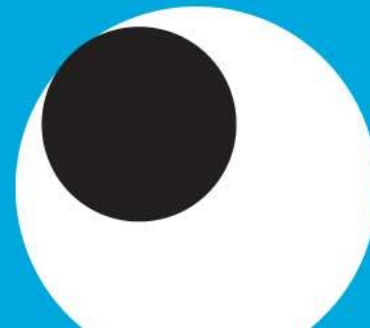
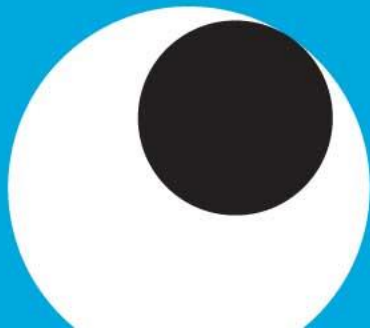


Speaker series #4

Tech company

BE Thammasat
EE 532



About me

Work Experiences

Destination Growth Manager, Agoda

Senior Analyst, Stock exchange of Thailand

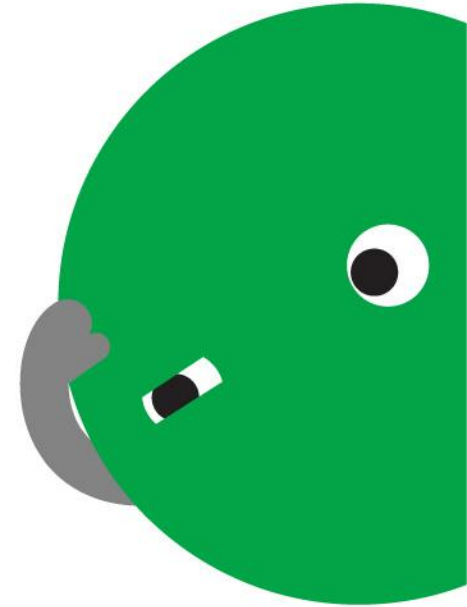
Economist, Bank of Thailand


Education

MBA, University of California, Los Angeles (UCLA) – Fulbright-SET scholarship

Bachelor of Economics, Thammasat University (BE 13)

Exchange student, University of Hawaii at Manoa



- 
- Agoda
 - Travel industry
 - Destination growth
 - Experimentation/ projects
 - COVID-19
 - Career/ Day in the life at Agoda
 - Q&A

WHO WE ARE

Global Presence and Local Knowledge

A LEADING WORLDWIDE ONLINE
ACCOMMODATION PLATFORM
ESTABLISHED IN 2005

WIDE SUPPLY CHOICE WITH
2,200,000 VACATION
RENTALS AND HOTELS
GLOBALLY

5,000+ EMPLOYEES IN
52+ OFFICES
ON EVERY CONTINENT

CUSTOMER SERVICE
IN 40 DIFFERENT
LANGUAGES



THE WORLD LEADER IN ONLINE TRAVEL & RELATED SERVICES



AGODA.COM
Asia-based online hotel reservation website with a focus on great content and customer friendly search functionality where customers can search, book and pay for their hotel in a single transaction.



OPENTABLE.COM
US-based: The worlds leading provider of restaurant reservations.



PRICELINE.COM
US-based full-service online travel agency focused on air tickets, hotel rooms and car rentals for the US market.



BOOKING.COM
Amsterdam-based online hotel reservation website where customers can search and book their hotel in a single transaction, and pay when they arrive.



ROCKETMILES.COM
Leading loyalty and points specialist website providing customers with ability to earn thousands of miles/ loyalty points on their hotel bookings.



KAYAK
US-based meta search engine that consolidates prices on flights, hotels and car rentals from around the web.



RENTALCARS.COM
UK-based online car rental website with operations in 180 countries around the world.



A global business calling Asia home



Founded in 1998, now part of the Booking Holdings Group – world's largest travel company by market cap (Booking.com, Kayak, Priceline, Open Table, Rentalcars.com)

10 global contact centers (Bangkok, Kuala Lumpur, Budapest, Shanghai, Singapore, Tokyo, Rhode Island, Sao Paolo, Seoul, Manila)

Agoda is connected to 300+ chains

starwood
Hotels and
Resorts

IHG
InterContinental Hotels Group

ACCOR
HOTELS

Hilton
HOTELS & RESORTS

Red
Roof
Inn

Marriott.
HOTELS & RESORTS

and many more...

SHANGRI-LA
HOTELS and RESORTS

MILLENNIUM
HOTELS AND RESORTS
MILLENNIUM • COPENHAGEN

Kempinski
HOTELS & RESORTS

CARLSON
REZIDOR
HOTEL GROUP

VANTAGE
Hospitality Group, Inc.

Best
Western

CENTARA
HOTELS & RESORTS

MÖVENPICK
Hotels & Resorts

CHOICE
HOTELS

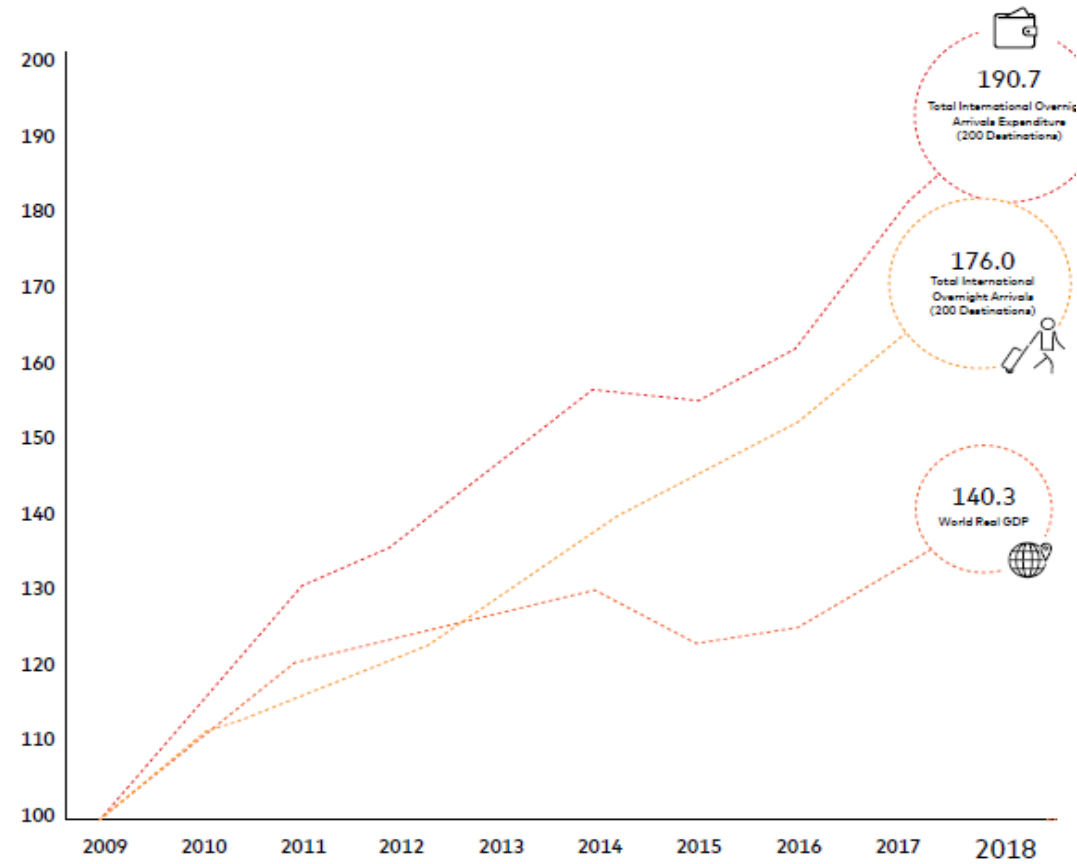
华住酒店集团
HUAZHU HOTELS GROUP LTD

Louvre Hotels
GROUP

Travel Industry

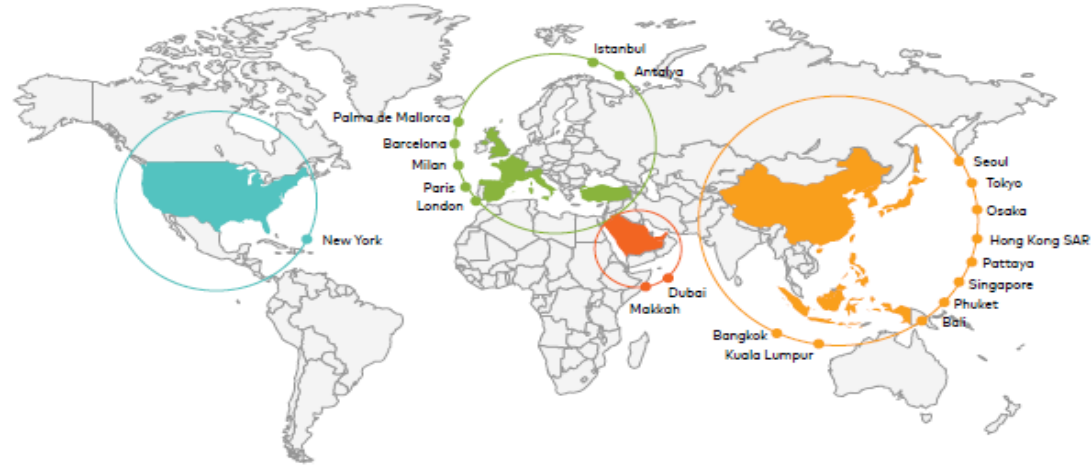


Growth of International Visitor Arrivals, Spend Still Outpaces World Real GDP



* World GDP Source: IMF WEO, calculated at market exchange rates

Bangkok Continues to Lead Among Top Destination Cities



Rank	City	Total international visitors
01	Bangkok	22.78MM
02	Paris	19.10MM
03	London	19.09MM
04	Dubai	15.93MM
05	Singapore	14.67MM
06	Kuala Lumpur	13.79MM
07	New York	13.60MM
08	Istanbul	13.40MM
09	Tokyo	12.93MM
10	Antalya	12.41MM

Rank	City	Total international visitors
11	Seoul	11.25MM
12	Osaka	10.14MM
13	Makkah	10.00MM
14	Phuket	9.89MM
15	Pattaya	9.44MM
16	Milan	9.10MM
17	Barcelona	9.09MM
18	Palma de Mallorca	8.96MM
19	Bali	8.26MM
20	Hong Kong SAR	8.23MM

Online Travel Agency (OTA) business model

1. Agency model : Booking.com
2. Merchant model: Agoda, Expedia
3. Advertising model: Tripadvisor (Meta Search Engine)



Destination Growth

What is the mission for Destination Growth?

“Work with key stakeholders to drive destination growth through data driven decision making, sales experimentation, strategic change (product, deals, team), and workforce planning”

Partner services



Hi Wacharaphan

AgodaVIP ★ Silver

Your status
AgodaVIP Silver

Bookings in last 2 years ⓘ
3 completed

What is AgodaVIP?

AgodaVIP is our loyalty program for rewarding our most loyal customers with amazing deals. Once you qualify, you'll join automatically.



What are the benefits of AgodaVIP?

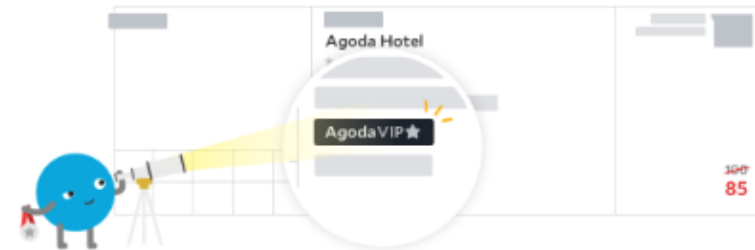
You get access to exclusive deals, which are highlighted by the **AgodaVIP ★ Deal** badge. Every time you book one of these, you're getting a special low price that others don't. And we're adding VIP deals on flights soon too!

	Member	VIP Silver	VIP Gold
Best Price Guarantee	✓	✓	✓
Insider deals	✓	✓	✓
VIP deals up to 12% off	✗	✓	✓
VIP deals up to 18% off	✗	✗	✓

Sign in and complete 2 bookings in the last 2 years to unlock Silver, and 5 bookings to unlock Gold. Your status automatically renews after 6 months if you make the required bookings within that time.

Ready to book a VIP deal?

Just look for the **AgodaVIP ★ Deal** badge and save!




Start a new search

Experiments and projects

What's an experiment?

ex·per·i·ment

noun

/ɪkˈsperəmənt/ 

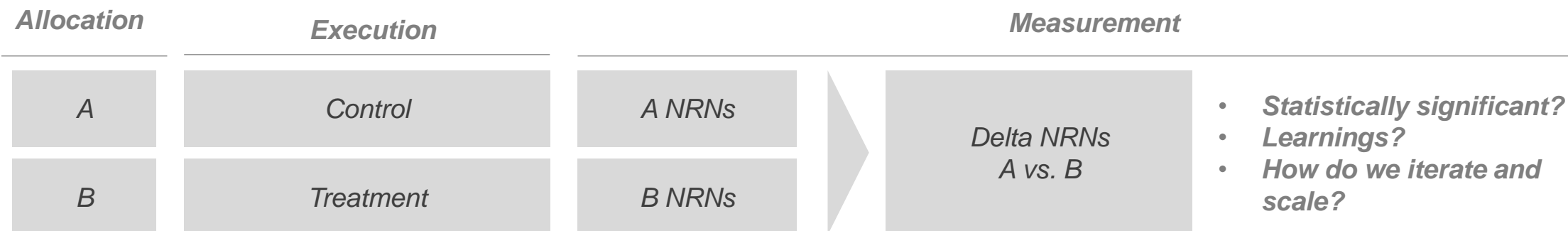
1. a scientific procedure undertaken to make a discovery, test a hypothesis, or demonstrate a known fact.

"I have tested this by experiment"

synonyms: test, investigation, trial, inquiry, demonstration; [More](#)

A way to **TEST & MEASURE** the impact of new ideas to the business

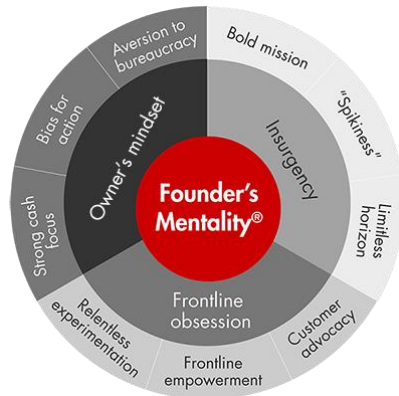
AB test



Why Experiment?

- 1** Enables **TESTING, MEASUREMENT** and **VALIDATION** of **IMPACT** and **BUSINESS VALUE** driven by new ideas
- 2** Allows **OBJECTIVE, DATA-DRIVEN decision making** and prevents negative impact to business due to subjective assumptions
- 3** **EMPOWER** teams to test out ideas based on deep local understanding and customize to market needs

Experimentation is core to innovative, high growth companies



“Only 1 in 9 companies globally achieve modest sustainable and profitable growth for 10 years”

Chris Zook, coauthor of “The Founder’s Mentality”

“I like the credit card industry because of its ability to turn a business into a scientific laboratory where every decision about product design, marketing, channels of communication, credit lines, customer selection, collection policies and cross-selling decisions could be subjected to systematic testing using thousands of experiments.”

Rich Fairbank, CEO and cofounder

“It’s sometimes tempting to use experimentation as a way to prove that you can move metrics, and if (when) you don’t, move on (to another awesome moonshot idea)...But if you only focus on the wins you are going to miss a ton of insight, and risk being blind to mistakes.”

“Experiments do not fail – hypotheses are proven wrong”

Experimentation process

Pre experimentation

Experimentation

Post experimentation



- Ideation
- Business impact
- Ease
- Dependencies
- Risks

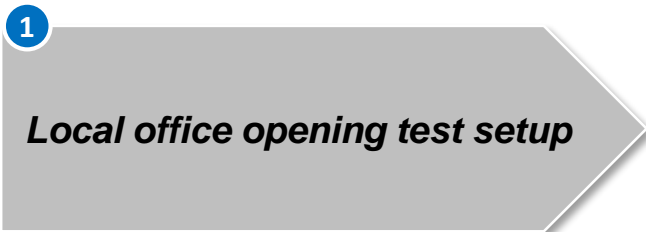
- Business case
- Model validation
- Resourcing requirements
- Pitching
- Stakeholder alignment

- Hypothesis
- Treatment
- Allocation
- Measurement metric
- Power calculation
- Team input

- Kick-off
- Monitoring dashboard
- Decision to take/not take the test

- Key learnings
- Iterating
- Scaling up to validate results
- Global rollout

Examples



COVID-19



Coronavirus drives Indonesia's Traveloka to lay off staff

One in 10 employees affected at travel startup after surge in refund requests

SHOTARO TANI and ISMI DAMAYANTI, Nikkei staff writers
APRIL 07, 2020 21:52 JST



An employee of travel startup Traveloka works at the company's headquarters in Jakarta. © Reuters

BUSINESS NEWS MARCH 31, 2020 / 4:08 AM / 11 DAYS AGO

Air New Zealand to lay off 3,500 employees as virus halts travel

2 MIN READ



The Information

Airbnb Projects Revenue Could Fall by Half This Year

Airbnb, reeling from the coronavirus' spread, has projected that its revenue will plunge some 54% this year, people familiar with the matter said. In a scenario the company has shown investors, Airbnb's revenue would fall to about \$2.2 billion this year, from \$4.8 billion in 2019. The scenario is ... (34 kB) ▾



Crunchbase News

TripActions, Zeus Living Laying Off Employees Due To COVID-19 Slowdown

TripActions Inc. is reportedly laying off hundreds of employees while Zeus Living is letting go of about 80 people.

Mar 25th (80 kB) ▾



Recent Occupancy declines

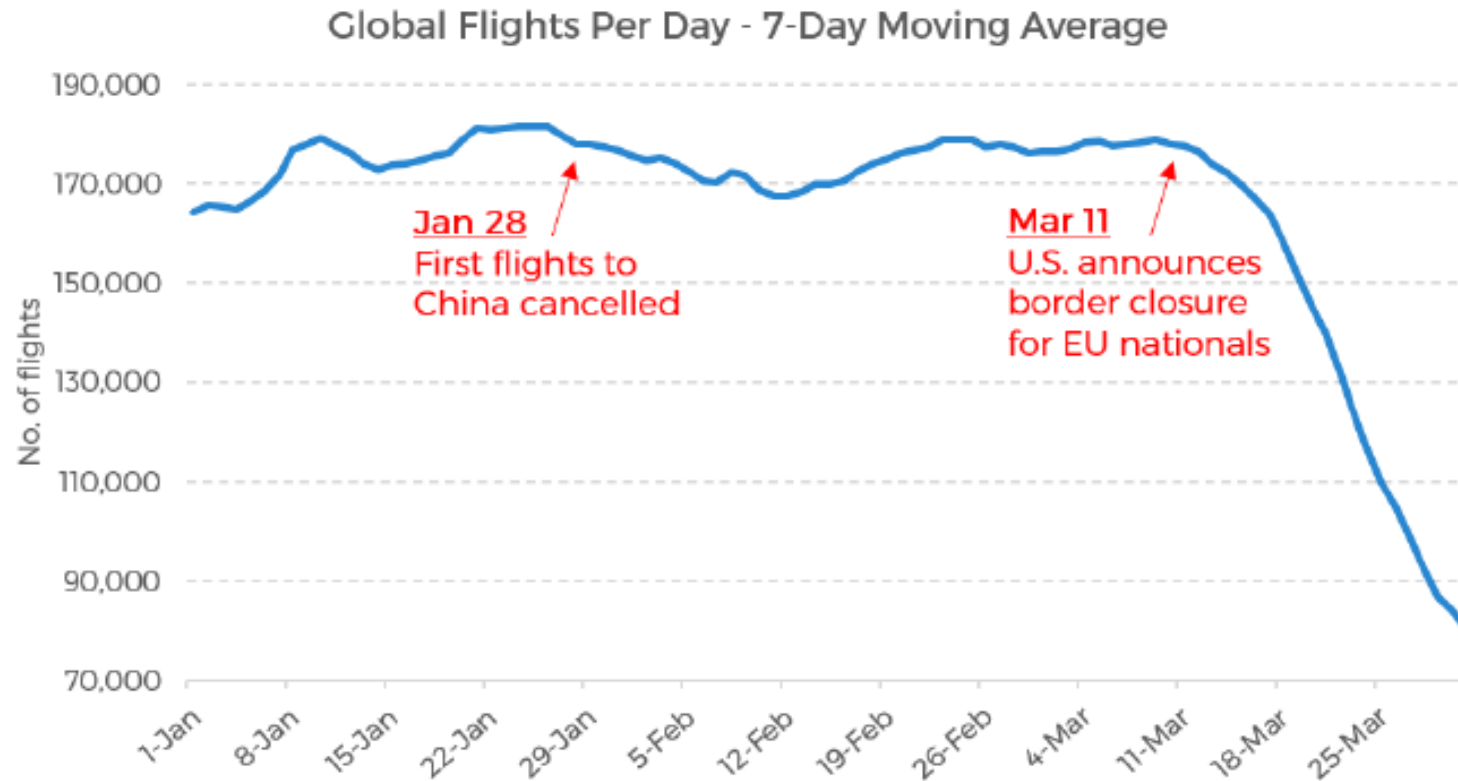
Occupancy % change vs 2019, Week ending 22nd March 2020



Below -90%		Negative 80-90%		Negative 70-80%		Negative 60-70%		Negative 50-60%		Negative 30-50%	
Czech Republic	-97%	Ukraine	-89%	Malaysia	-80%	Brazil	-70%	United States	-59%	Nigeria	-50%
Italy	-96%	Spain	-88%	Colombia	-80%	Costa Rica	-69%	Philippines	-58%	New Zealand	-49%
Austria	-94%	Netherlands	-86%	Egypt	-79%	Canada	-68%	UAE	-58%	Singapore	-48%
Hungary	-93%	France	-86%	Vietnam	-79%	Thailand	-68%	Dom. Republic	-57%	Qatar	-30%
Lebanon	-93%	Switzerland	-86%	Oman	-79%	China	-68%	Russia	-56%		
Poland	-92%	Kuwait	-85%	Puerto Rico	-78%	U K	-67%	South Africa	-55%		
Romania	-92%	Germany	-85%	Turkey	-78%	Indonesia	-66%	Fiji	-51%		
Belgium	-91%	Morocco	-84%	South Korea	-77%	Cambodia	-64%	Australia	-50%		
Latvia	-90%	Portugal	-83%	Peru	-76%	Maldives	-63%				
		Argentina	-83%	Kenya	-76%	Myanmar	-62%				
		Taiwan (China)	-83%	Saudi Arabia	-75%	Japan	-62%				
		Sweden	-82%	Bahrain	-75%	Mauritius	-62%				
		Finland	-81%	Chile	-75%	Mexico	-61%				
		Ireland	-80%	Sri Lanka	-72%						
				India	-71%						



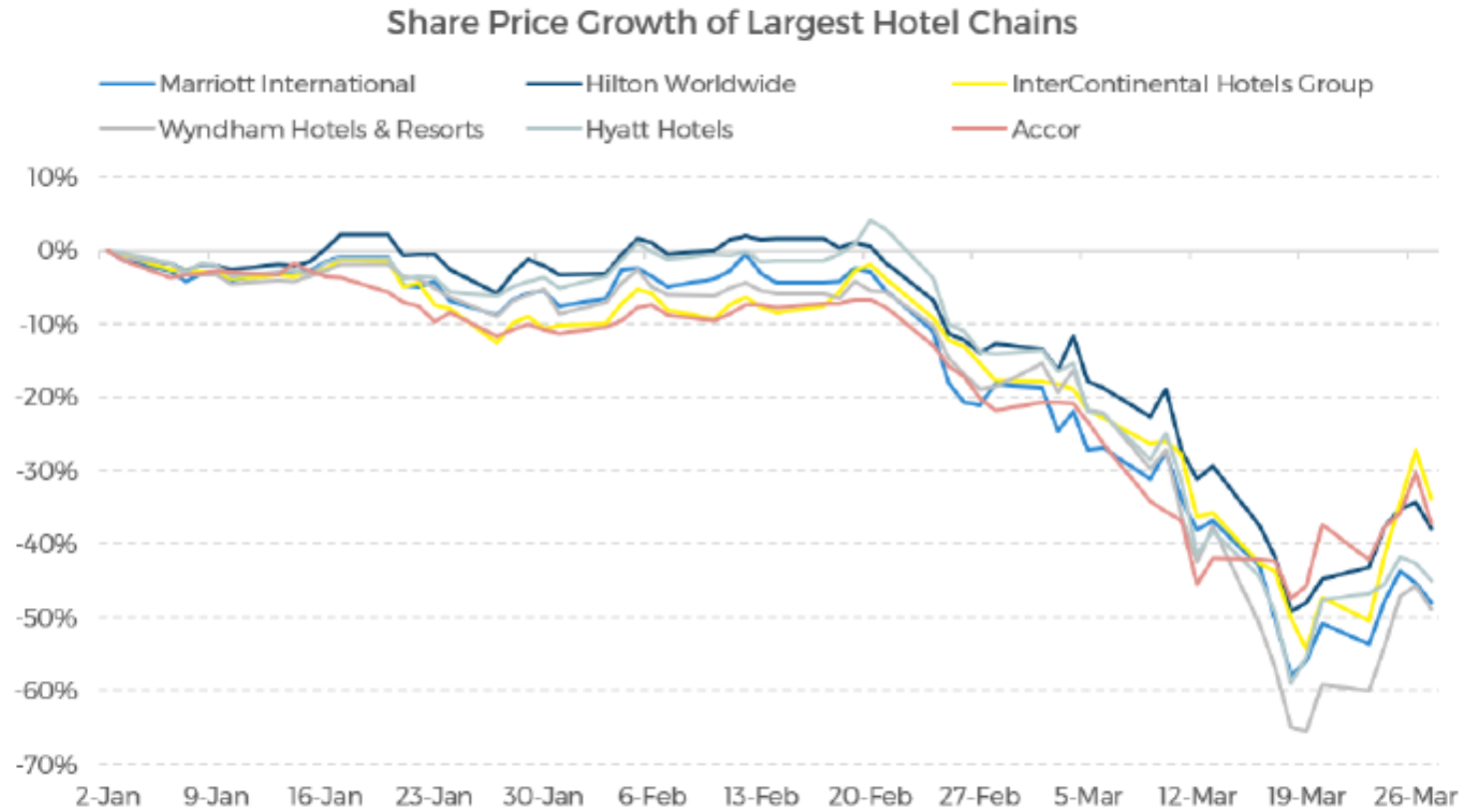
Exhibit 2: Number of flights globally slumps



Source: Skift Research from FlightRadar24. Data as of March 31, 2020.

(<https://research.skift.com/wp-content/uploads/2020/04/Flightradar.png>)

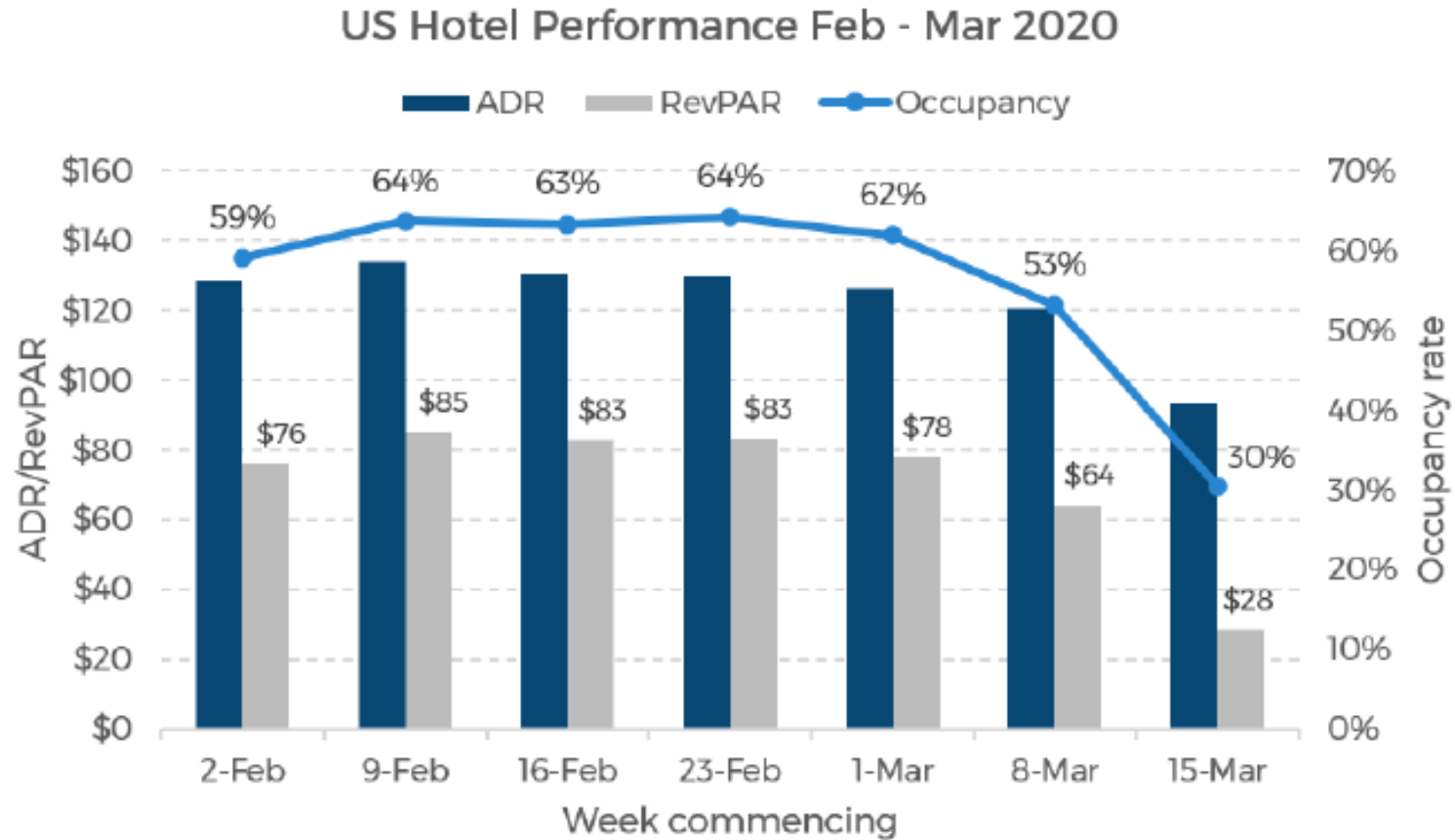
Exhibit 3: Share prices slump for largest hotel chains



Source: Skift Research from Capital IQ. Data as of March 30, 2020. Growth of share prices compared to January 2, 2020.

(<https://research.skift.com/wp-content/uploads/2020/04/Capital-IQ.png>)

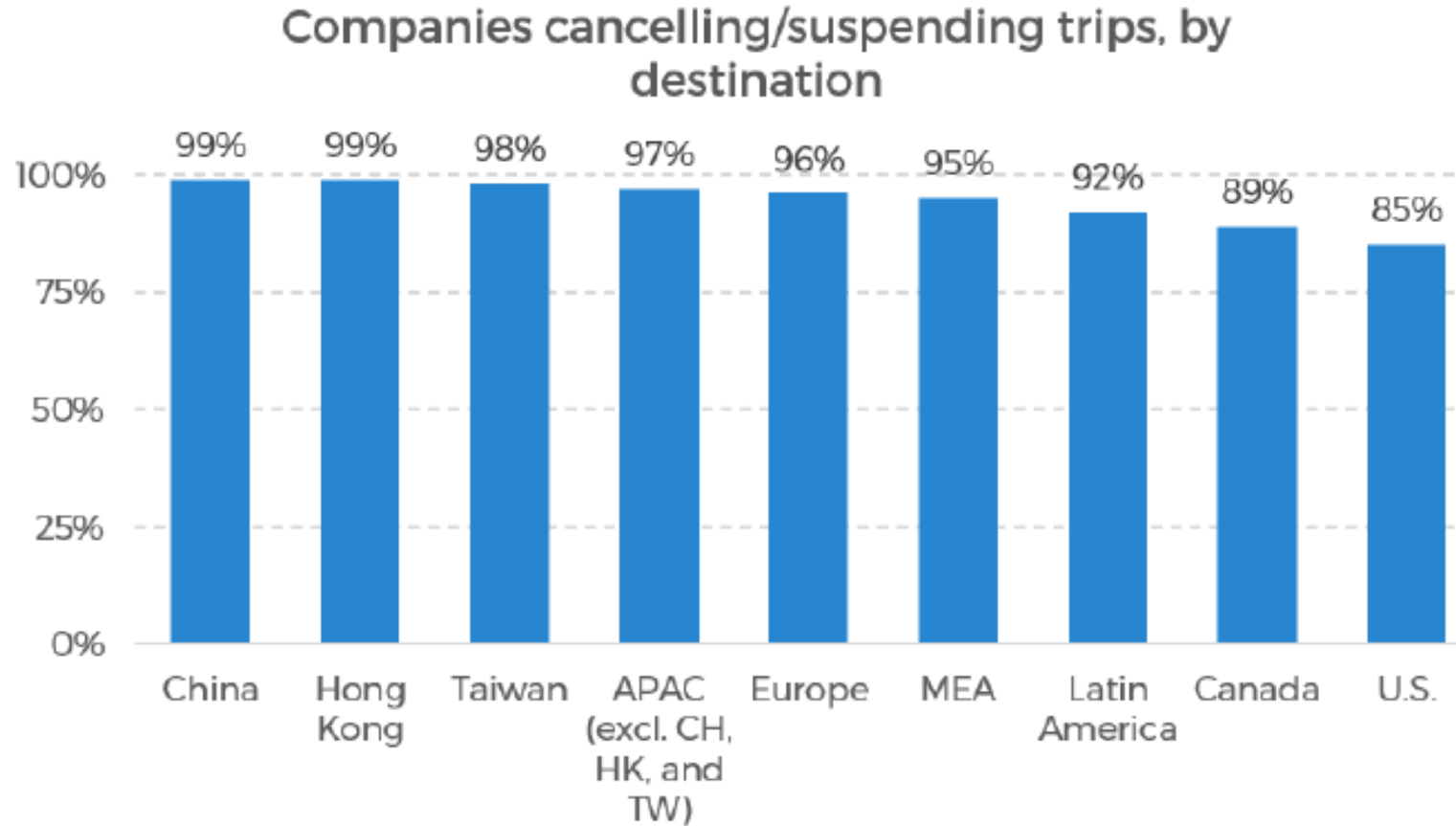
Exhibit 13: U.S. hotel performance starting to feel full effect of coronavirus



Source: Skift Research from STR. Data as of March 22, 2020.

(<https://research.skift.com/wp-content/uploads/2020/04/STR-USA.png>)

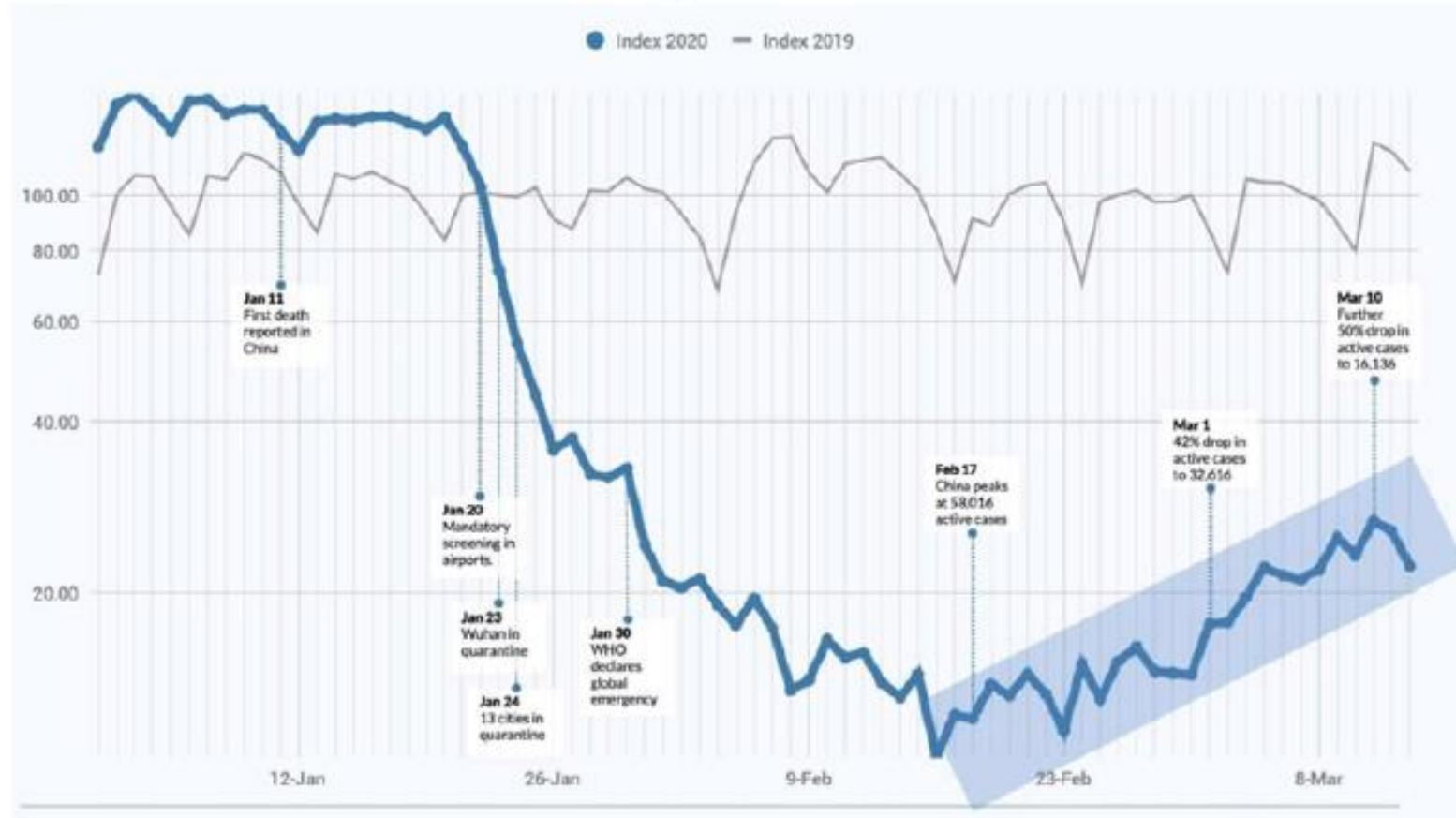
Exhibit 17: Business travel hit hard



Source: Skift Research from GBTA member survey. March 18-21, 2020; n=1,155

Exhibit 19: Shiji's China room nights graph

China Room Nights Booked Index



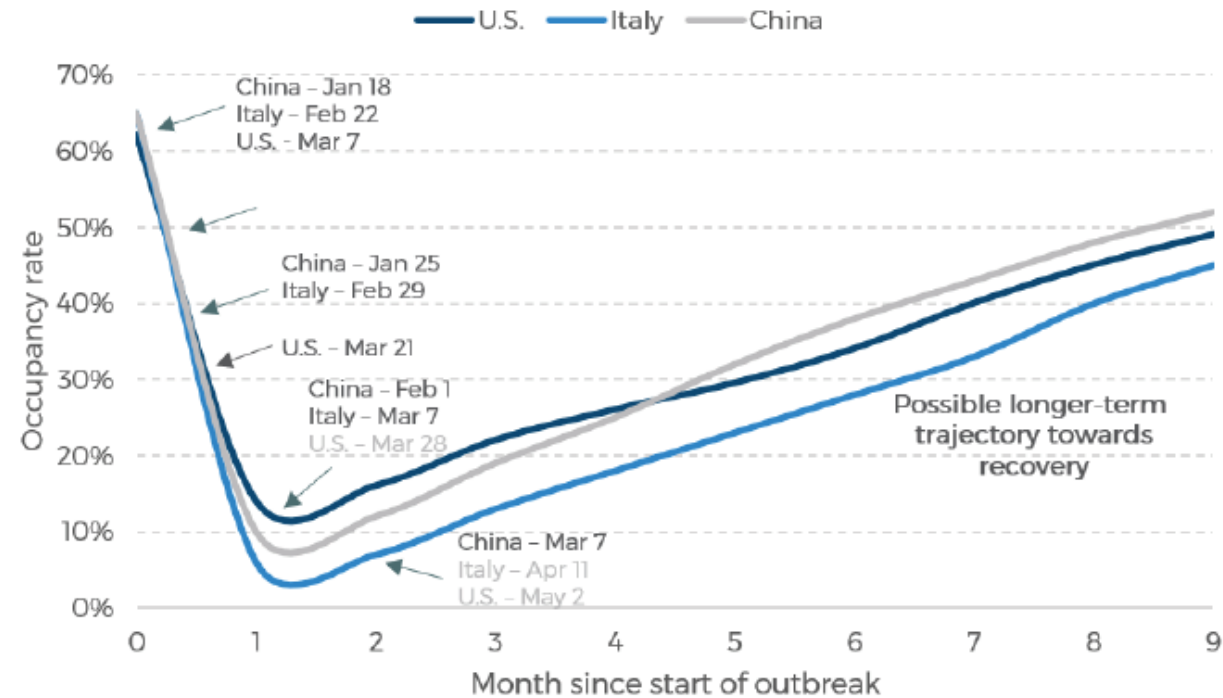
Source: Shiji Distribution Solutions

The Road to Recovery

HOW LONG WILL THE BOUNCE-BACK TAKE?

Exhibit 15: Occupancy declines since outbreak for three key countries

Approximate Occupancy Trend and Estimated Recovery



Source: Skift Research from STR, CBRE.

(<https://research.skift.com/wp-content/uploads/2020/04/Occupancy.png>)

Booking Holdings CEO tests positive for coronavirus

1 MIN READ



<https://www.cnbc.com/2020/04/02/booking-holdings-ceo-on-bout-with-coronavirus-nothing-to-laugh-about.html>

Product innovation



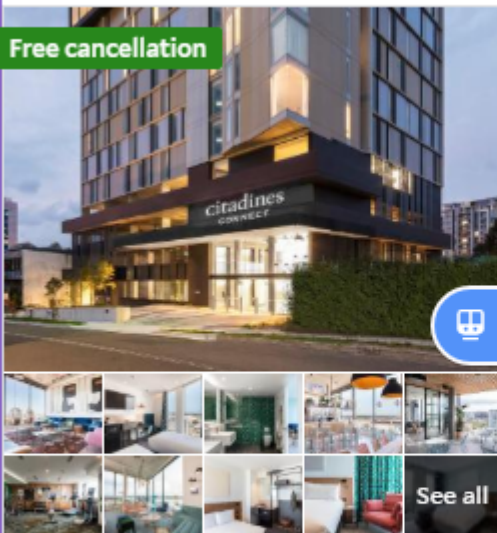
Agoda EasyCancel

Agoda EasyCancel indicates top properties that are helping you stay as flexible as possible by providing free cancellation up to the day before check-in on most bookings.



4-STAR AND 4.5-STAR HOTELS

This property has the best overall guest rating in its category*



Agoda EasyCancel Top Value Agoda PREFERRED

Citadines Connect Sydney Airport

★★★★ Sydney Airport, Sydney - [View on map](#)

[Excellent location](#) [Convenient city access](#)

[Free cancellation](#) [Pay at the hotel](#) [Pay later](#)

Recommended by 98% of guests

Insider Deals! ₱ 262 off!

Exceptional
3,790 reviews

9.2

43% OFF TODAY

EARLY BIRD PROMO

Price per night as low as

~~4,444~~

₱ 2,526

FREE CANCELLATION

Get hotel price at

₱ 2,XXX

[View deals](#)

Bundle deals

Unlock Flight+Hotel deals to save more

Product innovation



Online Experiences

Unique activities we can do together, led by a world of hosts.



Do Not Disturb: Hotels Hammered by Coronavirus Offer 14-Day Quarantine Packages

Hospitality companies around the world are adopting the risky strategy in reaction to the unprecedented challenge they now face, with plummeting occupancy rates as few people travel and few are likely to do so for some time. (183 kB) ▾



14 Days Health Watch

14 days longstay experience offered by Bangkok Hospital in partnership with Mövenpick BDMS Wellness Resort Bangkok

Good news for Thai citizens and expatriates returning home to Thailand. We are here to welcome you. You show no signs of being infected and wish to isolate yourself away from your families and friends for 14-days. Watch your health and relax responsibly in comfort.

Valid until 31 May 2020

The package prize is THB 50,000 single room occupancy

Provided by Bangkok Hospital	Provided by Mövenpick BDMS Wellness Resort
<ul style="list-style-type: none"> • Consultation with the doctor at Bangkok Hospital on first day • Daily health monitoring with nurse supervisor • Supplement to boost the immune system <ul style="list-style-type: none"> - Cordyceps Mix C by Royal Life - Mushroom Extract by Royal Life • COVID-19 test on the 14th day 	<ul style="list-style-type: none"> • Accommodation in Wellness Suite (170sqm) with balcony, separate bath & shower and amenities as follows: <ul style="list-style-type: none"> - Free highspeed WiFi - 55" Smart TV with 55" TV channel board & 4 bed channels - In-room Zenberg Sleep Therapy Speaker and Lamp - Yogamat, stretch ball and stability ball • Fullboard (3 meals per day)



Careers & Culture

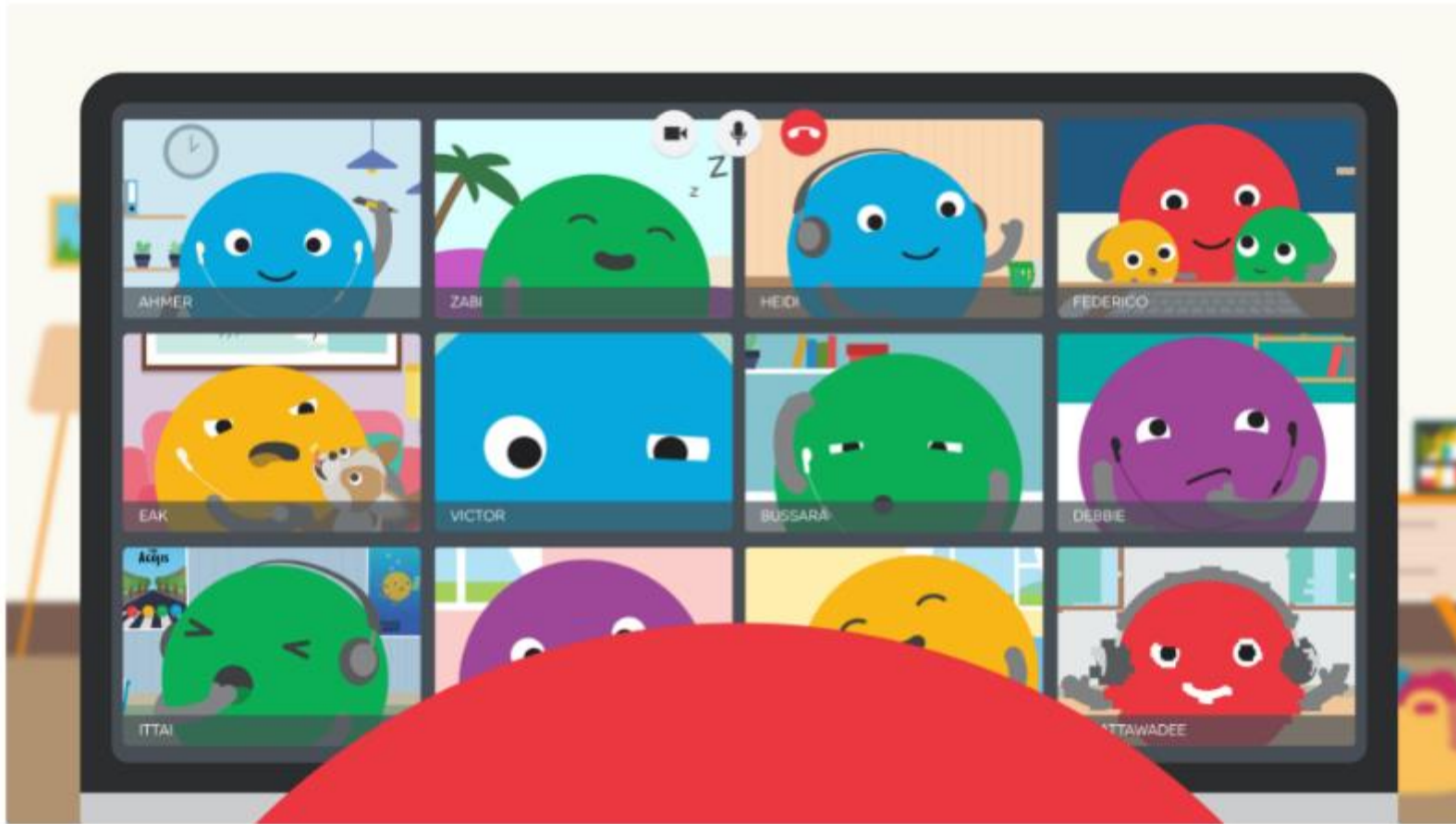
Career at Agoda (click to see)

- [Tech career](#)
- [Product Career](#)
- <https://careersatagoda.com/>
- [Annual staff party](#)

London Office

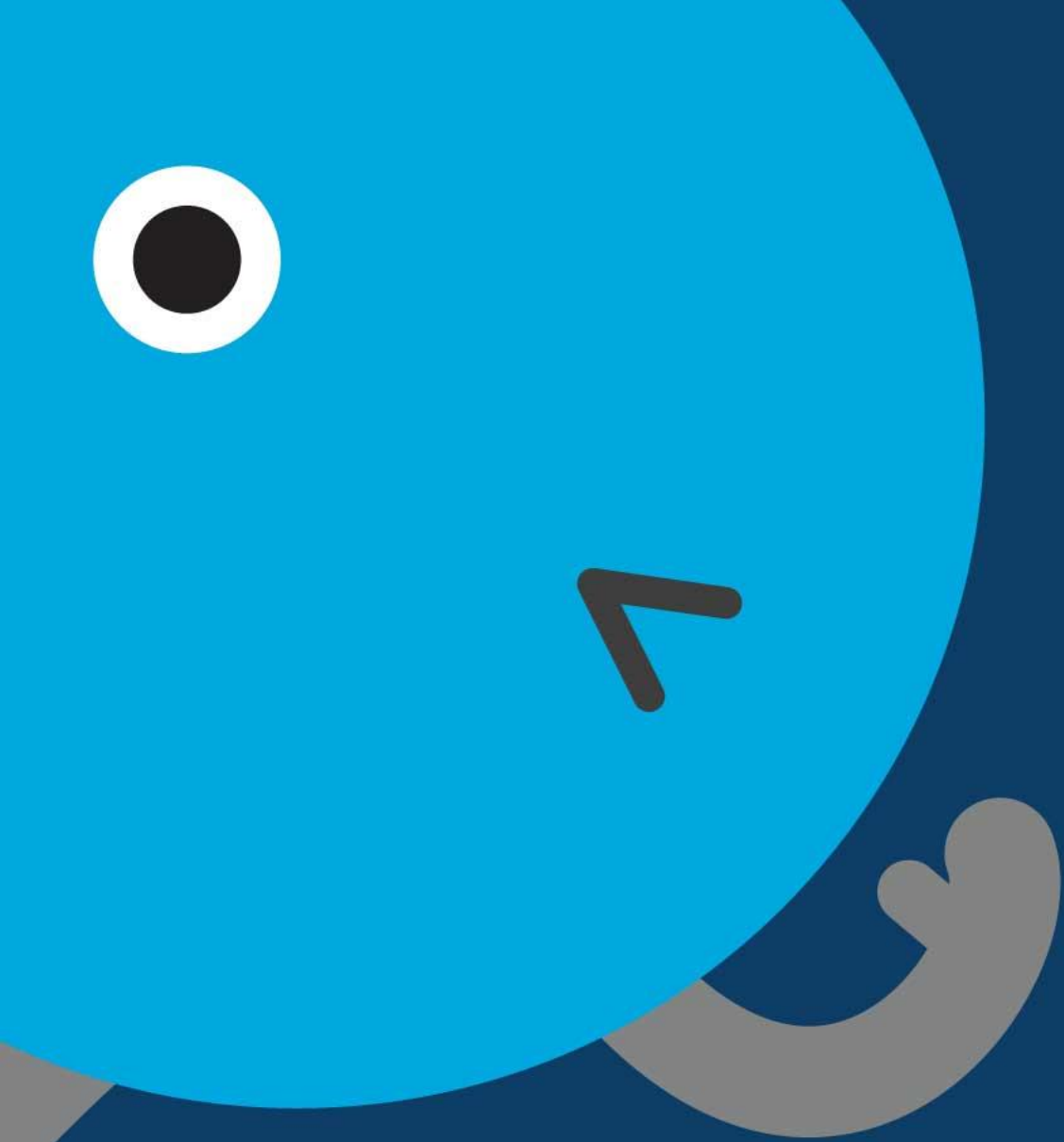


A day in the life in COVID-19 era: Work From Home



Questions?





Thank you