

Make It Easy to Do Travel Retail Business in the Digital Era

Alibaba Globalization: Empowerment, Inclusion, Sustainability



Global Fun: a Leading Travel Platform Connecting Chinese Travelers with Overseas Merchants...



...creating a total consumer experience



Dining & Wining



Accommodation



Transportation



Shopping



Entertainment

Fliggy Buy: Digital Transformation for Travel Retail

Brand Building

 Digital Marketing Campaign

 Influencer Marketing

 Omni Channel

Drive Traffic & Conversion

 Precision Targeting (LBS)

 Promotion Efficiency

 Supply Optimization

Member Engagement

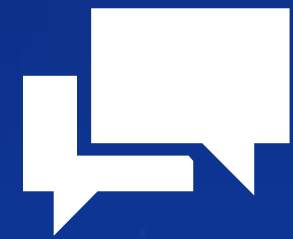
 Membership Growth

 Continuous Engagement

 Customer Lifetime Value Creation

Grow Travel Retail with Fliggy Buy

APPENDIX -Challenges in Travel Retail



Spend a lot of time finding places to buy



Hard to find the consumers



Chinese Travelers



Items Sold Out



Limited time to engage with consumers



Overseas Merchants



Long Queue



Potential Loss due to out of stock