The possibilities of Mafengwo in attracting tourists from China
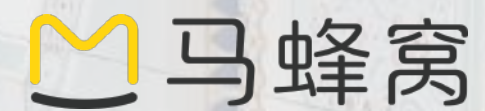
马蜂窝

Speaker: Yixuan Liu, from Mafengwo International Partnership department

马蜂窝

Part 01

Mafengwo Platform Introduction

MaFengWo - 马蜂窝

Beyond millions of users' expectations about travel

63 thousand
Destinations

130 million
Independent users

80 million
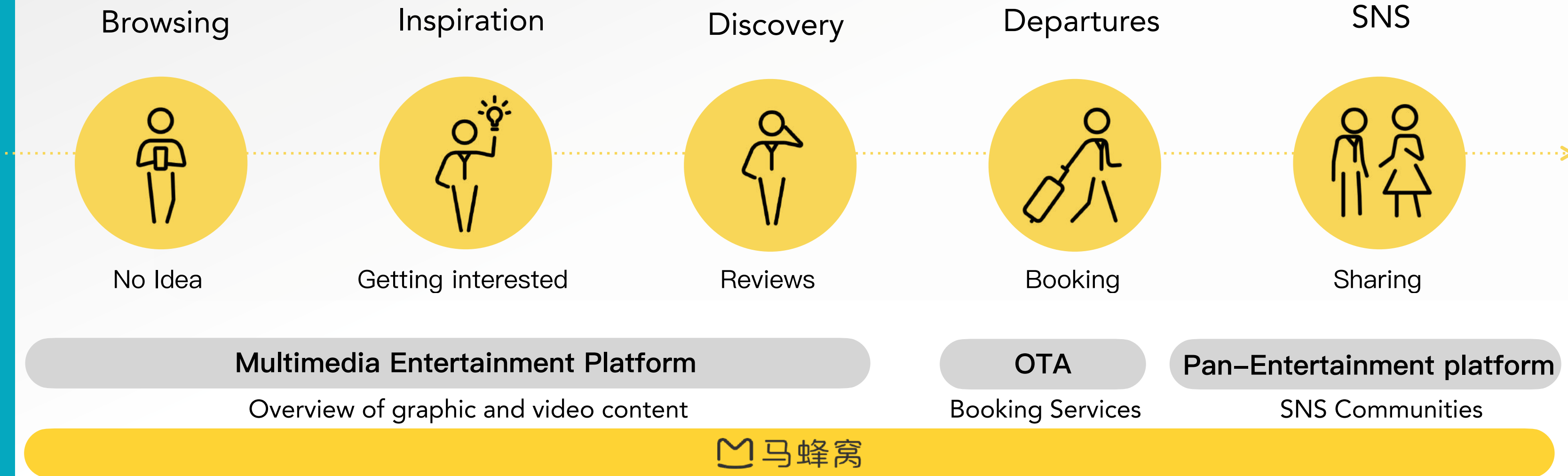Monthly active users

1.7 times
User dwell time is 1.7 times longer than OTA

*Datas from Mafengwo Polaris Data Center

马蜂窝

Mafengwo covers the user's travel life-cycle ranging from getting inspiration to travel memory sharing

A whole process of travel

Browsing	Inspiration	Discovery	Departures	SNS
No Idea	Getting interested	Reviews	Booking	Sharing

Multimedia Entertainment Platform
Overview of graphic and video content

OTA
Booking Services

Pan–Entertainment platform
SNS Communities

马蜂窝

With content at the core, Mafengwo help users make travel and consumption decisions

![马蜂窝]

Younger and well-educated users with high consumption power are the main part of Mafengwo

High income users   **Younger**   **Urban**   **Well–educated**   **Crazy about traveling**

High-income Groups (16k+RMB/Month) **63%**

Gen. 1990s-2000s **64%**

First-tier and new first-tier cities **69%**

University education+ **75%**

6+ trips yearly **53%**

Evolution of Travel Guide

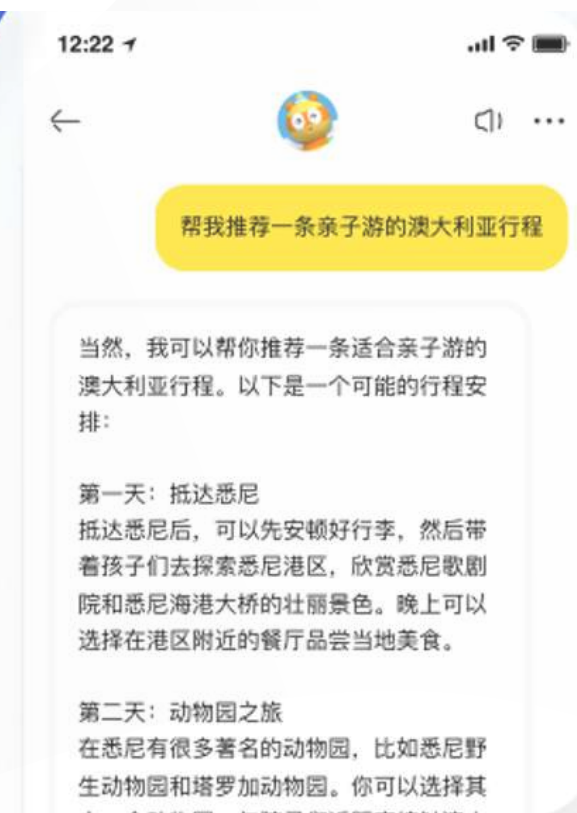From Mobile to AI, travel guide has already changed from a online paper to Ai chat

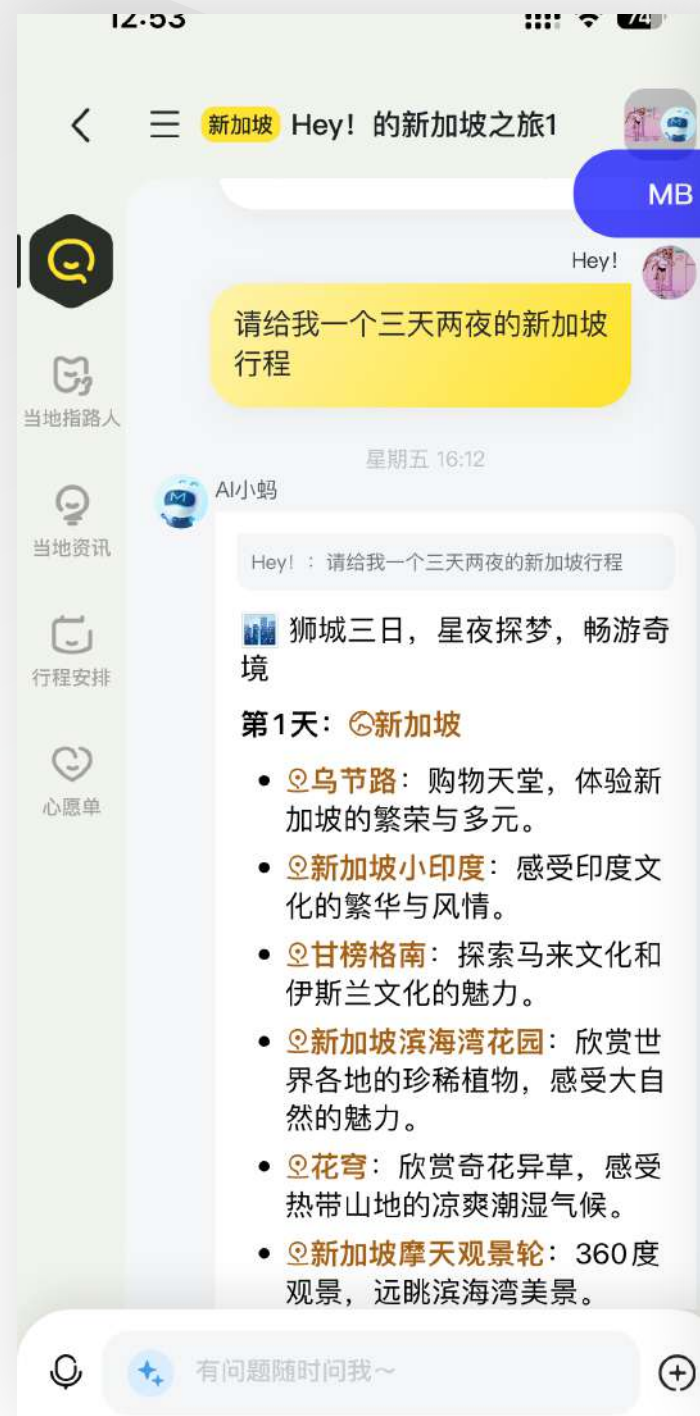| 1.0	2.0	3.0	4.0	5.0
PDF	Structuration	Content	Society	AI+Service
2010	2012	2015	2022	2024

Travel Guide + 'AI' - 'AI Travel Partner'

Lovely, Reliable, Friendly AI assistant to help you know anything you want of the destination
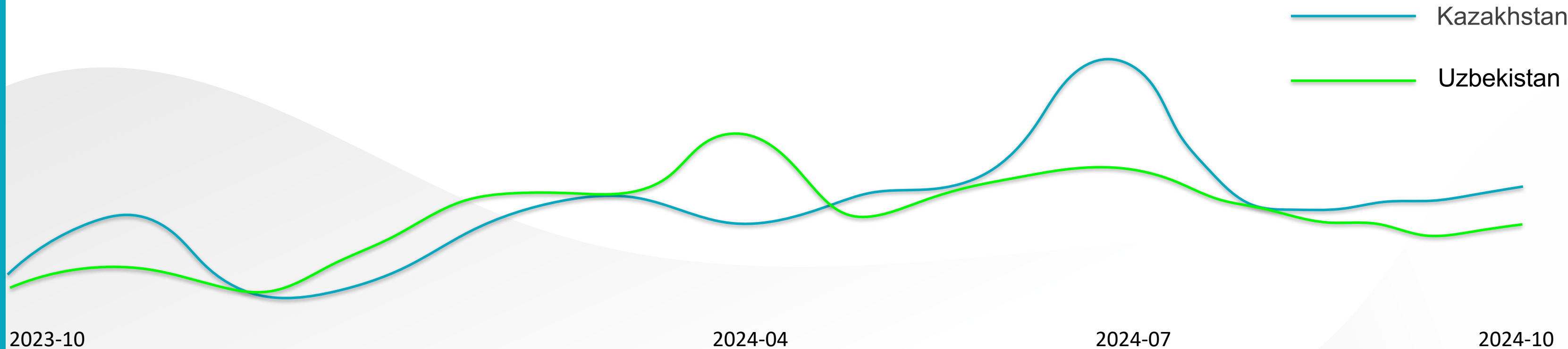
AI小蚂旅行小助手

Part 02

Kazakhstan Data Insight

Destination search trends

Kazakhstan
Uzbekistan

2023-10   2024-04   2024-07   2024-10

• Top 20 countries with the largest increase in popularity among overseas countries in the summer of 2024.

2024暑期热度飙升境外国家TOP20

格鲁吉亚 沙特阿拉伯 法国 新加坡 老挝 哈萨克斯坦 俄罗斯 捷克 马来西亚 印度尼西亚 奥地利 泰国 马尔代夫 匈牙利 美国 塞尔维亚 柬埔寨 西班牙 日本 乌兹别克斯坦

• Top 20 popular visa-free overseas countries in the summer of 2024.

2024暑期热门"免签"境外国家TOP20

排名	国家	大洲	排名	国家	大洲
1	新加坡	亚洲	11	波黑	欧洲
2	泰国	亚洲	12	卡塔尔	亚洲
3	阿联酋	亚洲	13	巴基斯坦	亚洲
4	马来西亚	亚洲	14	马尔代夫	亚洲
5	哈萨克斯坦	亚洲	15	亚美尼亚	亚洲
6	格鲁吉亚	亚洲	16	阿曼	亚洲
7	乌兹别克斯坦	亚洲	17	白俄罗斯	欧洲
8	塞尔维亚	欧洲	18	伊朗	亚洲
9	摩洛哥	非洲	19	阿尔巴尼亚	欧洲
10	阿塞拜疆	亚洲	20	突尼斯	非洲

The popularity of cities in Kazakhstan is unevenly distributed, and user awareness is mainly concentrated in Almaty and Astana.

Top City Ranking In Kazakhstan

- Almaty
- Astana
- Aktau
- Turkestan
- Karaganda
- Taldykorgan
- Chimkent
- Uralsk
- Petropavl
- Taraz
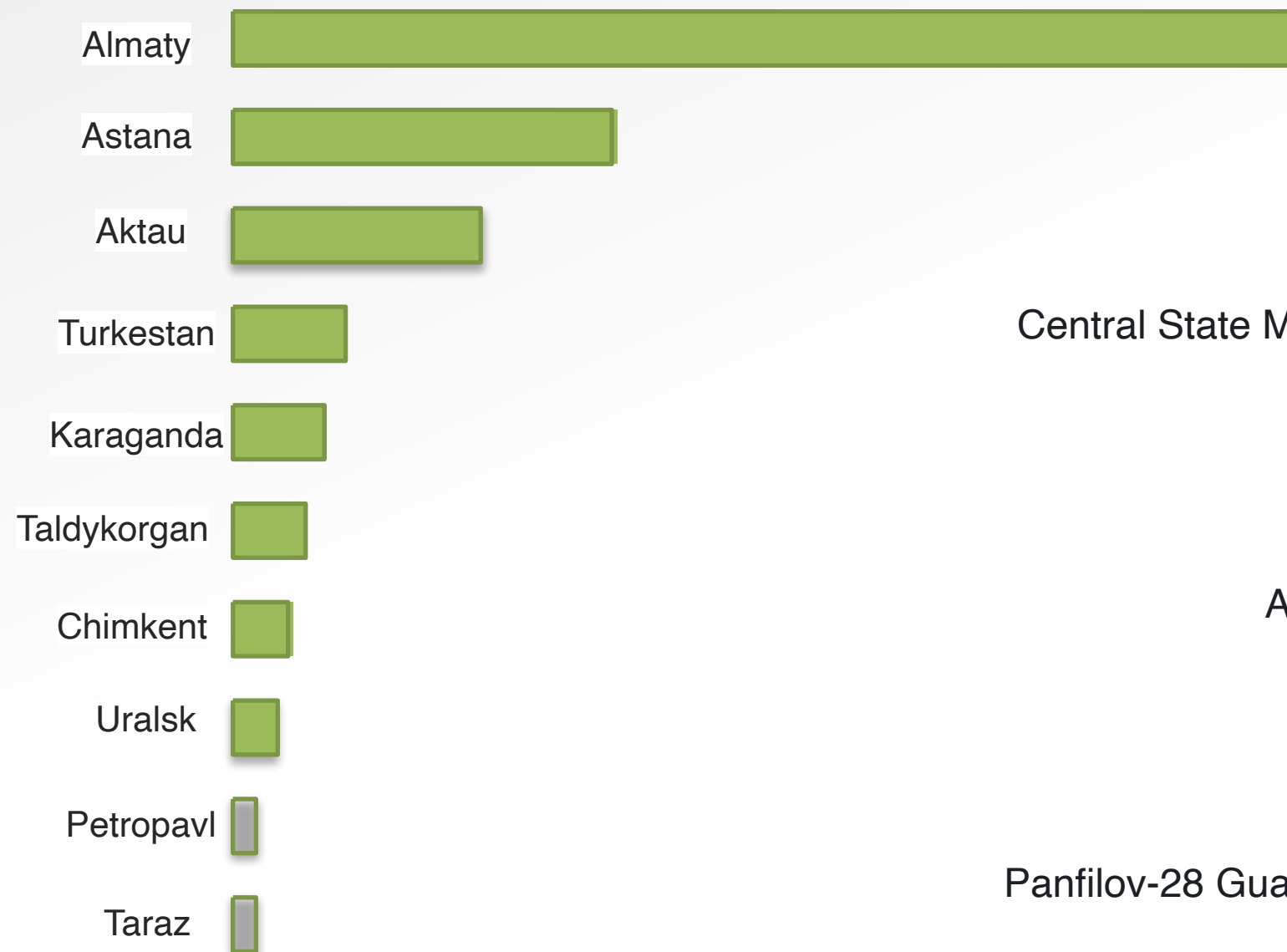
Top Attraction Ranking In Kazakhstan

- Big Almaty Lake
- Ascension Cathedral
- Kok Tobe Hill
- Central State Museum of Kazakhstan
- Charyn Canyon
- Shymbulak Ski Resort
- Almaty Central Mosque
- Nur Astana Mosque
- Kaindy Lake
- Panfilov-28 Guardsmen Memorial Park
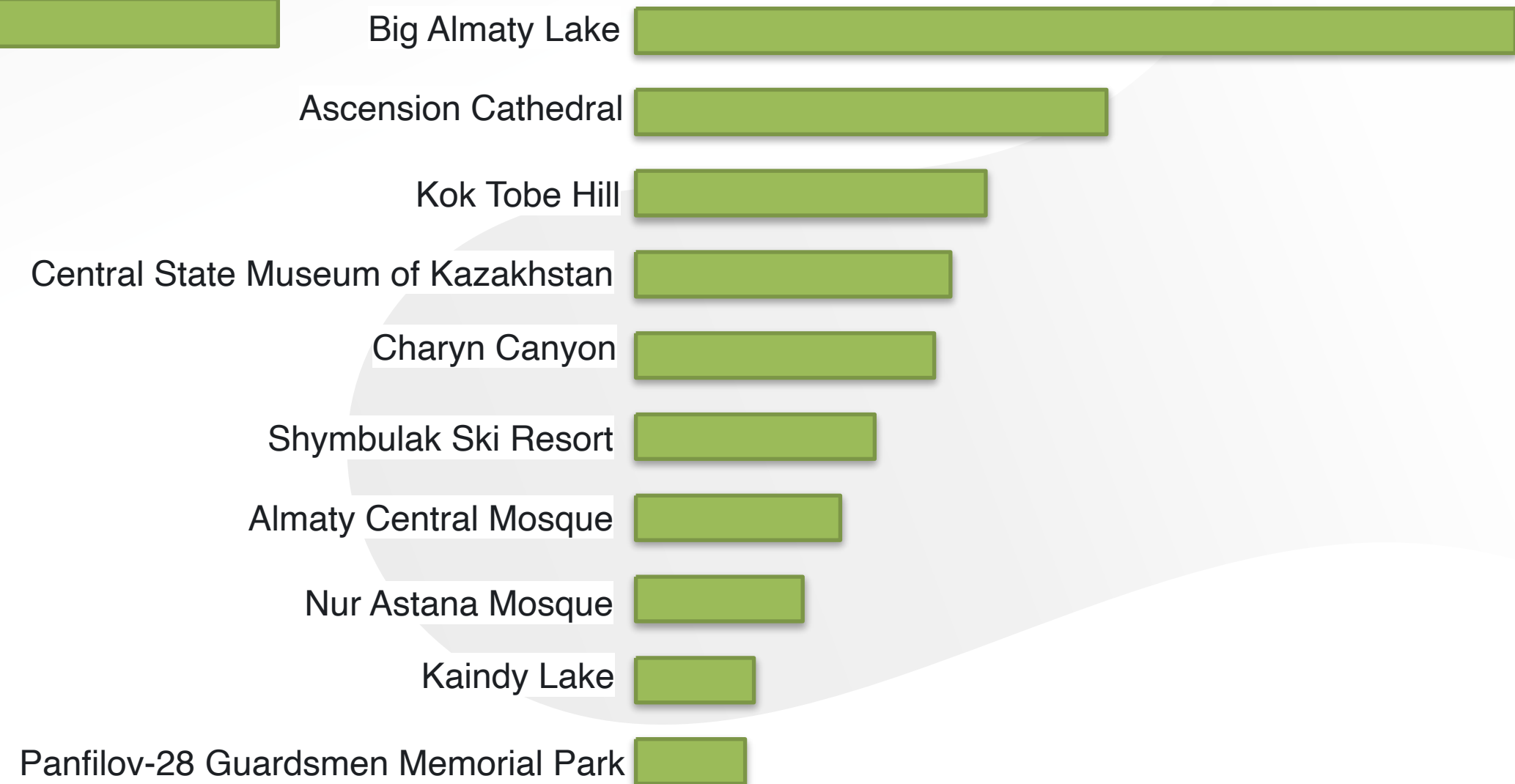
Part 03

Mafengwo Marketing Solution

Mafengwo Marketing Solution

Traffic Advertising	&	Content Marketing	&	Data Service	&	Others

Traffic Advertising
- Paid ads on the platform
- Targeting audience by Mafengwo tagging system–'Fengniao' Ads

Content Marketing
- Create a new experience travel guide that users need more
- Invite KOLs to create more fresh and unique experience content in different content type

Data Service
- Accurately promote through big data and tagged users
- Timely tracking, questionnaire, and verification of content dissemination effects

Others
- Media materials production and media support
- Hold offline events (ToC& ToB) and fairs (ToC), integrated marketing campaign promotion

Traffic Advertising

App Open Page& Homepage

Searching Page

Destination Page

Content Marketing

OGC

Polaris travel guide
Create a themed travel guide about specific theme of experience

Special travel experience
Create special travel routes for users' new needs

New experience travel list
Create travel lists for experience themes

KOLs advance party
Invite groups of KOLs to go to Kazakhstan and produce high-quality content

KOC's contents
Cooperate with batch creators to maintain the output of new content

Destination travel community
Create an exclusive travel community in Kazakhstan

PGC&UGC

马蜂窝

Data Service

Marketing Research& Questionary

Aid client to make the new market research including customers' questionary, travel market trends, users' preferences and etc.

Questionary for Tourism   Market Trend Dashboard

Data Dashboard

Empower clients to better understand the dynamic status quo of China market to make the best business decision

Real-time traveling data Dashboard

Content Analysis

For destination client, Mafengwo could provide destination diagnose before and after marketing campaign to value the investment

Destination& Customer behaviors Analysis

马蜂窝

Singapore Tourism ·2013-2024

2013-2015

PDF travel guide+PC Ads

2016

Brand Theme promotion

2018

My Best Summer Homework

2020～2021

Online Study camp

2023

Travel to Singapore with Jackson

Passion Made Possible Brand Upgrade campaign

2017

Summer vacation course

2019

Singapo Reimagine

2021～2022

AI+Singapore

2024

Saudi Tourism Authority·2023-2024

沙特 寻秘启程

马蜂窝

Inspiration → **Discovery** → **Departures**

Official recommendations for niche destinations provide users with fresh travel inspiration.

Discover Saudi through detailed and professional official travel guides

18 influencers went to Saudi Make more users have a favorable impression of Saudi Arabia

Mafengwo Partners

Years of marketing collaboration with hundreds of global brands, a platform that produces influential content awarded the CCMA（China Content Marketing Awards） for its ten-year impact, enhancing brand communication reach.

Thanks for Watching

马蜂窝