Sharing Economy in Travel

By Hai Ho, Founder
Tourism in China

The World Tourism Organization predicts that China will become the largest travel destination and the fourth largest source country by 2020.
Tourism in China

- Great Wall
- Temples
- Shanghai
- Guilin
- Macau
- Beijing
- Hong Kong
Tourism in China

The traditional travel itineraries and products lack novelty and competitiveness
Imagination
Imagination
Reality
Imagination
Reality
Global Sharing Economy
Southeast Asian Sharing Economy
Willingness to share from others

Global Survey

30,000 respondents
60 countries

Top 5

94% 87% 86% 85% 84%

Source: Nielsen Global Survey of Share Communities, Q3 2013
Gain local experiences

Build real connections

Local guides

Share Passion

In 84 countries

Travellers
"I've been a professional dance instructor for the past 8 years. I love going out dancing to the most prestigious Clubs in Toronto. I decided to become a trip creator because I would love to share my passion for dancing to travellers around the world and take them to places where locals go to have fun."
"I am lifestyle journalist who spends my days exploring Cape Town for the best places to eat, unwind, shop, sleep and relax. I have a vast knowledge of the restaurant and scene in Cape Town, South Africa and can give you the low-down on what you need to see before you leave."
Virtual Training Programme

Case studies
Testimonials
Videos
For the Government

- Reduce Stress on Infrastructure
- Improved quality of tours
- Boost tourism
For Tour Guides

Given platform to share their local trips

Empowered to make income against big tour companies

Better repartition of income

Extra income
For Travellers

Unique off-the-beaten-track experiences

Deepen cultural understanding

Make better selection because of review & ranking system
Every local can play a part in China’s tourism