. Mobile-first strategy

Nowadays, travelers' consumer behaviors are changing, and they are increasingly becoming more digitally savvy and mobile-centric. According to Klook's research in 2019, three-quarters of bookings in Southeast Asia are made on mobile devices (Sorrells 2019). Unlike most OTAs that offer air ticket and hotel reservation service packages, Klook mainly competes in tours, local transportation, attraction tickets, day tours, and outdoor excursions. All these products and services are on sale on Klook's platform for tourist planning.

Besides, Hong Kong-based free and independent travelers (FITs) and business travelers have shifted from hyper-planning to last-minute booking. They prefer to manage their travel activities via mobile devices at any time. Klook allows the traveler to redeem services on-site using QR codes or e-vouchers on mobile devices instead of showing paper-printed vouchers. Also, Klook partnered with local service operators to provide unique VIP experiences to their customers; for instance, Klook collaborates with Ngong Ping 360 to provide skip-the-line tickets.

2. Celebrity Charm Strategy

Klook embraces the power of content and social media marketing to boost awareness and interest and continuously collaborates with celebrities, Key Opinion Leaders (KOLs), or influencers in Asia. In 2021, Klook invited Edan Lui and Jeremy Lee, members of the famous boyband Mirror, to be their representatives for Klook's 7th

Anniversary Staycation promotions. Klook arranged a special edition of Klook's "birthday van" and welcomed their social media follower to join by reservation or walk-in for photo taking with Edan and Jeremy's sharped cardboard and get souvenirs. Depending on the content piece's target customers, Klook chose the relevant KOLs that best fit that customer group to get the message across. For instance, there was a considerable demand for local Hong Kong tourists to look for things to do within the city during the COVID-19 pandemic. To reach out to families with children, Klook partnered with Coffee Lam, an influencer famous for content about healthy living and parenting, to feature her "staycation" experience in her own Instagram story. Through that, her followers could learn more about where she stayed, what experiences she took part in, and find invaluable tips, such as fun staycation things to do with small children.

Outcomes

Referring to Eric Wang's interview, the operating business in Asia, especially in Hong Kong, increased a half to the pre-COVID-19 period. Klook has monthly traffic of around 5 million with visitors from the countries of Asia, and more than 60% of its traffic was from searches. The major success factor is Klook's marketing strategies.

Klook invited Edan and Jeremy to represent their new promotion; their fans bought and supported the brand and products due to the celebrity effect. Thirdly, Klook uses the Celebrity Charm Strategy instead of being heavily promoted on its corporate media channels to allow the customer to be inspired by the messages more naturally, giving off a more genuine feeling without diluting the celebrity's image, therefore further promoting products to the public.

Implications & Challenges

1. Threat of competitors

Given OTAs are becoming trends in the travel industry. However, there is fierce competition between Klook and KKday, Expedia, Booking.com, etc., in Hong Kong. Both operate and expand similar travel-related OTA businesses. Since more competition cause more choices and supplies to customers, a competitive market can force people to lower prices to remain competitive and reduce the profit margin on each sale or service.

2. Narrow customer bases

Additionally, Klook's significant customer base service products are in Asia, especially in Southeast and Northeast regions. Most of the customers were from Asia, 32.52% from Taiwan, and 10.59% from Hong Kong in 2019. The narrow customer bases inspire Klook to expand its new products and services and explore its new target customer market.

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案例名称

Klook 创新营销策略

理论依据

移动优先战略，名人魅力战略

关键词

在线旅游代理（OTA），企业对消费者（B2C），独特体验

背景资料

Klook 是一家总部设在香港的科技型在线旅游公司，成立于 2014 年，在台北、新加坡、首尔、深圳和曼谷等亚洲其他地方都有业务。Klook 是全球快速增长的旅游品牌之一，主要业务已覆盖全球 1000 多个城市。它提供超过 49 万种与旅游有关的产品和服务，酒店套餐、景点门票、旅游活动、交通和餐饮预订。由于新冠疫情的国际旅行限制和检疫措施，香港人无法像往常一样自由低出入境旅行。据 Klook 的联合创始人 Eric Wang 说，自 2020 年以来，90% 以上的业务都来自本地旅游活动。Klook 已经从出境旅游产品转变为专注于本地旅游，并推出了新的活动，如 Staycations、Cruise 和 Local Workshops，以满足香港消费者的需求。另外，在线旅行社（OTA）是过去十年中旅游、活动和景点方面增长最快的分销渠道。这些 OTA 已经改变了旅游行业出现的趋势。香港人已经改变了他们的旅游消费模式，更倾向于通过在线互动来激发旅游，而不是依赖传统的旅行社。

营销策略

与 Klook 的竞争对手相比，Klook 的关键区别在于采用移动优先战略和名人魅力战略，为客户提供独特而全面的旅游产品和服务平台。

1. 移动为先的战略

如今，旅行者的消费行为正在发生变化，他们日益变得更加精通数字技术和以移动为中心。根据 Klook 在 2019 年的研究，在东南亚有四分之三的预订是通过移动设备进行的（Sorrells 2019）。与大多数提供机票和酒店预订服务套餐的 OTA 不同，Klook 主要在旅游、当地交通、景点门票、一日游和户外游览方面进行竞争。所有这些产品和服务都在 Klook 的旅游规划平台上销售。

此外，以香港为基地的自由和独立旅行者（FITs）和商务旅行者已经从超计划转向最后一分钟的预订，他们更喜欢通过移动设备随时管理他们的旅行活动。Klook 允许旅行者通过使用二维码或电子券移动设备现场兑换服务，而不是出示纸质打印的凭证。同时，Klook 与当地服务运营商合作，为客户提供独特的 VIP 体验，例如，Klook 与昂坪 360 合作，为客户提供跳线票。

2. 名人魅力战略

Klook 十分重视营销内容和社会媒体的力量，以提高知名度和客户兴趣为目标，并始终与亚洲的知名人士、关键意见领袖（KOL）或有影响力的人合作。2021 年，Klook 邀请了著名男团 Mirror 的成员 Edan Lui 和 Jeremy Lee 作为他们的代表，参加 Klook 的 7 周年住宿推广活动。Klook 安排了一辆特别版的 Klook “生日车”，并欢迎他们的社交媒体追随者通过预约或步行加入，与 Edan 和 Jeremy 的锐利纸板拍照，并获得纪念品。根据内容片的目标客户，Klook 选择了最适合该客户群的相关 KOL 来传递信息。例如，在 COVID-19 大流行期间，香港本地游客对寻找城市内的活动有相当的需求。为了让亲子家庭更多的了解这

个品牌，Klook 与在健康生活和育儿方面有广泛影响力的 Coffee Lam 合作，在她的 Instagram 故事中介绍通过 Klook 实现的“度假”经历。她的粉丝通过她的分享，可以了解到她的住宿选择，参加了什么活动，并找到宝贵的提示，例如与小孩子一起做的有趣的度假事情。

成果

通过 Eric Wang 的采访，亚洲地区的运营业务，特别是香港地区的运营业务比 COVID-19 之前增加了 50%。Klook 的月流量约为 500 万，访客来自亚洲各国，超过 60% 的流量来自搜索。主要的成功因素是 Klook 的营销策略。

Klook 邀请 Edan 和 Jeremy 代表他们的新促销活动，他们的粉丝由于名人效应而购买并支持该品牌和产品。第三，Klook 使用名人魅力策略，而不是在其企业媒体渠道上大力宣传，让顾客更自然地受到信息的启发，散发出更真实的感觉，而不冲淡名人的形象，因此进一步向公众推广产品。

挑战与反思。

1. 竞争对手的威胁

鉴于 OTA 正在成为旅游行业的趋势。但是 Klook 和 KKday、Expedia、Booking.com 等之间存在着激烈的竞争。竞争者之间都有经营和扩展类似的旅游相关 OTA 业务。激烈的竞争导致更多的选择和供应给客户，会迫使人们降低价格以保持竞争力，并减少每笔销售或服务的利润率。

2. 狭窄的客户基础

此外，Klook 的主要客户群服务产品是在亚洲，特别是在东南和东北地区。大部分客户来自亚洲，2019 年有 32.52% 来自台湾，10.59% 来自香港。客户群相对狭窄，这使 Klook 在拓展新的产品和服务方面一直保持积极状态，以及探索新的目标客户市场。