



BOI Labs

BOI Labs Online Hotel Bookers

Source: Christopher
Jolly

Destination

 Find your favorite hotel

Check-in

 Whenever you like

Check-out

 Anytime you wish

Guest & Room

 As many as you want

Search hotel

BOI Labs

BOI Labs is our playground to brainstorm about new ideas for the current market.

At the end of the day, the projects in BOI Labs are meant to produce ways to make BOI's work more efficient, more accurate and to create new solutions for our clients.

BOI has completed its research of the online hotel booking sector in Great Jakarta, Surabaya and Bandung area. In this analysis consumer's awareness of existing brands, frequently used hotel booking websites, motives to book online and their average spending will be discussed.



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Key Findings

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Brand Awareness

4

Spending



Objectives and Research Design

Methodology	Quantitative Face-to-face survey	Sampling Area	Multistage random sampling, n = 449 Greater Jakarta, Surabaya and Bogor
Respondent Criteria	Age: 18 to 44 years old SES : A+, A, B, C	Time Period	October 2018

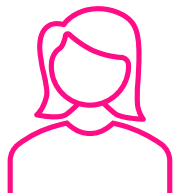
Respondent Profile

base: all, n = 449

Gender

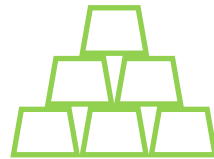


50%



50%

SES



A+	10%
A	16%
B	60%
C	14%

Age



18-24 y.o	29%
25-34 y.o	39%
36-44 y.o	32%

Area



Jakarta	45%	Bandung	10%
Surabaya	12%	South Tangerang	7%
Bekasi	11%	Bogor	5%
Tangerang	10%		

Education



Elementary School	5%
Junior High School	14%
Senior High School	68%
College	7%
University	6%

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Key Findings



Traveloka is the first option for travelers when booking hotels online. Following Traveloka, Pegipegi is second in the market.



In 2018, only 12% people booked hotels in the last 12 months. While Traveloka still the top option, the second in lead is Tiket.com followed by Pegipegi and Trivago.



There are few reasons on why people choose to book hotel via online, but mostly because they have the application on mobile phone, and it is user-friendly

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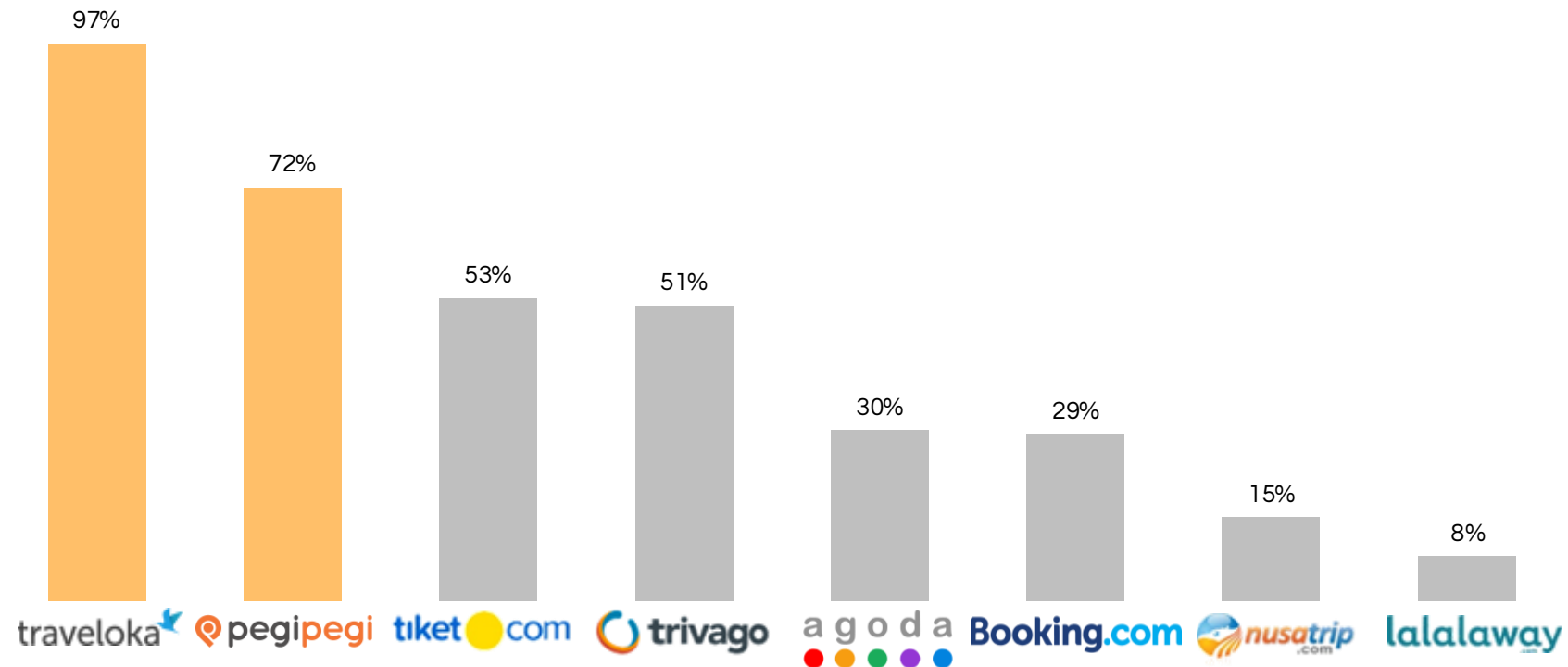
Brand Awareness

Traveloka and Pegipegi are the top two recognized brands.

Pegipegi is the most popular booking website among teenagers and young adults.

Online Hotel Booking Sites Awareness

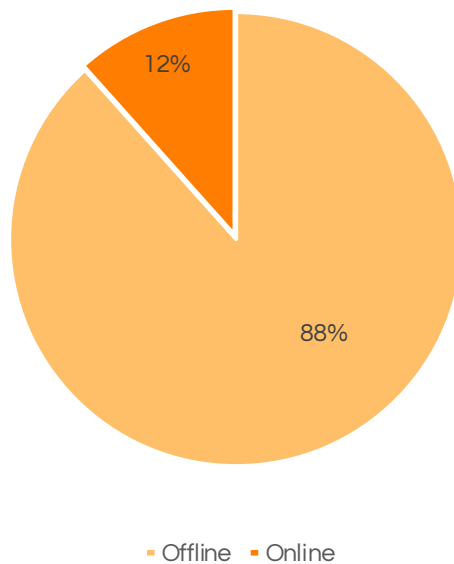
n = 449, base: all



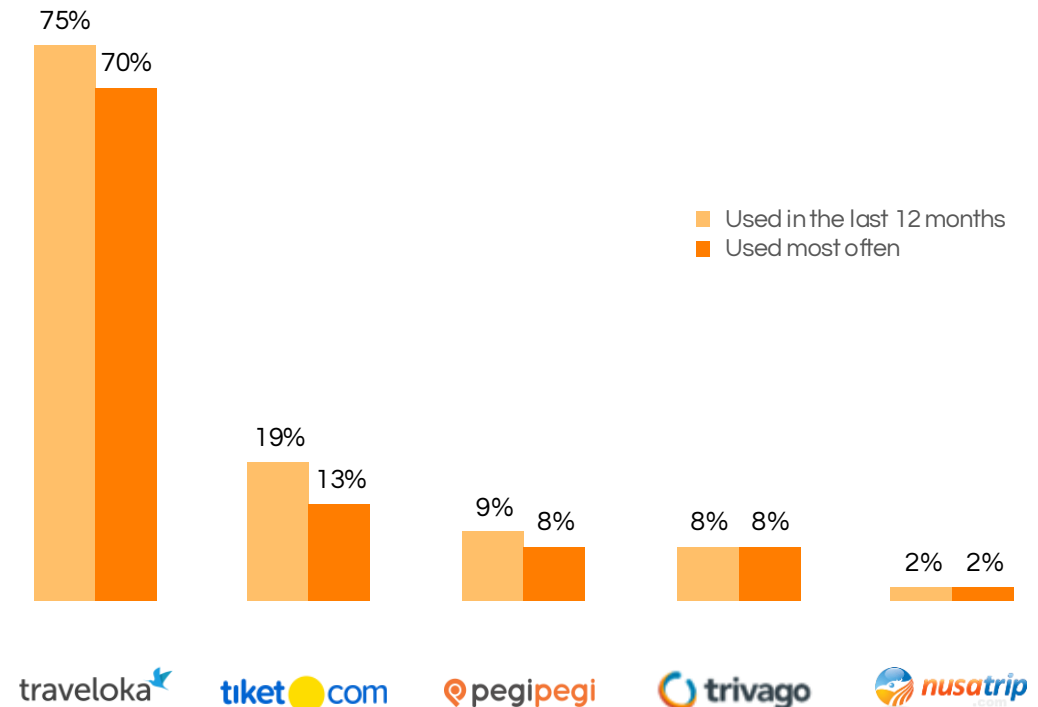
Online Bookers

Last year, the majority of people did not make their hotel reservations through online channels. However, among those who did utilize the internet to book accommodations, the online platform Traveloka was the most frequently used option.

Type of Bookers
n = 449, base: all



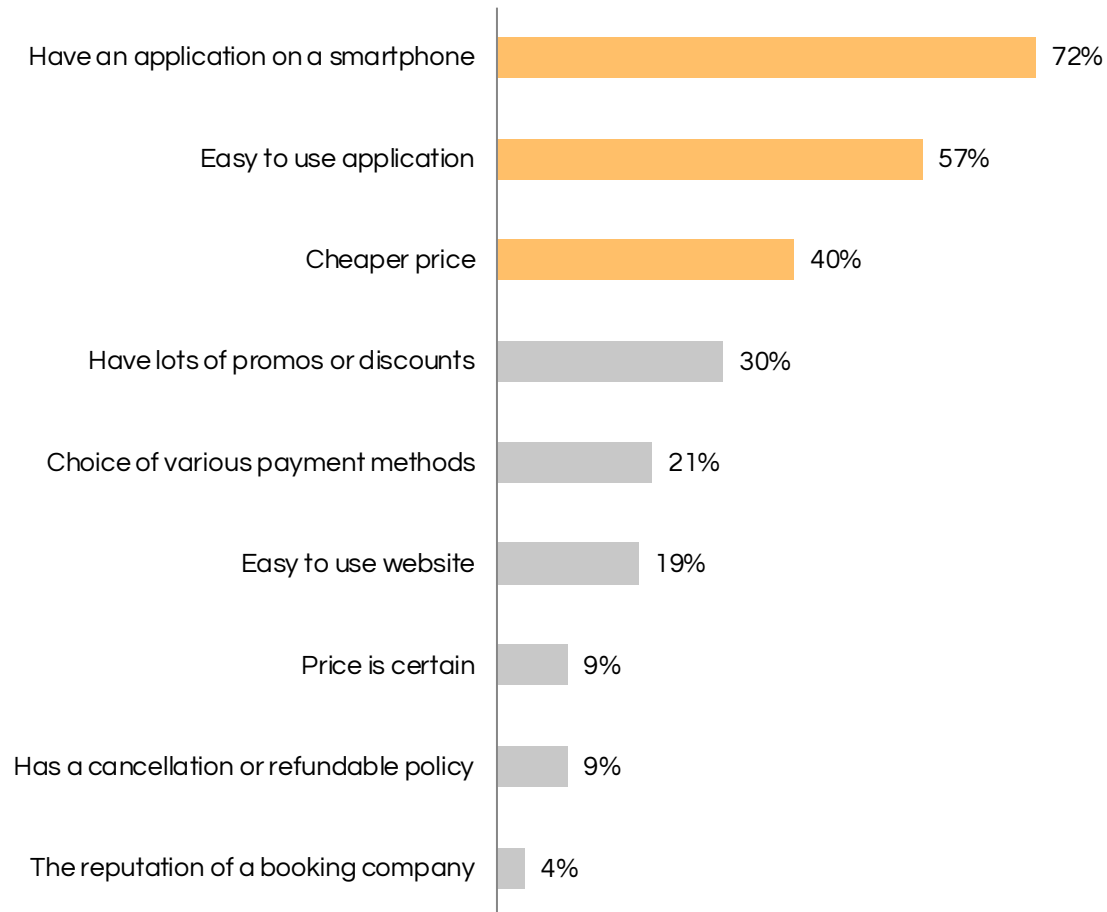
Most used online hotel booking sites
n = 53, base: those who booked online in the last 12 months



Reason In Choosing

Why did you choose the online hotel booking site?

n = 53, base: those who booked online in the last 12 months



The presence of a mobile application is significant, particularly when it is designed to be easily used by the consumer.



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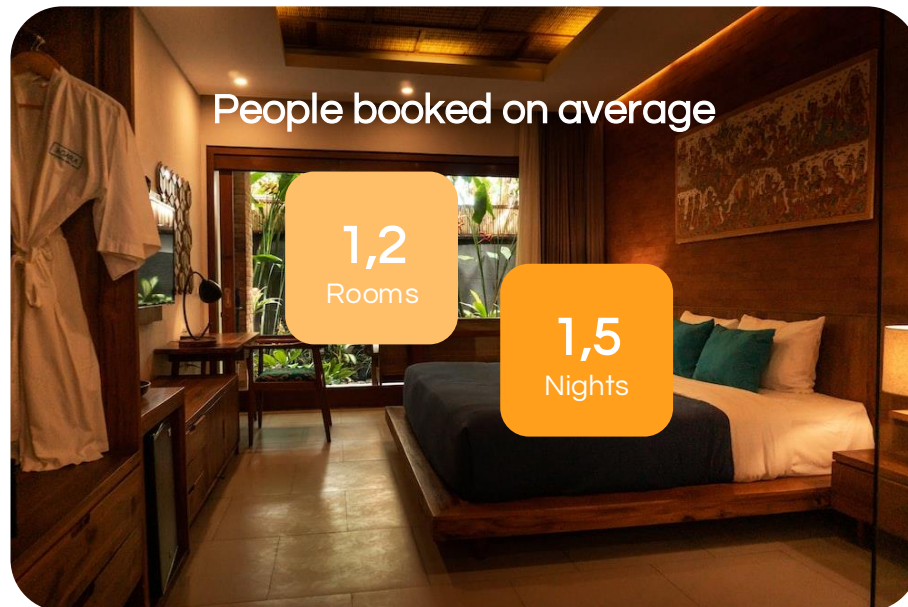
4

Spending



Average Spending

Booking Type	Average Spending
Online	Rp778,846.00
Offline	Rp701,923.00



Average spending online and offline
n = 52, base: those who booked hotel in the last 12 months

