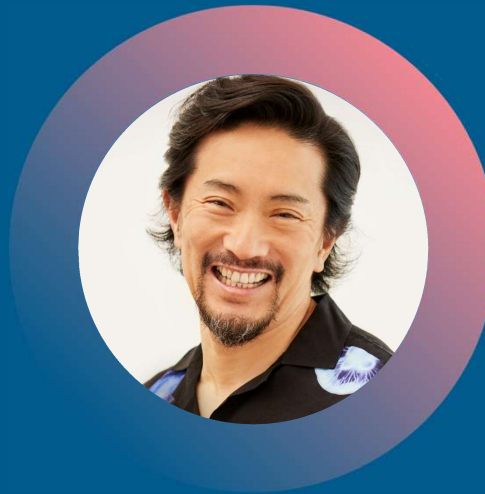


# Travel SuperApp 2025: Revolutionising the Way We Travel



**Kei Shibata**

**Founder & CEO,  
Trip101**

# THE RISE OF SUPERAPPS

Kei Shibata



# About Kei Shibata, Co-founder & CEO, Venture Republic Group

## “Global TravelTech Entrepreneur based in Singapore & Tokyo”

- 2 Exits, 1 IPO and 1 MBO (Management Buy Out) in the 20 years of career.

## “One of the Most Influential Individuals in the Travel & Technology Industry in APAC”

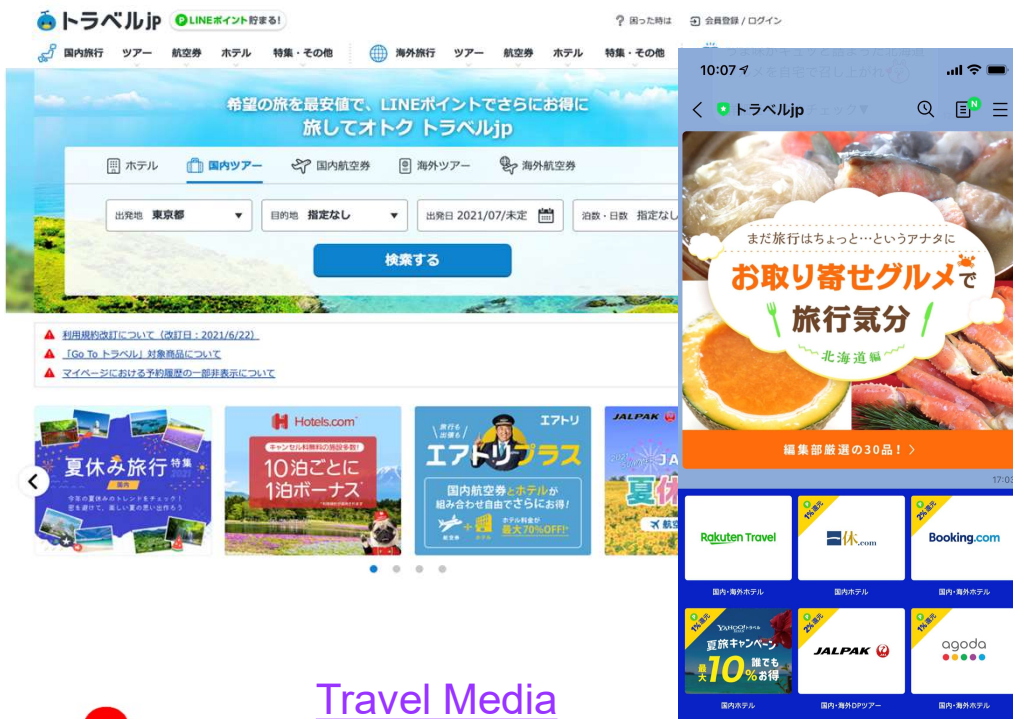
- Received “**WiT Hall of Fame**” award (along with Tony Fernandes, CEO of AirAsia, Jane Sun, CEO of Ctrip China, Gillian Tans, former CEO of Booking.com among other leaders)

## Running “WiT Japan & North Asia”

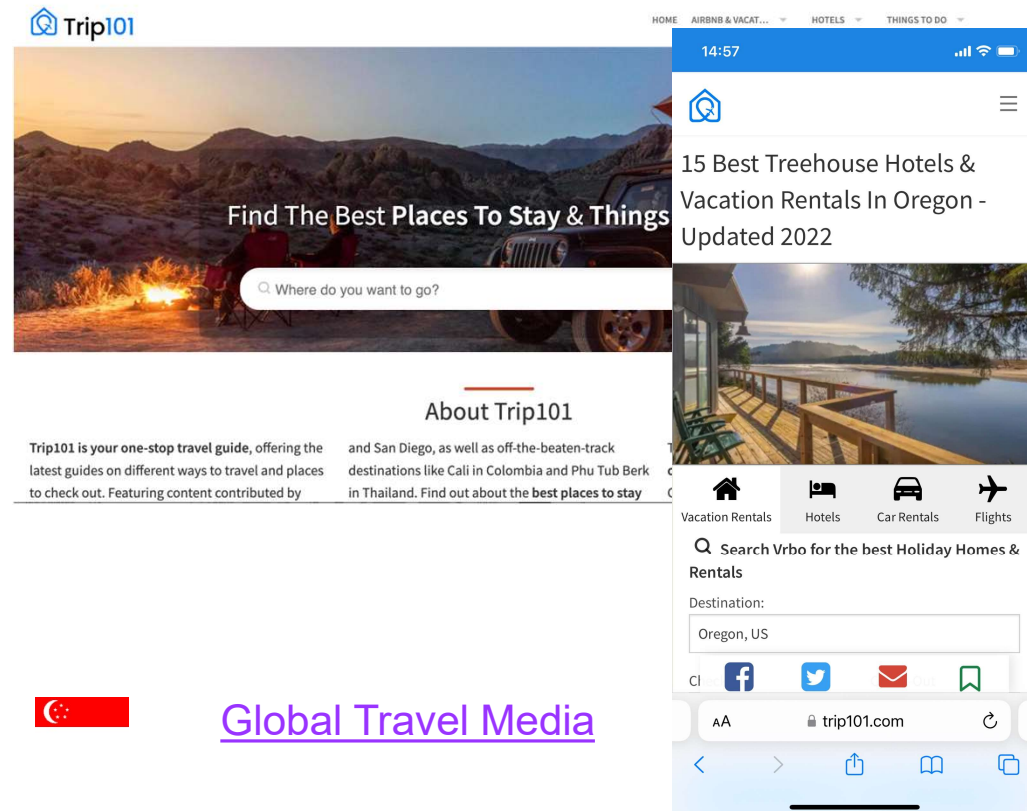
- One of the largest international travel conferences in Asia, annually held in Tokyo



# Venture Republic Group



Travel Media  
Travel Metasearch  
Business Travel Management



Global Travel Media







# One of the Most Popular Travel Sites in Japan

## Traffic Ranking of Travel Websites in Japan in 2020

※スマートフォンからの閲覧者数

順位	ウェブサイト	2020 閲覧者 数	前年比	順位	ウェブサイト	2020 閲覧者 数	前年比
1		27.3M	84.3% ↓	11		9.8M	102.0% →
2		22.9M	80.9% ↓	12		9.78M	95.9% →
3		16.7M	80.3% ↓	13		8.36M	51.3% ↓
4		13.0M	77.4% ↓	14		8.31M	116.1% ↑
5		13.0M	88.4% ↓	15		8.1M	68.0% ↓
6		12.6M	66.0% ↓	16		7.7M	99.6% →
7		12.3M	75.9% ↓	17	ホテル旅館予約システム (ASP)	7.65M	91.6% →
8		11.6M	69.9% ↓	18		7.63M	66.3% ↓
9		11.1M	86.7% ↓	19		7.5M	83.6% ↓
10		9.85M	80.7% ↓	20		7.2M	77.4% ↓

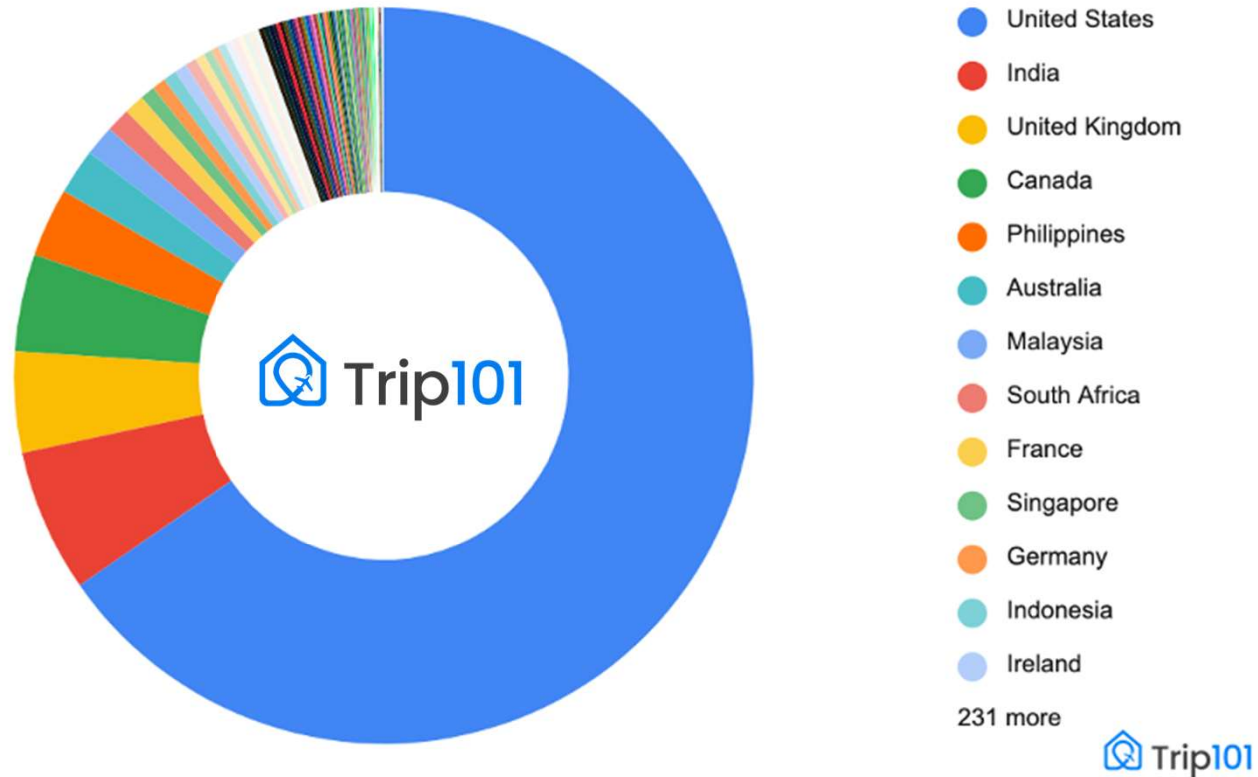
※出典：公益社団法人日本観光振興協会・株式会社ヴァリューズ  
2021年2月9日 観光系サイトの年間閲覧数2020、旅行・交通予約で2割減、都道府県の公式情報サイトは増加、1位は大阪府 より抜粋

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# Trip101 Users

## 2.5M Monthly Users from 200+ Countries

Trip101 Users by Country





# WIT JAPAN AND NORTH ASIA

July 5 & 6, 2023 | The Westin Tokyo

HELLO



NEW  
WORLD

# SUPERAPP IS THE NEW BLACK





## What we know about Elon Musk's plan to turn Twitter into a super app

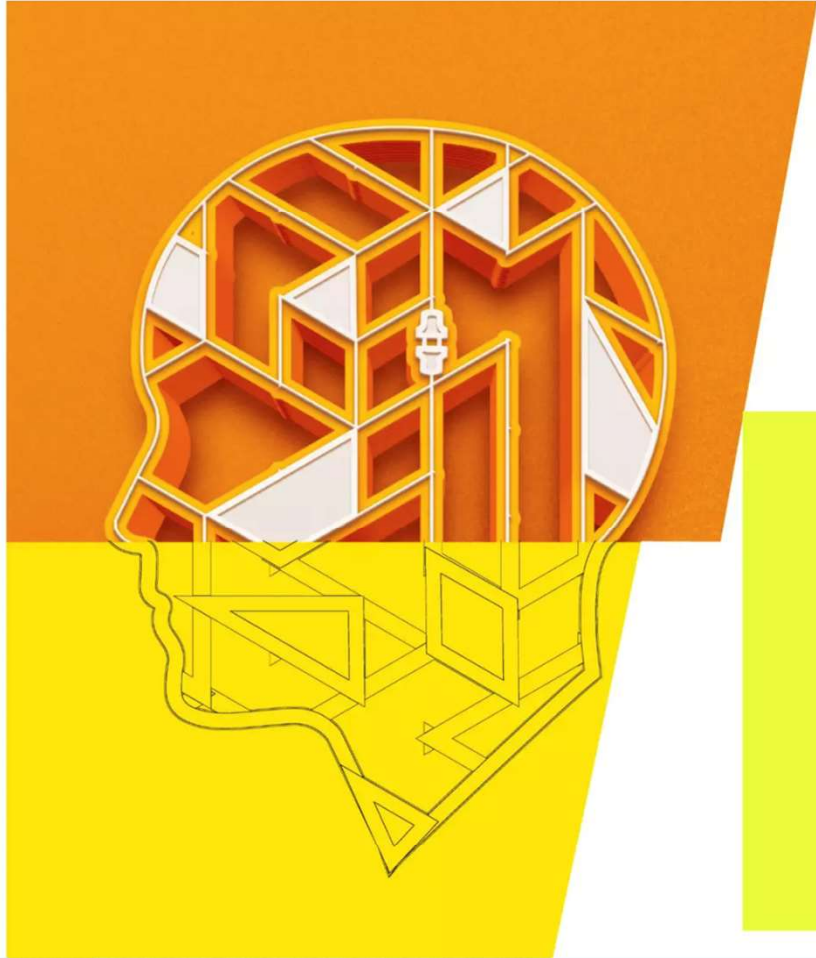
Wait, what's a super app?

By Sara Morrison | sara@vox.com | Updated Apr 18, 2023, 5:59pm EDT

[f](#) [t](#) [SHARE](#)

Twitter **informed its business users** on April 18 that Twitter, Inc., is now X Corp. It's the latest move in Musk's attempt to turn his reluctantly purchased platform into an "everything app" called X. Along with the name change, there's the recent news that Twitter has **partnered** with a stock and crypto trading firm, and Musk also **incorporated** an artificial intelligence company called X.AI, which may be part of his super app plans.

So-called "super apps" or "everything apps" (as Musk has referred to them) are apps that offer several services, usually including a payments component. They're hugely popular in Asia, though you can find them in **Africa** and **Latin America**. But they haven't caught on in the US. Musk clearly wants that to change, and he wants Twitter to lead the way. The billionaire has said a few things about his plans and made what appear to be a few preliminary moves toward it. But what his Twitter can do, with its dwindling resources and polarizing owner, is still very much in question.



**Flipkart**



## *Super App Launch Strategy*

*Presented by- Pratiksha Sachan  
PGP 2018-20*

TECHNOLOGY

# Hopper is building its 'super app' origin story now

By Robert Silk | Jun 19, 2022

A+ A-



Hopper CEO Frederic Lalonde said he expects ecommerce in North America to follow the pattern of Southeast Asia, where mobile purchases dominate over desktop purchases. Photo Credit: Hopper



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## We want to be a super-app for travel: MakeMyTrip CEO

8 min read . Updated: 06 Feb 2023, 01:26 AM IST

Gaurav Laghate



Rajesh Magow, co-founder and group CEO, MakeMyTrip Ltd.



# IT'S ALL STARTED IN ASIA







# BASE ELEMENT + SCALE AND PERSISTENCE

# BASE ELEMENT

Ride  
Hailing

Grab

GOJEK

Chat



Payment

paytm



Reviews,  
eCommerce





# The app Everyone uses Everyday for Everything

# SUPERAPPS & TRAVEL?







LINE

เกี่ยวกับ

บริการ

สื่อ & ข่าวสาร

สมัครงาน

SITEMAP

ภาษาไทย

ข่าว Global

ข่าวในประเทศไทย

โซเชี่ยลมีเดีย

## LINE and Venture Republic Sign Agreement for Capital and Business Alliance in Travel Sector

2018.07.11 | Corporate



- Leverage the knowledge from Venture Republic's "Travel.jp" and LINE's mobile messaging platform in order to provide a cohesive end-to-end travel service through "LINE Travel"

**TOKYO – July 11, 2018** – LINE Corporation ("LINE Corp.") and Venture Republic Inc. ("Venture Republic") have signed an agreement for a capital and business alliance in the travel sector.

LINE



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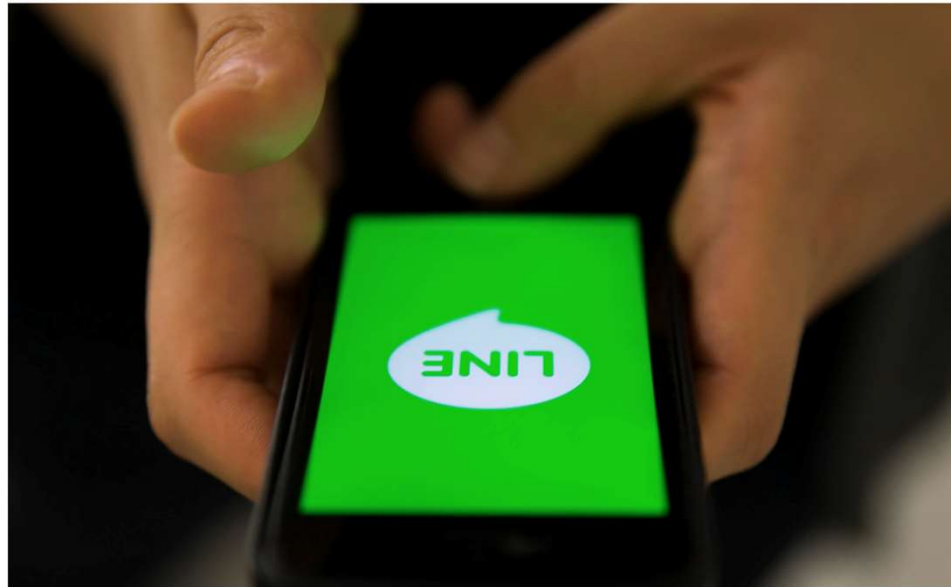
Events

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# Yahoo Japan and Line Corp. confirm merger agreement

Catherine Shu @catherineshu / 2:00 PM GMT+9 • November 18, 2019

 Comment



Annual Losses  
2019: USD470M  
2020: USD411M

Mr Tan's vision of creating a so-called super app for South-east Asia was aggressive, but led to extensive losses. **Grab lost US\$3.4 billion in 2021** and has piled up almost US\$1 billion of losses in the first two quarters of this year. Revenue this year is set to roughly double to as much as US\$1.3 billion, Grab said last month.

The company started out focused on the ride-hailing business and competed effectively against Uber. The US company ended up selling Grab its business in South-east Asia in return for a stake in its Singapore 1 ambitious - and expensive - campaign to expand into food delivery and finance. It also added everything from services to gifts and entertainment experiences to its





## Sea posts \$1.28b net loss in Q2, withdraws 2022 e-commerce forecast



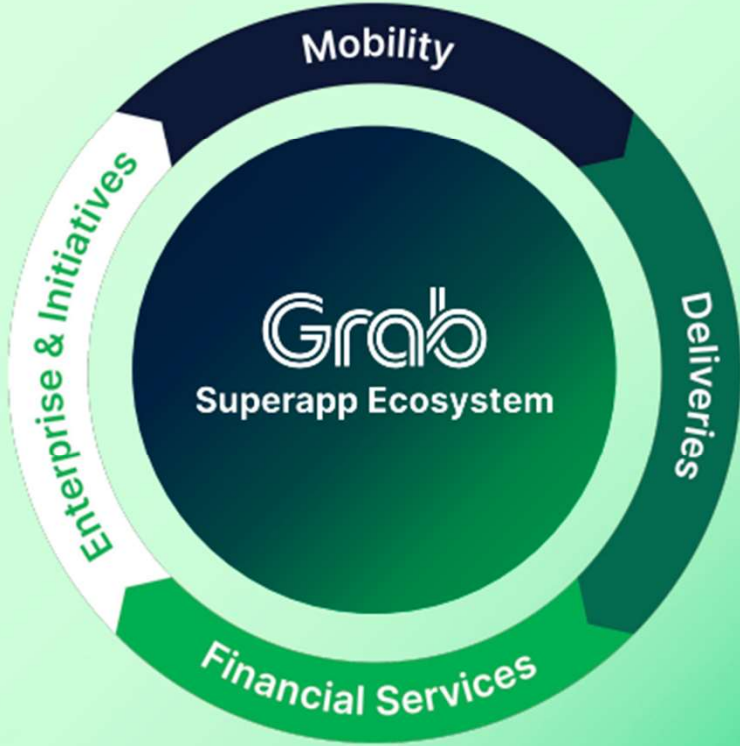
# Paytm parent's quarterly loss widens as expenses surge

Reuters



Paytm app is seen on a smartphone in this illustration taken, July 13, 2021. REUTERS/Dado Ruvic/Illustration/File Photo

Our competitive moat:  
The **power** of our  
superapp ecosystem





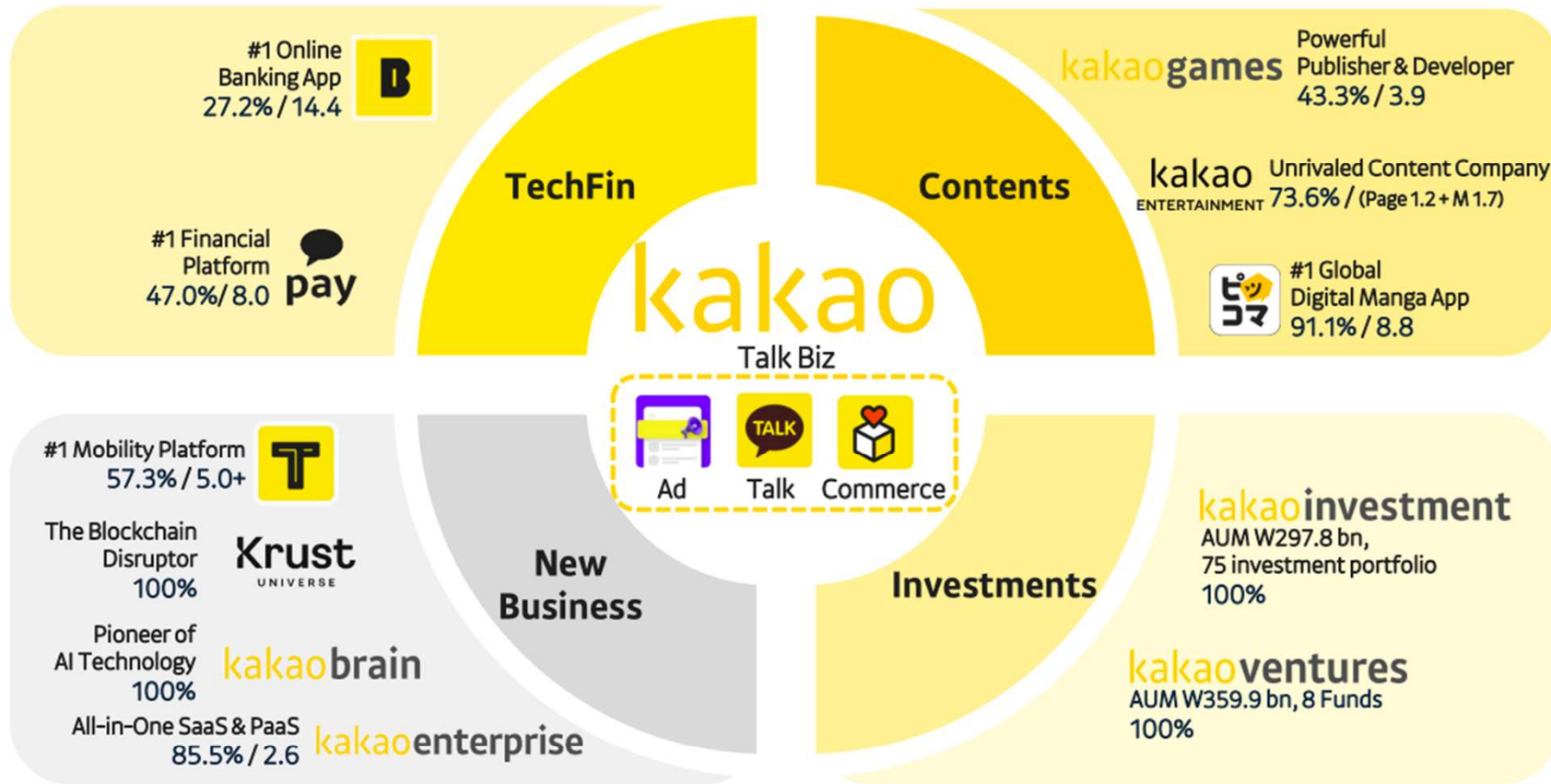
# GoTo Group Indonesia's Leading Digital Ecosystem



goto 2Q 2022

3

● Kakao's Stake (%) / Transaction Valuation (KRW tn)<sup>1)</sup>







# SUPERAPPS & PAYMENTS

# BASE ELEMENT

Ride  
Hailing

Grab

GOJEK

Chat



Payment



Reviews,  
eCommerce



Grab  
Pay

GO PAY  
POWERED BY GOJEK



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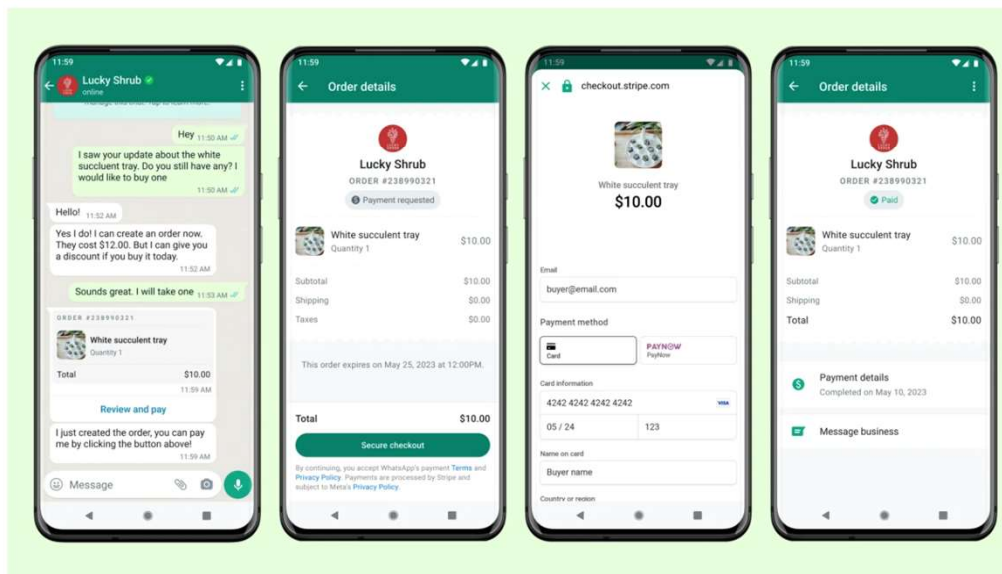
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Fintech

# WhatsApp now allows Singapore-based users to pay businesses within the app

Ivan Mehta @indianidle / 2:21 PM GMT+9 • May 9, 2023

Comment






# LOYALTY PROGRAM AS A HOOK



10:35

ホテル詳細

2019.1.24~25 部屋1大人1



ザ リッツ カールトン レジデン  
ス ワイキキ ビーチ

ダニエル・K・イノウエ国際空港

★★★★★ 4.6

地図を見る

宿泊プラン 施設概要

合計155プラン 絞り込み 安い順

King Studio with Ocean View

Agoda 10.0% ￥49,153

Deluxe Studio with Ocean View

10:36

ホテル詳細

2019.1.24~25 部屋1大人1

オーシャンビューステューディオ

Trip.com ￥55,688

スタジオ オーシャンビュー

Booking.com 10.0% ￥56,757

Deluxe Ocean View, Studio, 1 King, Sofa bed, Balcony

Expedia ￥61,168

スタジオ オーシャンビュー コーナー

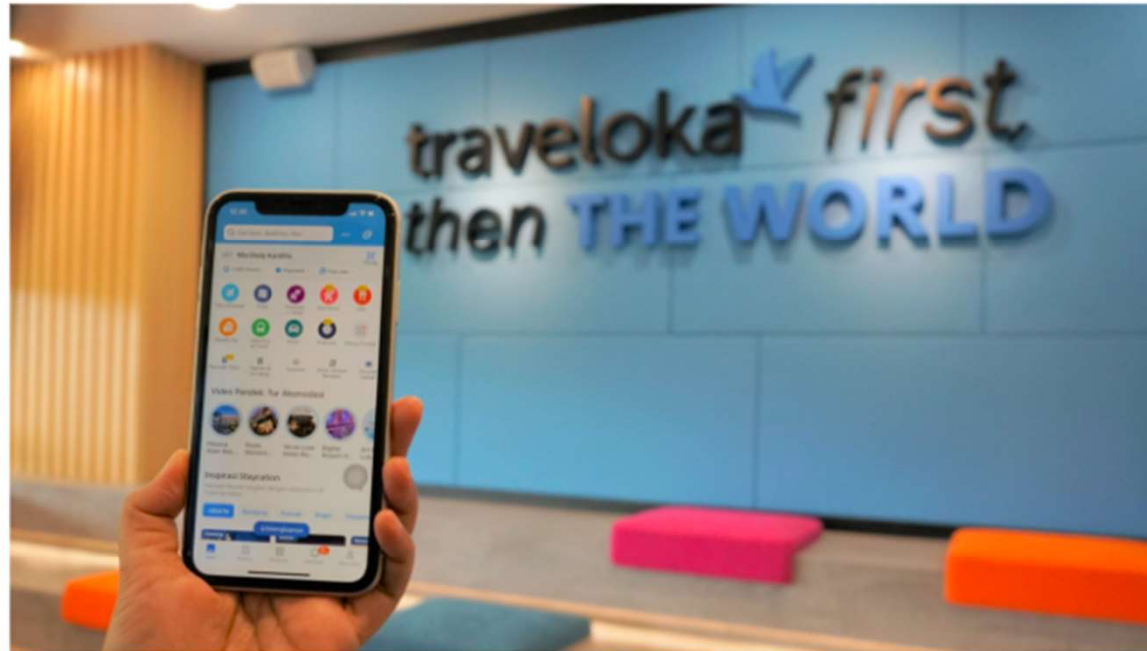
Expedia ￥61,168

スタジオ オーシャンビュー コーナー

# TRAVEL SUPERAPP?

BUSINESS • COMPANIES

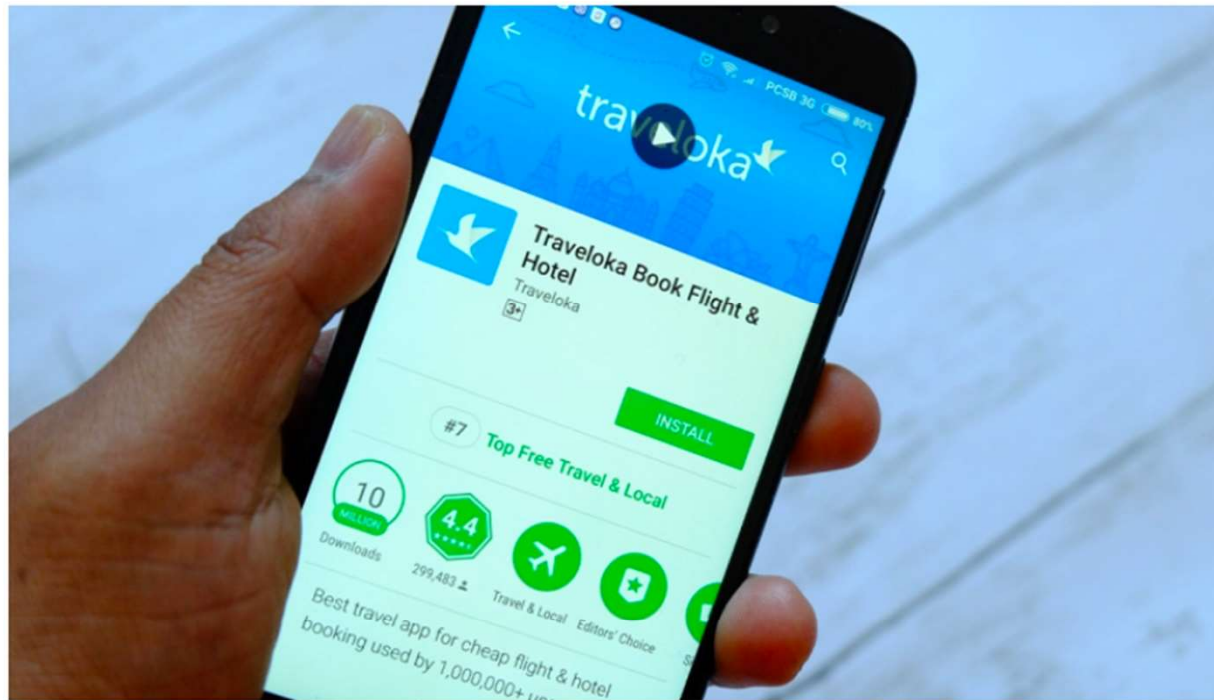
## Superapp Traveloka gears up for tourism recovery with digital innovations





# Traveloka discontinues Traveloka Eats and Traveloka Send

PROWD ISSARASENA NA AYUDDHAYA / 03 OCTOBER 2022



# airasia

The Asean Super App



# POTENTIAL DISRUPTOR?



# The app Everyone uses Everyday for Everything





## Uber advances super-app ambitions, partnering with Hopper to add flights to its “one-stop travel solution”

by Jess Brownlow | May 10, 2023 | [Airlines](#), [Airports](#), [Digital Transformation](#), [News](#), [Payments](#), [Retailing](#), [Travel Tech](#)





## Douyin, TikTok's Chinese version, launches calendar-based hotel booking to take on OTAs











Thank you



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@keishibata](https://www.linkedin.com/in/keishibata/@keishibata)



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2023

# Rise Travel 2023

