

The Sabre logo is displayed in white text on a red rectangular background. The background of the entire slide is a blurred image of an airplane wing flying over a layer of clouds under a blue sky.

Sabre

網路客群 數據分析 之 謀定後動

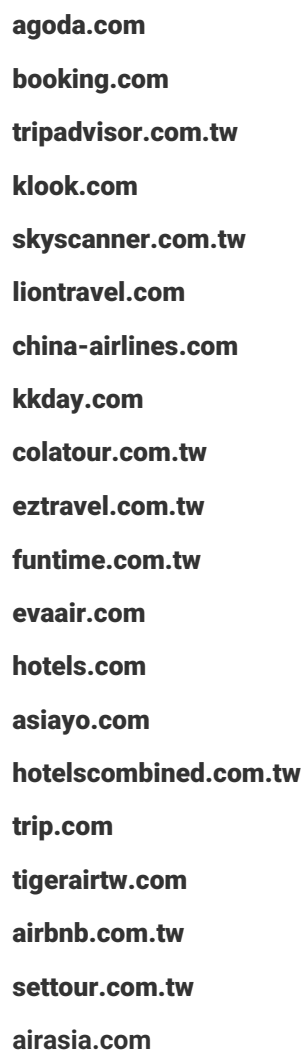
先啟資訊

周耀宗 Zeus Chou
產品經理

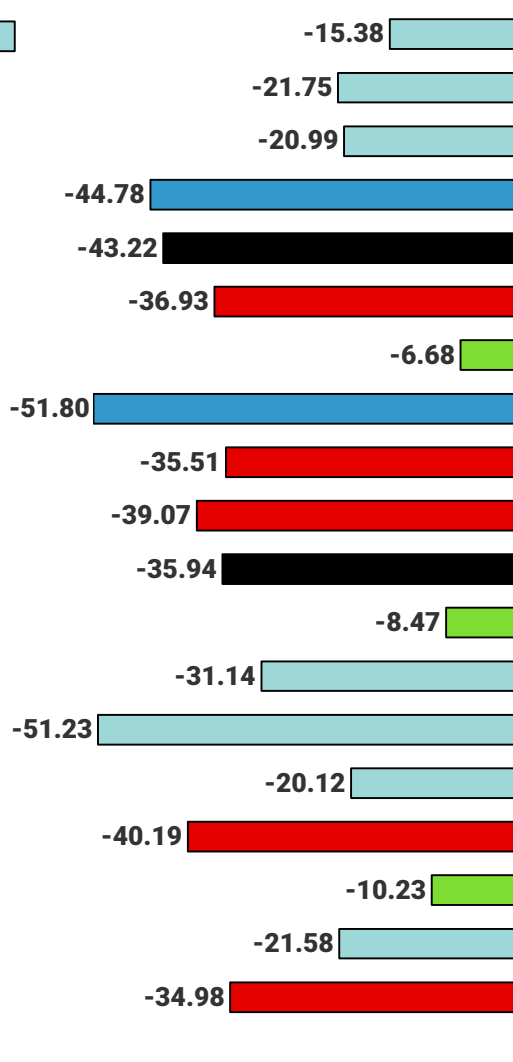
2020 05 05

2020 2月份台灣市場旅遊產業前20大熱門網站

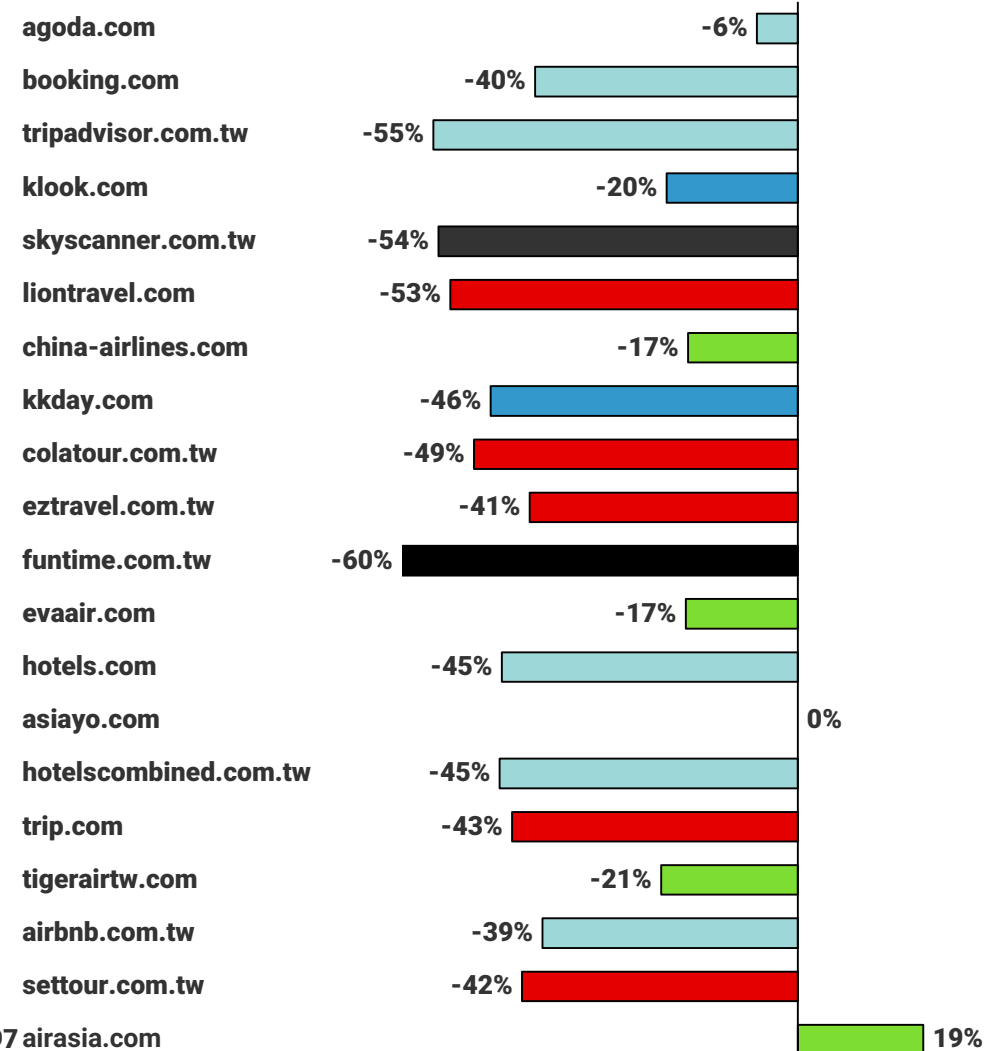
Traffic Share Desktop and Mobile Feb 2020



Total Visits Growth Feb 20 vs. Jan 20

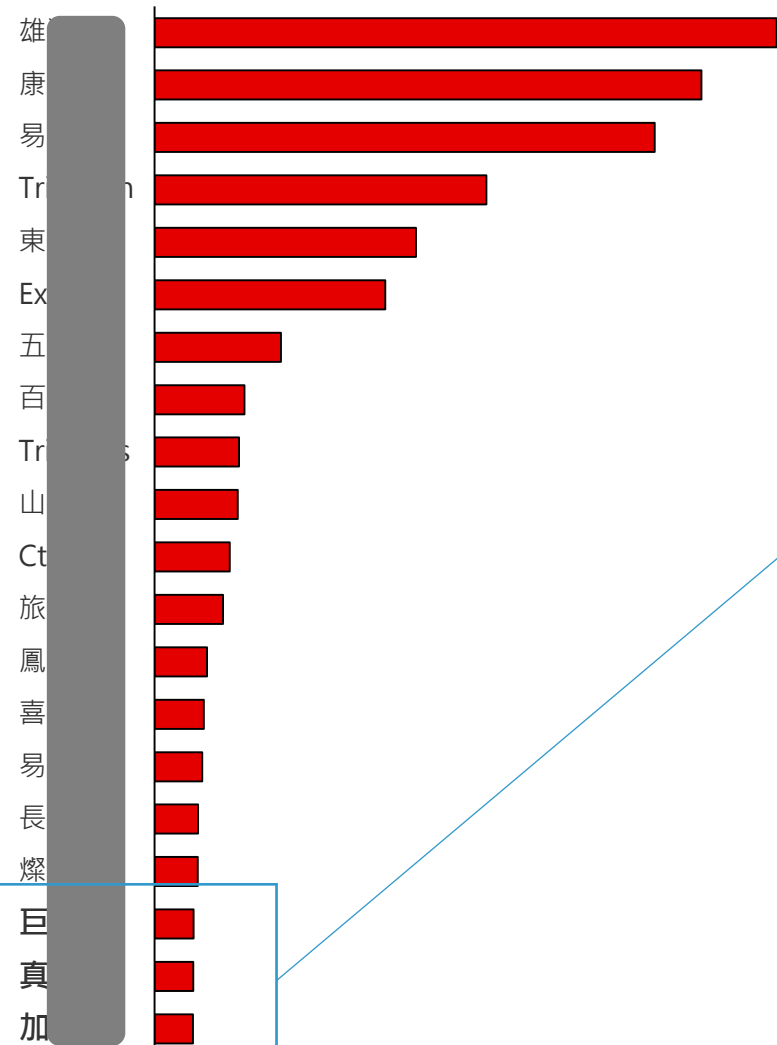


Total Visits Growth Feb 20 vs. Feb 19



2020 2月份流量 Top 20 (旅行社)

Traffic Share Desktop and Mobile Feb 2020

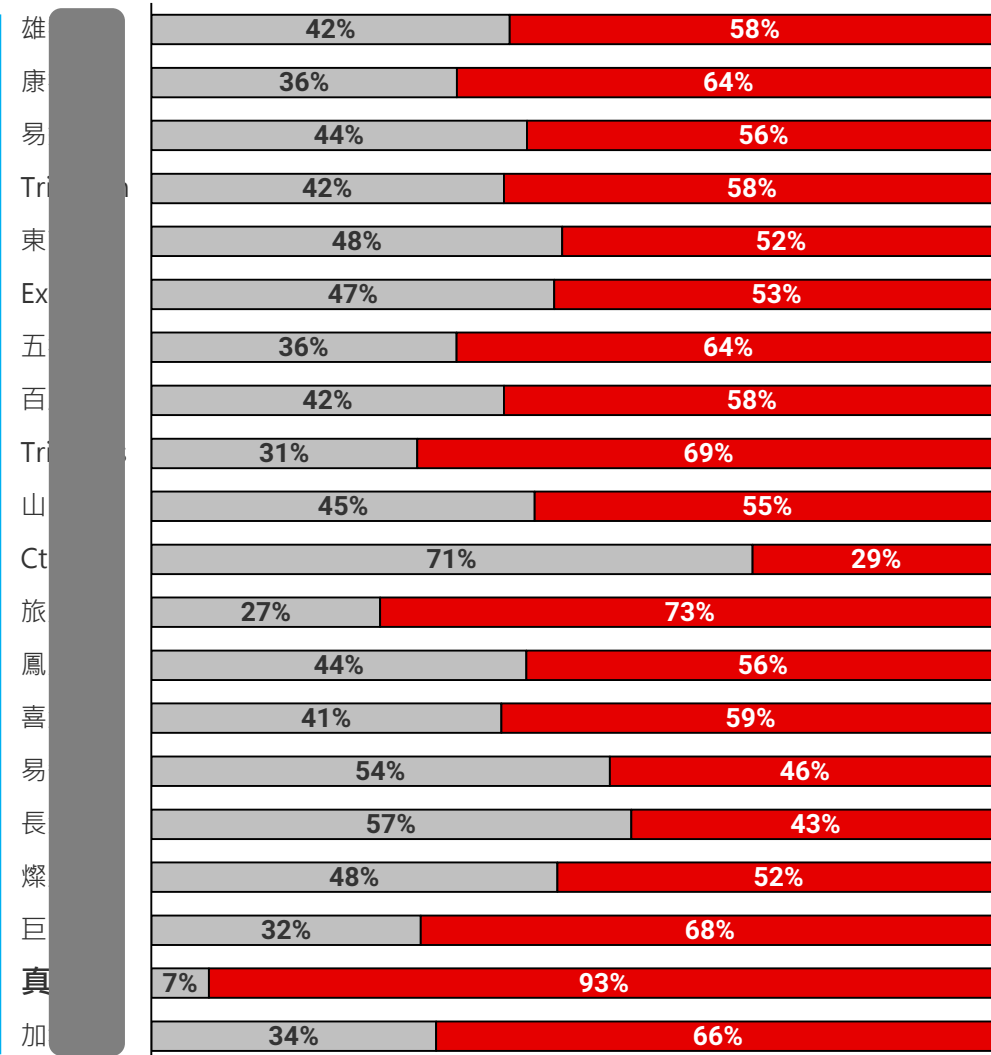


Search Terms

Search terms (408)
義大利
嘉那卡利
嘉那卡利 旅行社
克羅埃西亞
葡萄牙
加利利 葡萄牙
西班牙
瑞士旅遊
加加利
最後的晚餐
南極旅遊

Desktop

Mobile

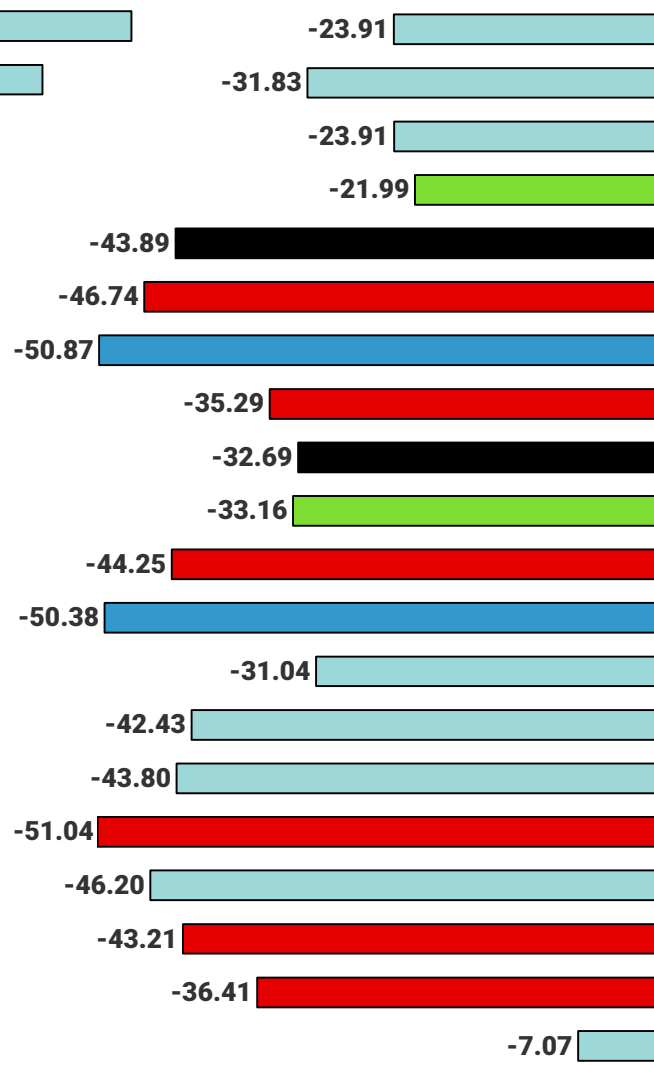


2020 3月份台灣市場旅遊產業前20大熱門網站

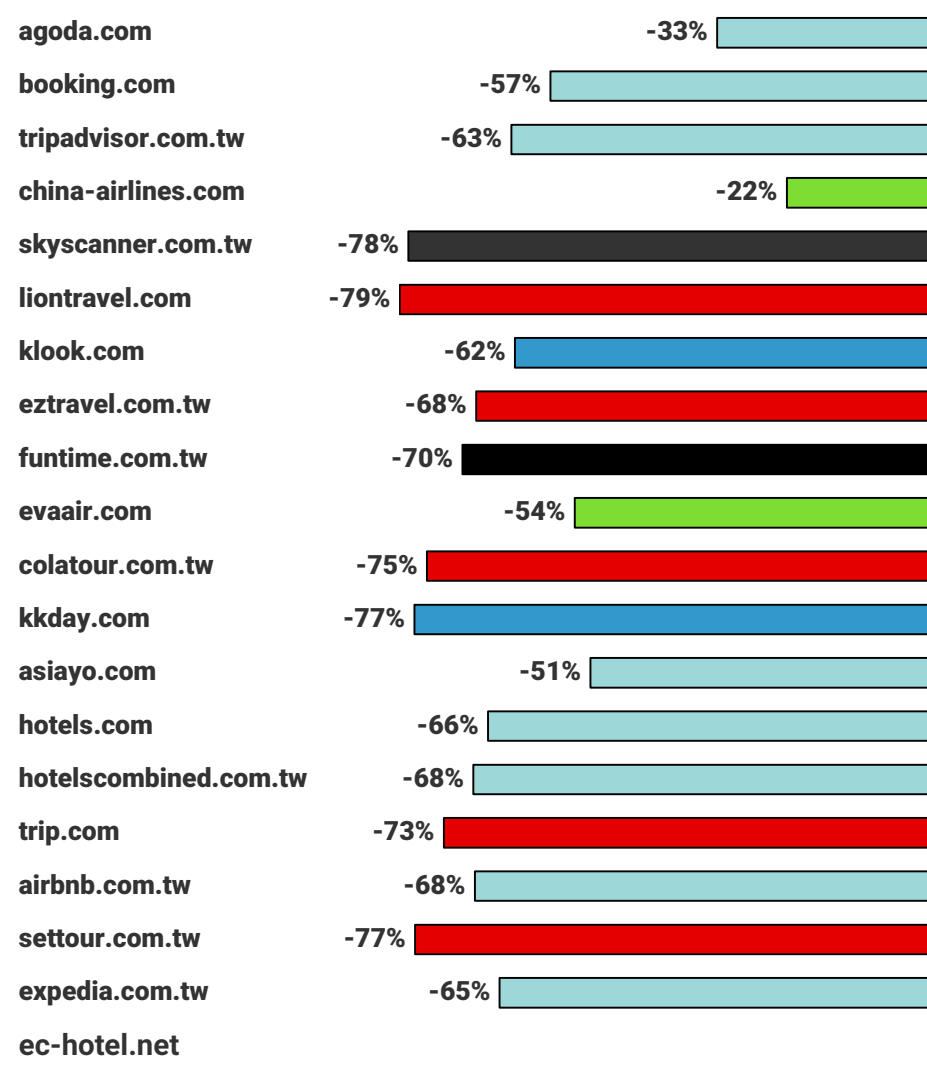
Traffic Share Desktop and Mobile Mar 2020

agoda.com
 booking.com
 tripadvisor.com.tw
 china-airlines.com
 skyscanner.com.tw
 liontravel.com
 klook.com
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 funtime.com.tw
 evaair.com
 colatour.com.tw
 kkday.com
 asiayo.com
 hotels.com
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 ec-hotel.net

Total Visits Growth Mar 20 vs. Feb 20

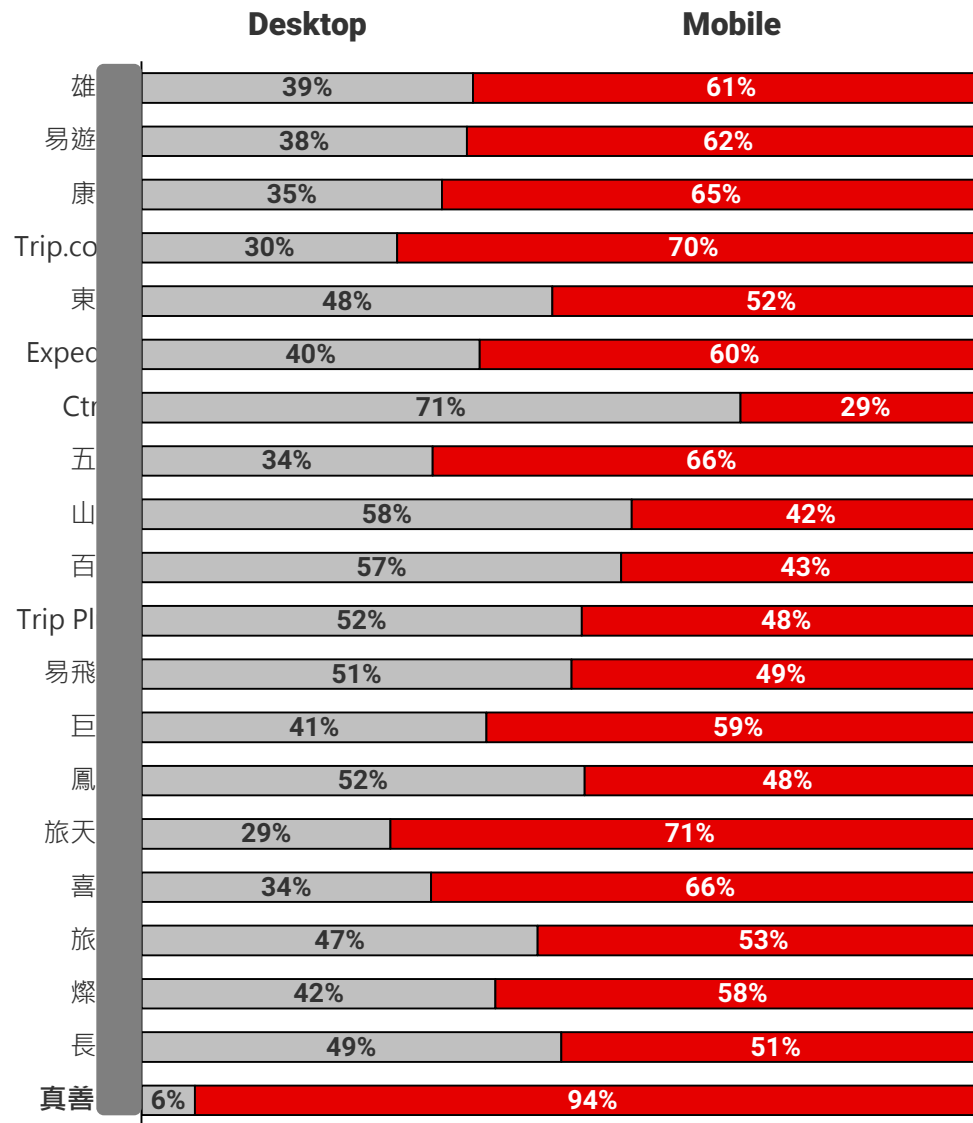
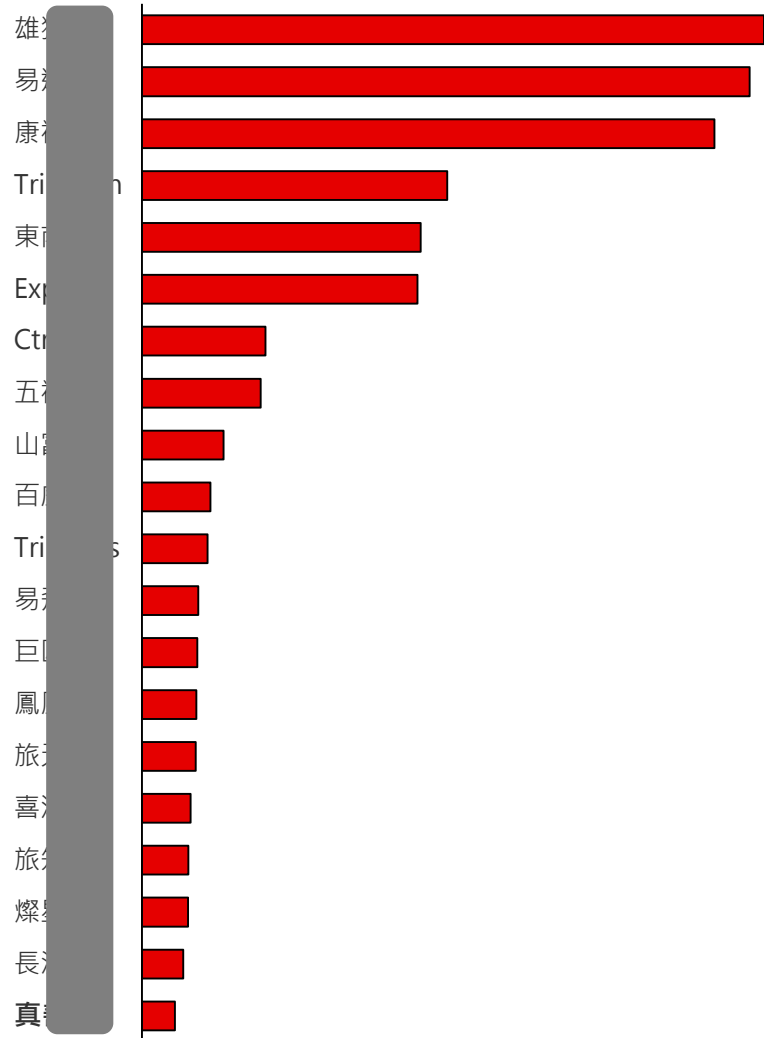


Total Visits Growth Mar 20 vs. Mar 19



2020 3月份流量 Top 20 (旅行社)

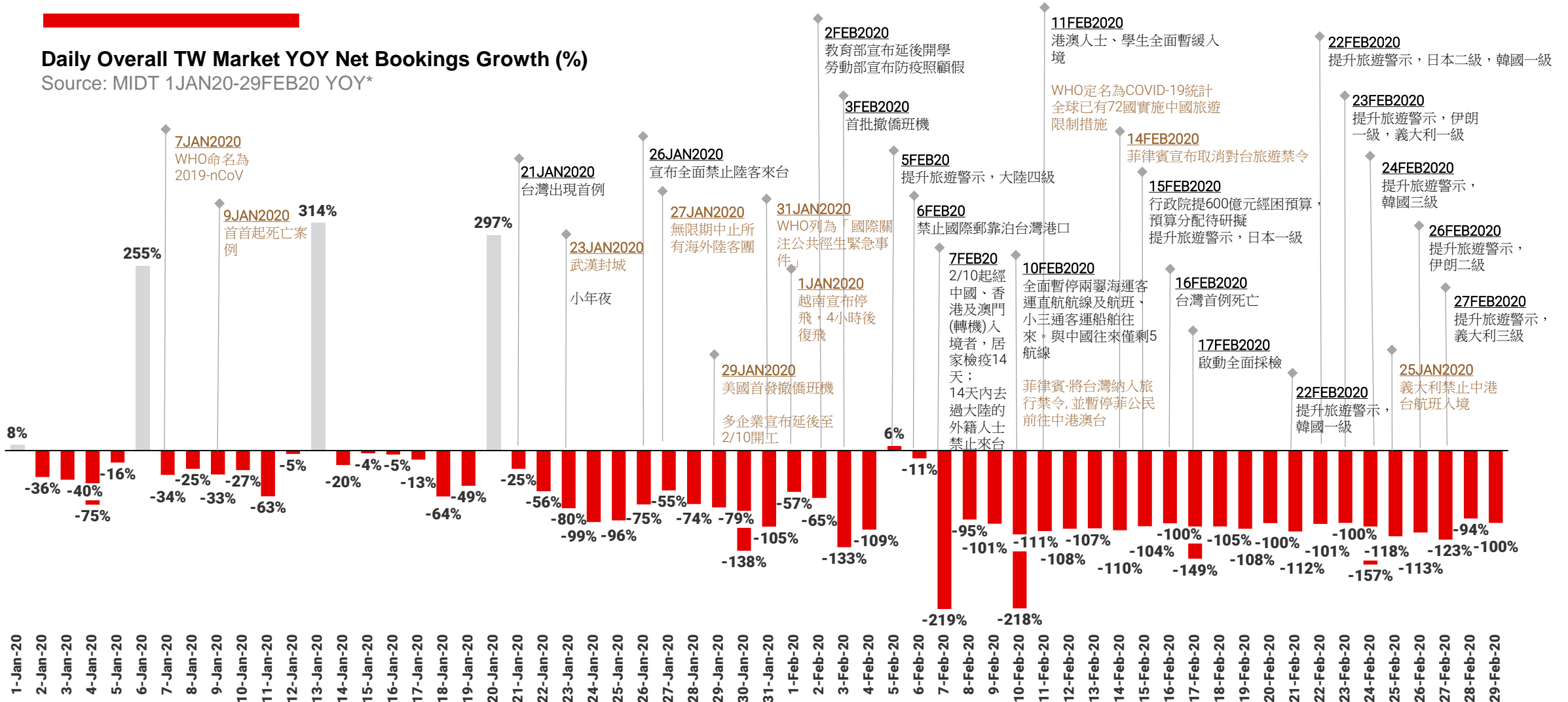
Traffic Share Desktop and Mobile Mar 2020



台灣市場訂位量受疫情影響較去年同期下降，且幅度遽增

Daily Overall TW Market YOY Net Bookings Growth (%)

Source: MIDT 1JAN20-29FEB20 YOY*

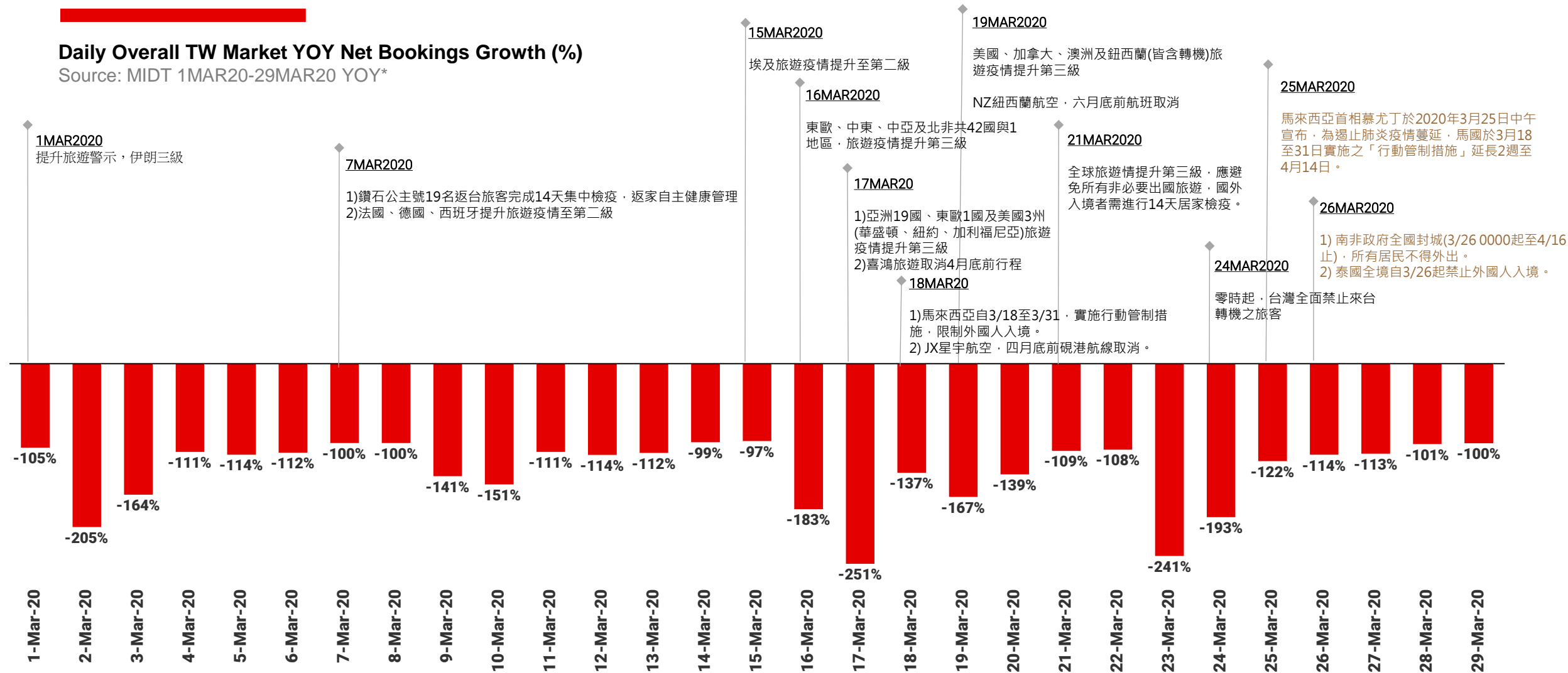


NB: *Due Chinese New Year shift, 25JAN2020 (SAT) has been synced with 2FEB2019 (SAT), along with all other dates for a like to like comparison

訂位量至3月份仍持續大幅度負成長

Daily Overall TW Market YOY Net Bookings Growth (%)

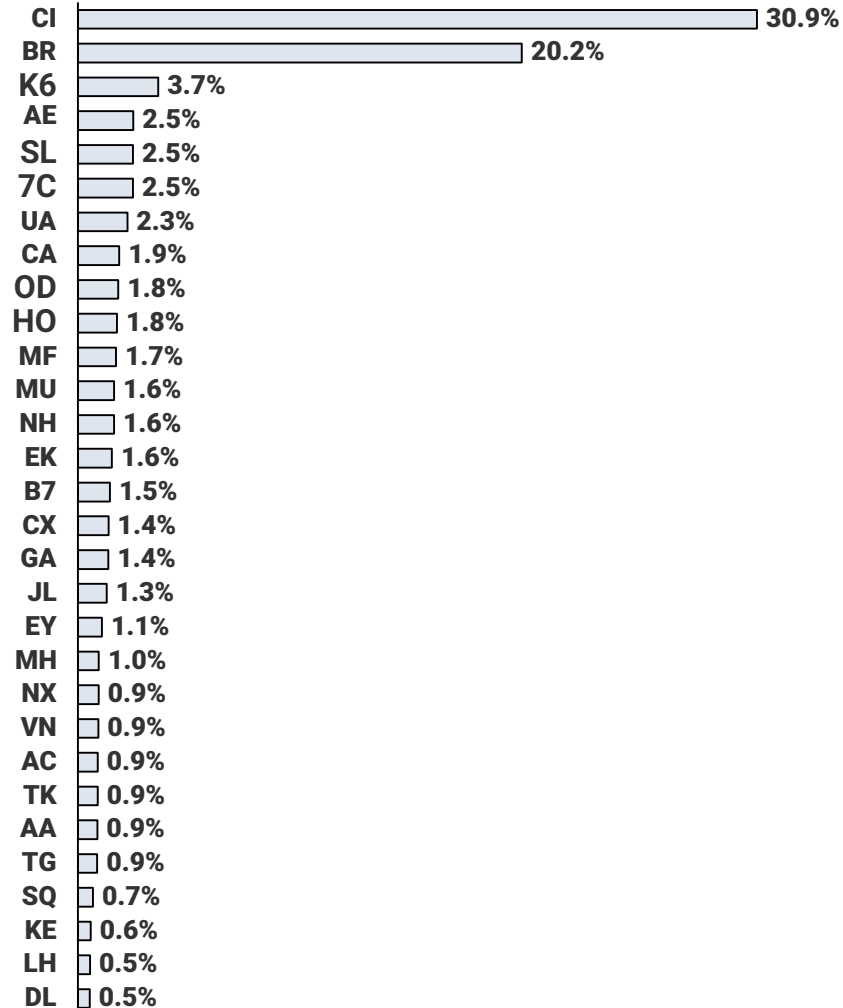
Source: MIDT 1MAR20-29MAR20 YOY*



航空公司3月份 便宜機票 拉高份額 短期購票為大宗

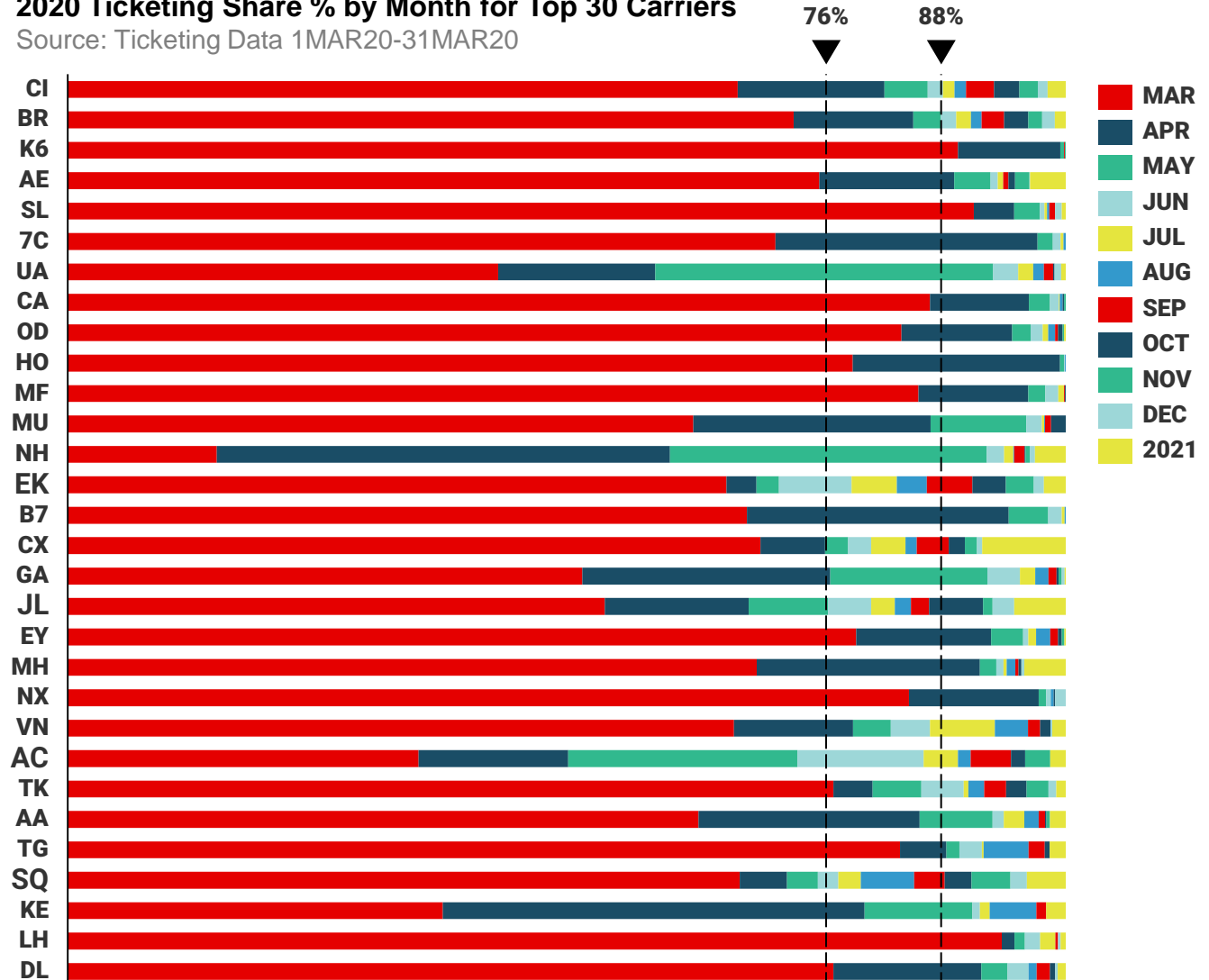
2020 Ticketing Share % for Top 30 Carriers

Source: Ticketing Data 1MAR20-31MAR20



2020 Ticketing Share % by Month for Top 30 Carriers

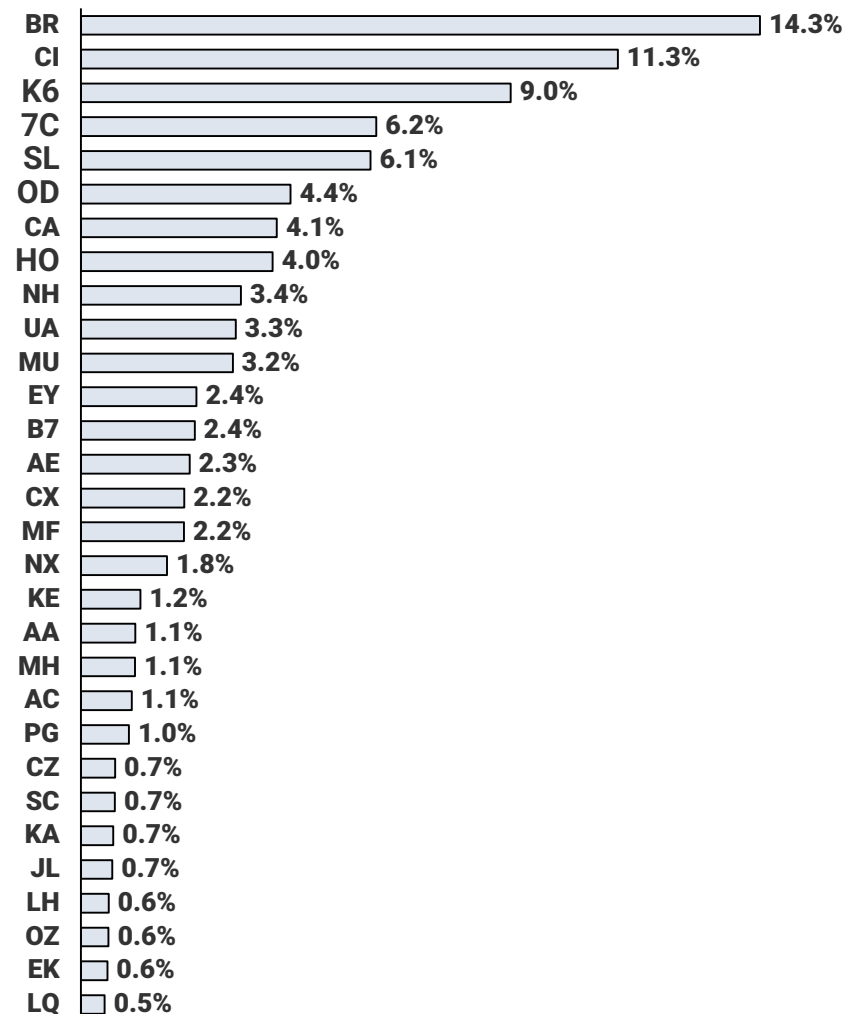
Source: Ticketing Data 1MAR20-31MAR20



ChinaOut市場，加拿大航空相較他航，旅客購買3個月後出發機票較高

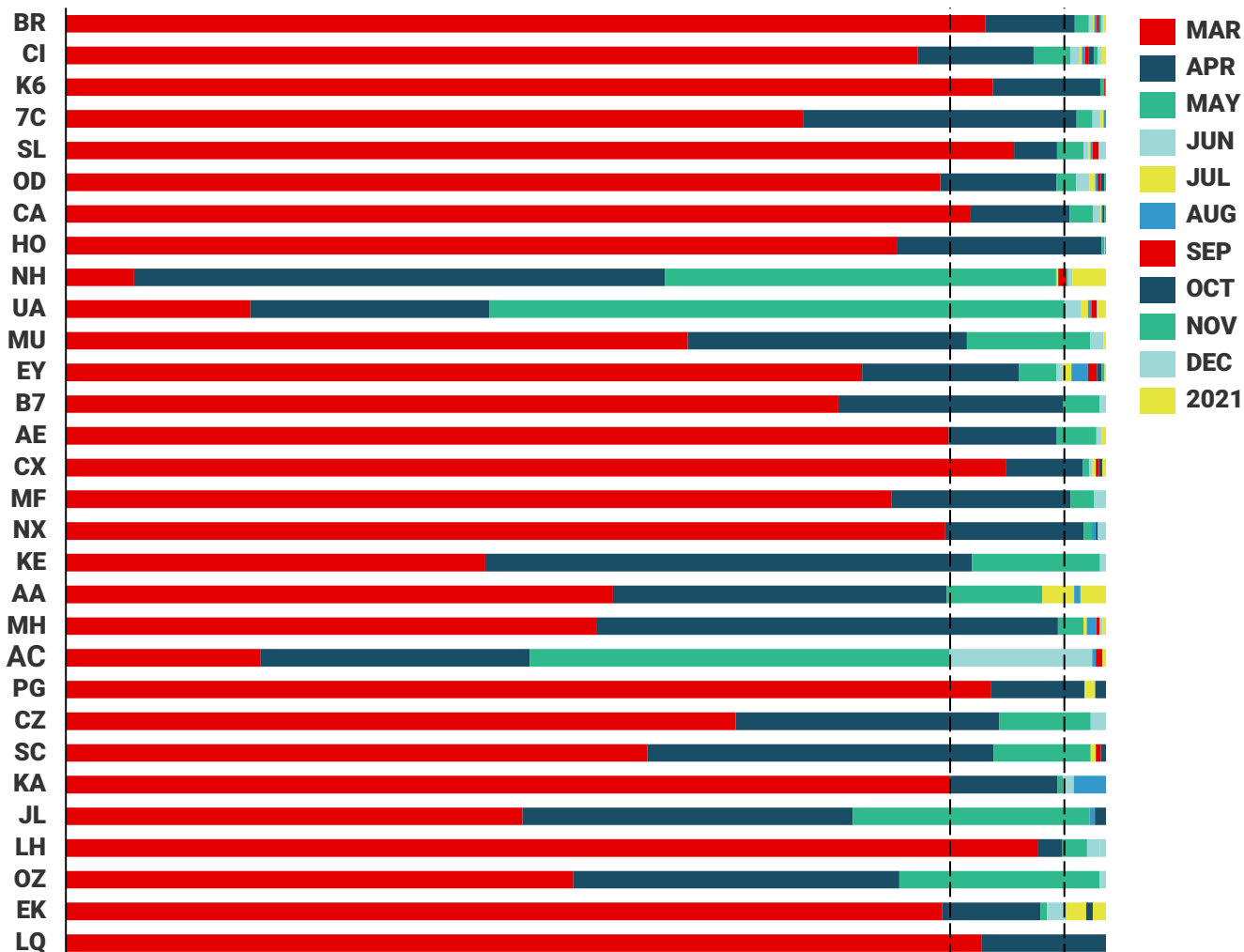
2020 Ticketing Share % for Top 30 ChinaOut Carriers

Source: Ticketing Data 1MAR20-31MAR20



2020 Ticketing Share % by Month for Top 30 ChinaOut Carriers

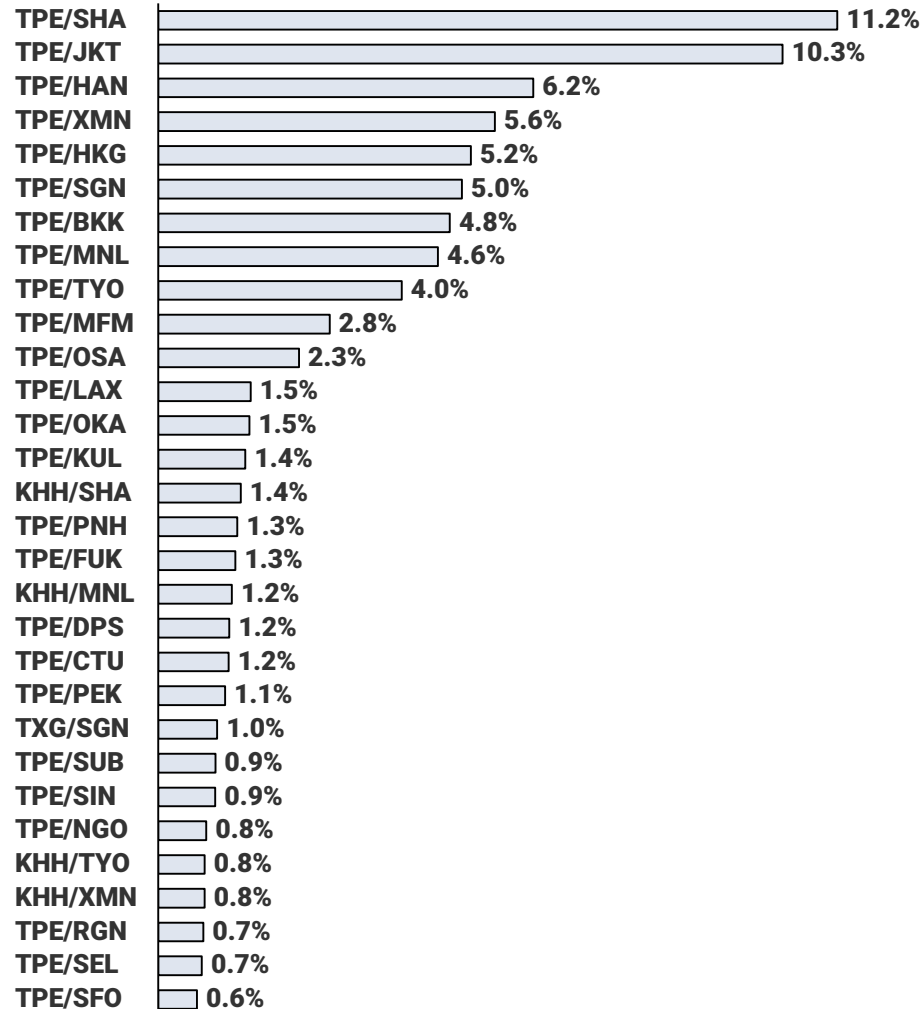
Source: Ticketing Data 1MAR20-31MAR20



台灣出發首4大國家為中國、越南、印尼、日本，福岡是最多旅客購買遠期出發票

2020 Ticketing Share % for Top 30 OD

Source: Ticketing Data 1MAR20-31MAR20



2020 Ticketing Share % by Month for Top 30 OD

Source: Ticketing Data 1MAR20-31MAR20



▲
30%