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# S&P TEST

SWOT & PESTLE.com

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## TRIP.COM GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Trip.com Group

**Company Sector :** Travel

**Operating Geography :** China, Asia, Global

**About the Company :**

Trip. com Group Limited is a Chinese multinational travel website company that provides services like lodging bookings, transit ticketing, packaged tours and corporate travel management. The company has its headquarters in Shanghai, China. The firm was incorporated in 1999 and now owns and operates Trip.com, Skyscanner, Qunar, and Ctrip which are all online travel agencies. The company has created an enormous hotel network with over 1.4 million hotels in 200 countries and regions to provide its customers with an excellent choice of accommodation. Its vast airline network connects more than 5,000 cities around the world with over 2 million different flight routes. Through the aggregation of comprehensive travel-related information and resources, as well as an advanced transaction platform comprised of mobile apps, websites, and 24/7 customer service centres, it enables local partner to make informed and cost-effective bookings for travel products and services. On April 19, 2021 the company was officially listed on the Hong Kong Stock Exchange and now it is listed on both the Hong Kong Stock Exchange and the NASDAQ Stock Exchange in the United States (with the ticker TCOM), making it the first global travel organisation to do so. Trip.com and AXA Partners' strategic partnership continues to grow in Europe. Trip.com and AXA Partners announced a significant European expansion of new travel insurance products for German and French visitors in May 2022. The two new insurance solutions offer a variety of benefits, such as medical, cancellation, and baggage coverage, and can be chosen when booking a flight on Trip.com.

Trip.com Group's Unique Selling Point or USP lies in it being the largest online travel agency (OTA) in China and one of the largest travel service providers in the world. The mission statement of Trip.com reads, "To Make Every Trip the Perfect Trip" and our corporate vision is "to be the most trusted, productive and responsible travel services provider, creating the most value for our customers, partners and the industry".

**Revenue :**

RMB 20,029 million - FY ending 31st December 2021 (y-o-y increase of 9.77%)

RMB 18,327 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Trip.com Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Provision for both online and offline channels to reach the customers</li> <li>2.Single platform to connect ecosystem partners with the users</li> <li>3.Open platform attracts more ecosystem partners to provide their services</li> <li>4.Company's portfolio of products and services accommodate all needs for a traveler</li> <li>5.Use of proprietary search and transaction engines attract and retain users</li> </ol>	<ol style="list-style-type: none"> <li>1.Seasonal fluctuations in demand may affect revenues</li> <li>2.Regulations related to air-ticketing, travel agency, e-commerce and consumer protection need to be followed</li> <li>3.COVID affected the travel sector which reduced the revenues for 2020</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Use of AI and Big data in its platform makes it futureproof</li> <li>2.Large investments in marketing and branding will build the user base</li> <li>3.Strategic investments and acquisitions may help the company grow and expand</li> </ol>	<ol style="list-style-type: none"> <li>1.Large competition in China's travel industry would restrict the company's growth</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Trip.com Group is given below:

Political	Economical
1.Impact of US-China trade war on the tourism sector	1.Impact of COVID-19 on travel industry in China  2.Increasing gross and disposable income raises demand for travel
Social	Technological
1.Sharing economy like Uber and Airbnb make travel cheaper  2.Social media apps making tourist sites more attractive  3.Increasing internet penetration in developing countries may drive demand for tourism industry	1.Rising use of AI and ML in online booking sites
Legal	Environmental
1.Visa policies of different countries may affect the tourist movements  2.Online travel sites need to adhere to data privacy laws	1.Impact of climate change on the tourism industry

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