

GLOBALISATION

HUTCHISON TRAVEL: THE NEXT VOYAGE

CK Hutchison finally has a global travel group it can call its own: Hutchison Travel Limited.



Hutchison Travel is the new incarnation of Hutchison-Priceline, rebranded after CK Hutchison repurchased the equity interest from the US travel group to acquire full ownership. The company comprises two brands that encompass the best of all possible worlds: Hutchison Corporate Travel aims to provide a full travel service to corporate clients, while hutchgo.com is an online travel agency (OTA) targeting multiple audiences. Unifying the divisions under the Hutchison Travel brand strengthens their business reputation and broadens company recognition.





It also means that Hutchison Travel can grow to its full potential. While the previous company was limited to Asian markets due to its relationship with Priceline, Hutchison Travel has the freedom to elevate the travel experience for globetrotters everywhere.

HUTCHGO GO GO!

hutchgo.com is the new brand that is going to compete on a global scale. Fresh, young, and free to cater to a worldwide audience, the growth of this newly branded OTA, as it enters new markets, will be driven by the decade-plus experience and network of Hutchison Travel.

It may surprise some in Europe or the Americas to learn that the travelling Asian public can be extremely particular and more brand conscious than their Western counterparts. Tony Ma, CEO of Hutchison Travel, explains that people in Hong Kong, Singapore and Taiwan often forego lower prices in order to maximise convenience, and to stay at their favourite hotels and fly with their favourite airlines.

“People have a preference for which airlines and hotels they pick, choosing

beautiful hotels or local guesthouses with distinguished characteristics rather than some random hostels,” says Mr Ma.

hutchgo.com crafts comprehensive packages incorporating flights, hotel rooms, theme park tickets, rental cars, travel insurances, pocket Wi-Fi - and soon - travel accessories and tourist SIM cards. It offers not only high-value travel experiences, but also high-value customer experiences. This means including a multi-channel customer offering. Many are happy to complete their transactions online only, but some want to have a real person to speak to over the phone, often while looking at their computer.

Hutchison Travel is totally committed to the user experience and ensures that when clients visit the website they have the best possible buying experience. The same goes for those who transition to, or mix their browsing experiences with, a phone call. While scrupulously following local rules and norms regarding privacy, hutchgo.com delivers not only the travel experience but also an enjoyable buying experience.

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LIKE LIGHTNING

Hutchison Travel works hard to deliver on quality, price and speed to market. “Whenever a hotel or an airline offers us a discount, we announce it on our website and social media within four hours. This way we can ensure that our customers will always be informed of the latest updates,” says Mr Ma. “You can’t do that in a traditional travel agency operation since there will always be a lag of one to two working days while the information is circulated within the company, and is then published in print.”

Mr Ma adds, “In today’s fast-growing e-commerce market, it’s not the big that beats the small, but the fast that beats the slow. We think and act fast, measuring our speed by time-to-market.”

Speed to market and multi-channel customer contact are huge assets for hutchgo.com. While these elements may be part of the raison d’être for all OTAs, Hutchison Travel combines this intelligence with an advantage that competing OTAs don’t have – the Hutchison brand.

HUTCHISON TRUSTED

While OTAs do well in quickly delivering low-cost options, savvy consumers now know that once they close the deal online, other OTAs may hand off responsibility for delivering the travel service to another company. Small operators may suffer from financial problems and renege on their



commitments. However, the Hutchison brand is well known to consumers and industry players (professional providers of travel services, such as hotels and airlines). They know the broader CK Hutchison Group is a solid, professionally run outfit synonymous with quality and reliability.

“With Hutchison in the name, you know that Hutchison Travel is trustworthy. You know it’s worth it to buy a ticket from us since there is always support from the sales team,” says Mr Ma. The buying public knows that CK Hutchison stands by its travel companies.

The parent company’s name association will serve the Hutchison Travel brands well as they target English and Chinese language markets. The English-speaking public globally includes attractive markets like the US, Australia, Canada, the UK and more. Hutchison Travel can work with more hotels, airlines, rental car providers, leisure and entertainment venues and others to deliver incredible travel experiences. While it has no limits as to whom it can partner with, Mr Ma is especially keen for Hutchison Travel to work with like-minded, reliable partner companies in the CK Hutchison family.



KEEP IT IN THE FAMILY

Mr Ma believes such cooperation is strategically important and provides benefits in many dimensions.

First, Hutchison Travel can provide direct travel services to more companies within the Group around the world. Companies in Asia have worked closely with the old Hutchison-Priceline for years. Now, all of our corporate family across the world can work with Hutchison Travel.

Second, the company is free to devise joint marketing campaigns to attract clients by partnering with businesses in the Group. For example, the first partnership is with MoneyBack, the Group's retail customer loyalty rewards programme. Purchases from hutchgo.com now also reward customers with MoneyBack points, increasing loyalty to Hutchison Travel and making MoneyBack more valuable.

"We can achieve more synergies and provide a wider scope of services through cooperation with other CK Hutchison companies," Mr Ma says.

Retailing and telecommunications in Asia will be among the first partners in the Group to conduct co-marketing with Hutchison Travel. That success can then be replicated in other markets as the company expands.

"In the industry, you can link up with all types of businesses. In fact, we used to ask our colleagues to randomly pick a CK Hutchison company on the map and encourage them to think of possible deals that we can make with these companies," Mr Ma says.

"This is a global business under a unique brand - anything you can imagine can happen," he enthuses. There are limitless opportunities for CK Hutchison Group firms and the global tourism industry. World - watch out! Here comes Hutchison Travel! □



HUTCHGO.COM : EYES ON THE WORLD

hutchgo.com is the new online travel agency that is ready to take on the global heavyweights. Deep experience, a wealth of data in its traditional home markets, and the Hutchison name all tell the world that this new player has its eye out for opportunity.

That 'eye' isn't just a metaphor - it's part of the brand. The new logo's 'o' is a stylised eye, showing the new firm's ability to see through the consumers' eyes to start them on a journey of discovery. The brand is meant to convey a sense of energy through its use of colour and lively, youthful, design elements.

The Hutchison name brings reassurance that this is not some newbie learning the ropes. After all, if you have experience and muscle, it is better for consumers

to know it. The name lets travellers know that they will have a hassle-free experience, allowing them to get on with having a real adventure at their travel destination. As a veteran in the travel industry and with the backing of the CK Hutchison Group, hutchgo.com can take care of all the little extras that use up 'experience time' at a destination - getting a local SIM card, renting a car, booking tickets and much more.

Immerse yourself in the energy of hutchgo.com and just hutchgo go go on your journey!

