UNWTO
Seminar on New Business Models: Disruption & Opportunities

BeMyGuest.com.sg

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Fast Company

World’s 50 Most Innovative Companies

BeMyGuest
Singapore startup BeMyGuest is an Asian-focused tours-and-activities online booking platform that connects travelers to more than 15,000 experiences in more than 700 cities. It was founded by industry veterans Bianca Menchaca and Clement Wong in 2012 to address the dearth of resources available to members of Asia’s rising middle class who want to travel their own region independently. Wong noticed no one was helping local tour companies bring their products online. Now, BeMyGuest acts as an important platform for small- to mid-sized operators, enabling them to market and manage their offerings with everything from translation services to dynamic pricing tools. The company's content management system is free; travelers pay a small fee for every booking. BeMyGuest also recently launched a platform that enables travel agents to plan itineraries for their clients drawing from BeMyGuest’s inventory. In October, it made a huge deal to integrate its tour offerings with China’s online travel colossus Ctrip, fueling an average month-over-month growth of more than 100%. BeMyGuest is the first Asian activities and tours API to be fully integrated into Ctrip’s website and mobile app. In the coming months, the company will be announcing similar partnerships with the biggest travel engines in China and India.
Overview of the Asian travel market

The Asian tours & activities market is worth ~USD 40 billion annually, supported by robust tourism growth

- Asia accounts for an increasing share of global international tourist arrivals and receipts (~23% and ~30% respectively in 2014)
- The Asian tours & activities market is larger than that of the US, at an estimated ~USD 42 billion* annually; ~USD 11 billion* of which is transacted online, representing a vast and growing addressable market opportunity
- Explosion in number of Chinese outbound travellers, 120 million in 2015, a 12% increase from 2014; 65% of which plan, book and organize their own trips
- The Chinese outbound traveller will spend USD 140 billion in 2015: 90% on Asian destinations, 12% on tours & activities

*Methodology: Phocuswright estimates total global travel spend in 2015 to be ~USD 1.3 trillion, of which, tours & activities expenditure typically accounts for between 10-13% (we use mid-point in our calculations, i.e. 11.5%). Asia Pacific accounts for ~28% of global travel spend. Online share of tours & activities spend accounted for between 23-26% of total travel activity expenditure (by US and European travellers in 2009 and 2012), according to Phocuswright, and was projected to reach 31% in 2015 (for European travellers). For the Asian tours & activities market, we assumed ~25% of the dollar expenditure is transacted online due to a generally lower degree of technical sophistication by local tour & activity operators and businesses.

Note that the chart is not drawn to scale, for rough illustrative purposes only.

Source: World Tourism Association (UNWTO), Phocuswright, Expedia, TripAdvisor, China Tourism Academy, China National Tourism Administration
The value chain of tours & activities online

Tour & Activity Operators, Travel Agencies, Attractions, Events
- High fragmentation
- Low digitalization
- Capturing arrival leftover business
- Low tech

BeMyGuest – Content Aggregation & Online Distribution
- Data standardization
- Revenue management
- Promotion tools
- Instant confirmation
- Integration with global players
- Content Localisation

B2C Distribution
- Online bookings
- Mobile audience
- User reviews
- Travel concierge
- One stop shop for tours & activities

B2B Distribution
- Online Travel Agencies
- Global Distribution Systems
- Airlines
- Hotels
- Car Hire
- Traditional Travel Agencies

BeMyGuest – Content Aggregation & Online Distribution

Data standardization
Revenue management
Promotion tools
Instant confirmation
Integration with global players
Content Localisation
Technology - Content Aggregation

Digitalization and standardization of data

Open Platform Content Management System
• Descriptions
• Geo Location
• Photos
• Categorization
• Optimized for ease of use and comprehensiveness

Revenue Management System
• Pricing management: Low / High Season, Black Out Dates
• Promotion tools: Early Bird, Last Minute, Special Offers
• E-tickets, E-vouchers
• Instant confirmation

Booking Dashboard
• Online bookings
• Cancellations
• Payments

Source: BeMyGuest

Dashboard to track payments

Cutting edge revenue management technology

BeMyGuest
Technology - Content Distribution
Distribution of data to the Travel Industry

Dynamic API
- Access to database for online travel partners: OTAs, Airlines, Global distribution systems (“GDS”), etc.
- Available in English and Mandarin (other Asian languages to be rolled out in 2016)
- Multiplatform enabled (desktop and mobile friendly)
- Offers dynamic pricing and geo-location targeting
- 365 days customer service support

Agents’ Website
- Access to database for traditional travel agencies
- Available in English and Mandarin
- BeMyGuest wholesale rates

BeMyGuest Website and White Label Site
- For direct online travellers

Source: BeMyGuest
Technology - Content Distribution
Partnerships with tourism boards
Industry Awards

“Best Tours & Activities Website in Asia 2015”

“Most Exciting Travel Startup in Asia 2014”

“2nd place at Travel Startup of the Year 2013”

“The World’s 50 Most Innovative Companies 2016”

“Top 10 Hottest Startups to Watch in 2015”

“Winner out of 150+ companies at the Channel NewsAsia Startup Asia 2014 Competition”

Acquired local competitor indiescapes.com
Industry Accolades

“Selected as one of the top 10 companies most likely to succeed in SEA (iStart Internationalisation Program 2013)” by Infocomm Development Authority of Singapore (IDA)

“For a startup to dominate this field, it’ll need to gather the largest inventory across Asia quickly, and market the hell out of it. Then network effects will take over. On these counts, BeMyGuest seems poised to be a leading contender.”

“BeMyGuest has a team of experienced travel professionals behind it and has quickly grown its inventory over the past year. It has the opportunity to emerge as leader for local travel experiences in Asia.”

“One of 19 funding milestones in the Singapore Tech Scene in 2013.”

“BeMyGuest becomes the world’s largest online booking platform for Asian activities.”

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bemyguest.com.sg