Phuket Market Insights
&
A World with Less Cookies

October 2024, Phuket

Who We **Are**

Born from travel from day one, Sojern is an easy-to-use marketing platform that gives destination marketers the tools to cost effectively drive demand, convert visitors, and build loyalty.

SOJERN
Born for Travel. Built for Performance.

10K+
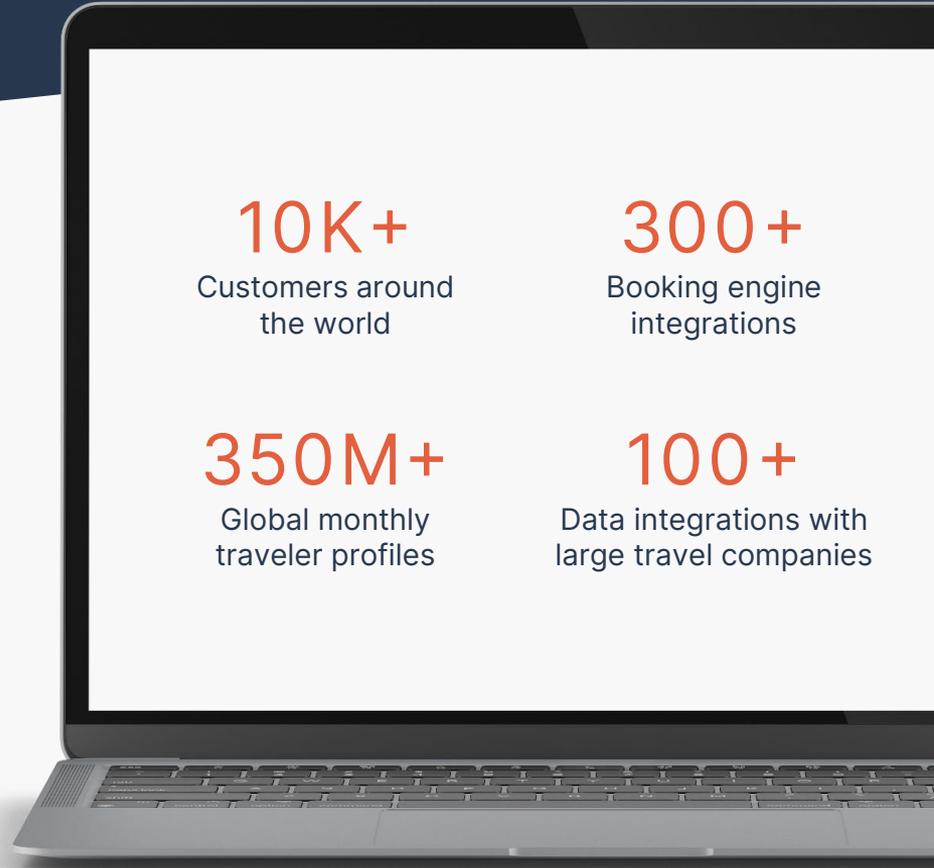Customers around the world

300+
Booking engine integrations

350M+
Global monthly traveler profiles

100+
Data integrations with large travel companies

Agenda

1 Thailand Market Insight

2 Phuket Market Insight

3 A World with Less Cookies

4 Key takeaways
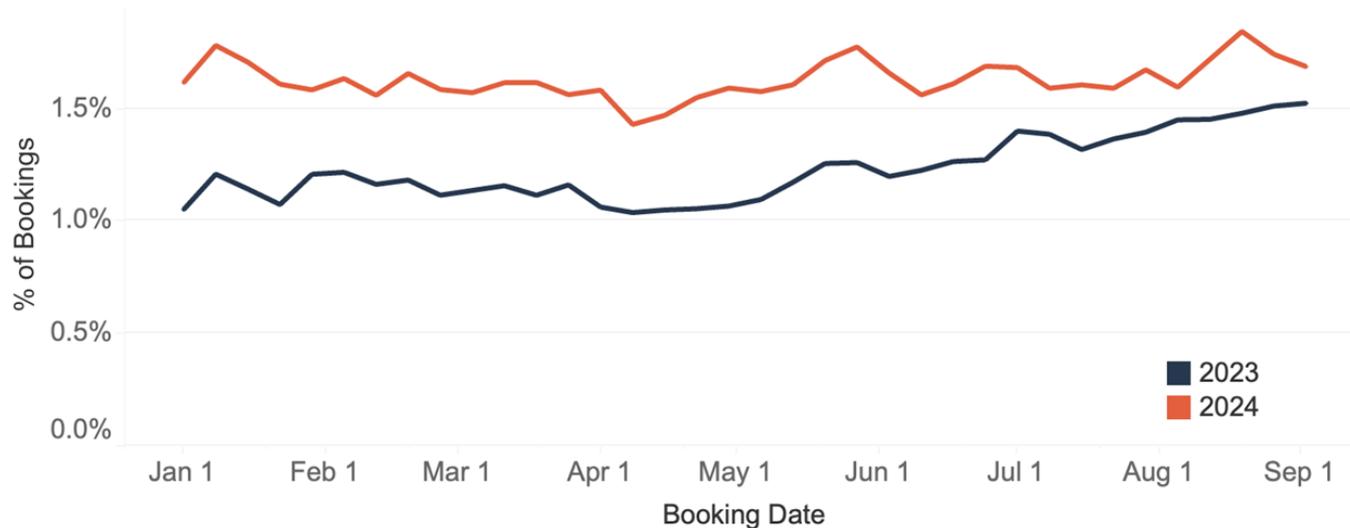
Hotel Booking Trend to Thailand:
Increased by 32% compared to 2023

Hotel BOOKING to Thailand

Hotel BOOKING to Thailand increased by 32% in 2024 compared to 2023

Sojern Internal Data, Hotel Booking, worldwide international to Thailand, Jan 1 - Sept 13, 2024 vs 2023

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Flight Booking Trend to Thailand:
Increased by 59% compared to 2023

Flight BOOKING to Thailand

Flight BOOKING to Thailand increased by 59% in 2024 compared to 2023

Sojern Internal Data, Flight Booking, worldwide international to Thailand, Jan 1 - Sept 13, 2024 vs 2023

Hotel Booking Trend to Phuket:
Increased by 51% compared to 2023

Hotel BOOKING to Phuket

% of Bookings

2.0%

1.5%

1.0%

0.5%

0.0%

Jan 1 Feb 1 Mar 1 Apr 1 May 1 Jun 1 Jul 1 Aug 1 Sep 1

Booking Date

2023
2024

Hotel BOOKING to Phuket increased by 51% in 2024 compared to 2023

Sojern Internal Data, Hotel Booking, worldwide to Phuket, Jan 1 - Sept 13, 2024 vs 2023

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Flight Booking Trend to Phuket:
Increased by 58% compared to 2023
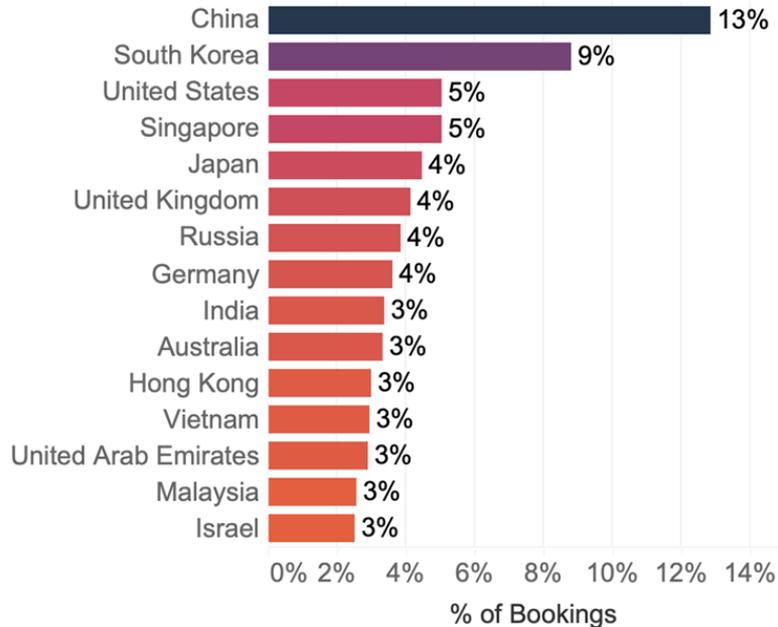

Flight BOOKING to Phuket

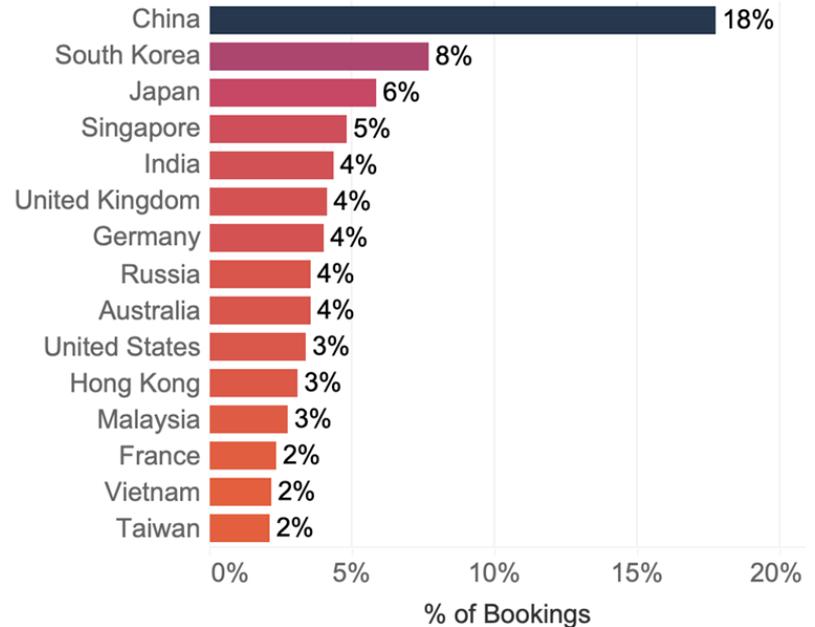Flight BOOKING to Phuket increased by 58% in 2024 compared to 2023

Sojern Internal Data, Flight Booking, worldwide to Phuket, Jan 1 - Sept 13, 2024 vs 2023

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Top Feeder Markets to Thailand:
Flight Booking

2023 Flight BOOKING to Thailand

Country	% of Bookings
China	13%
South Korea	9%
United States	5%
Singapore	5%
Japan	4%
United Kingdom	4%
Russia	4%
Germany	4%
India	3%
Australia	3%
Hong Kong	3%
Vietnam	3%
United Arab Emirates	3%
Malaysia	3%
Israel	3%

2024 Flight BOOKING to Thailand

Country	% of Bookings
China	18%
South Korea	8%
Japan	6%
Singapore	5%
India	4%
United Kingdom	4%
Germany	4%
Russia	4%
Australia	4%
United States	3%
Hong Kong	3%
Malaysia	3%
France	2%
Vietnam	2%
Taiwan	2%

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Top Feeder Markets to Phuket:
Flight Booking

2023 Flight BOOKING to Phuket
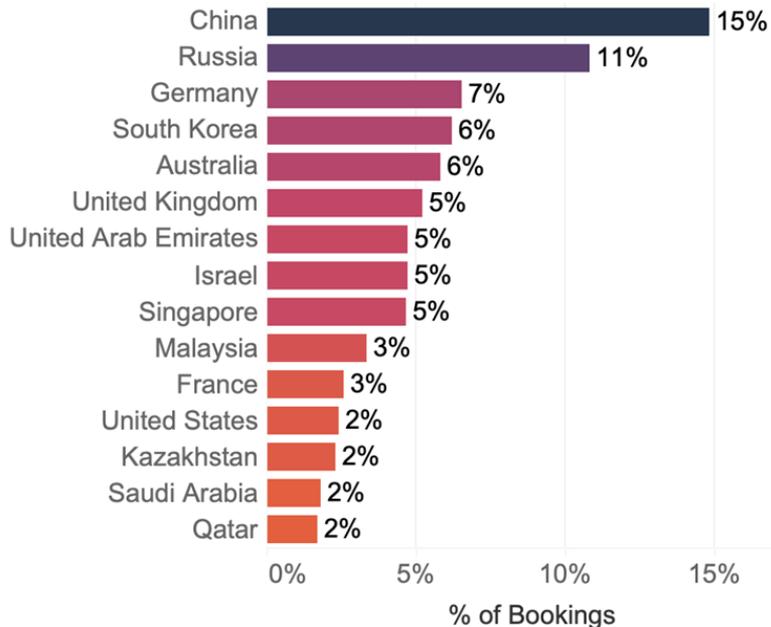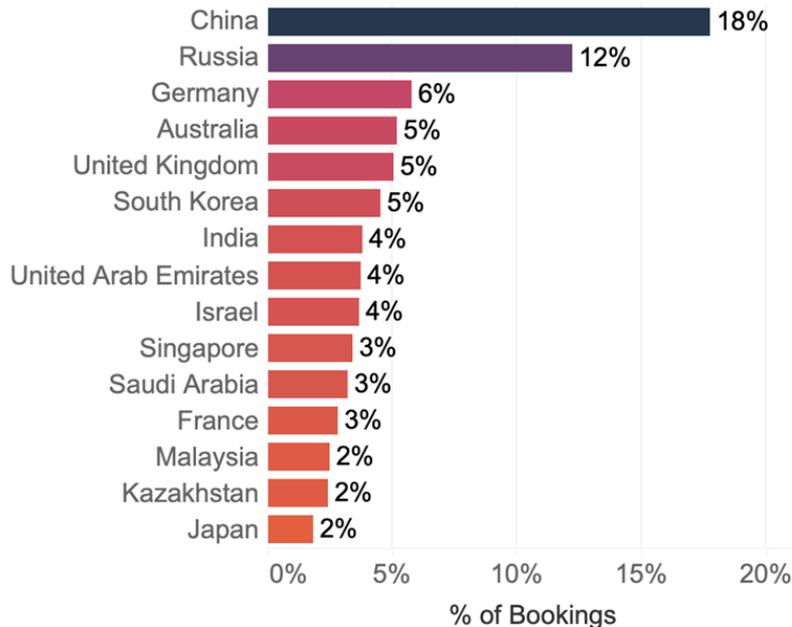
Country	% of Bookings
China	15%
Russia	11%
Germany	7%
South Korea	6%
Australia	6%
United Kingdom	5%
United Arab Emirates	5%
Israel	5%
Singapore	5%
Malaysia	3%
France	3%
United States	2%
Kazakhstan	2%
Saudi Arabia	2%
Qatar	2%

% of Bookings

2024 Flight BOOKING to Phuket

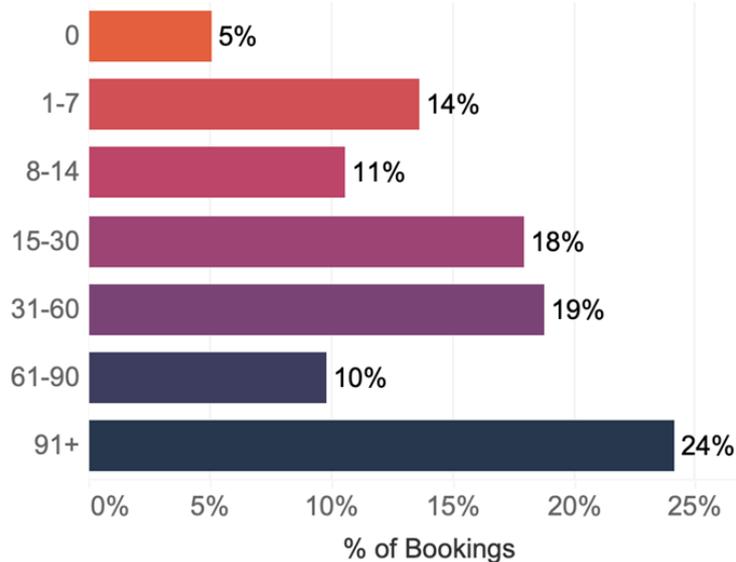| Country	% of Bookings
China	18%
Russia	12%
Germany	6%
Australia	5%
United Kingdom	5%
South Korea	5%
India	4%
United Arab Emirates	4%
Israel	4%
Singapore	3%
Saudi Arabia	3%
France	3%
Malaysia	2%
Kazakhstan	2%
Japan	2%

% of Bookings

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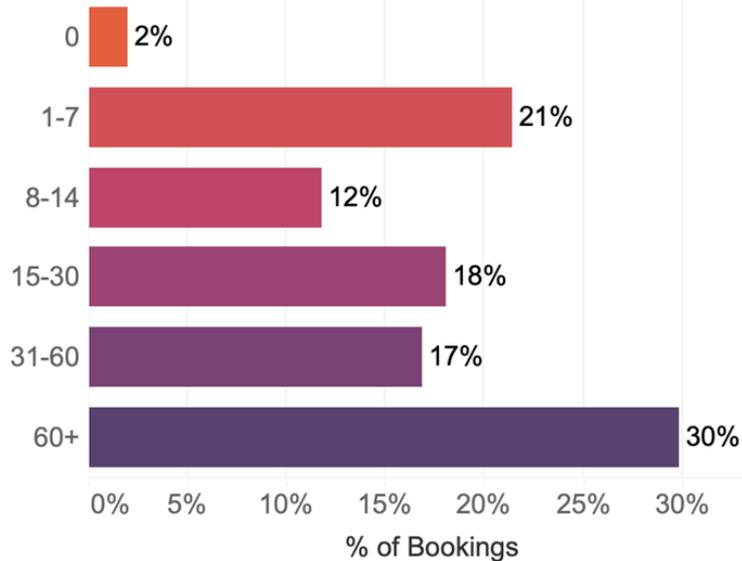FUEL SALES ✦ INSPIRE MARKETING ✦ OPTIMIZE REVENUE

Hotel Booking Lead Time
to Thailand
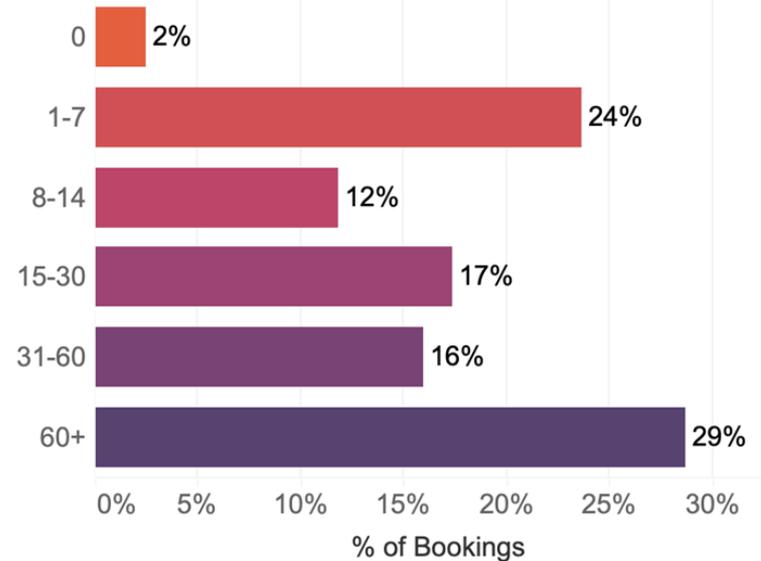

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Flight Booking Lead Time
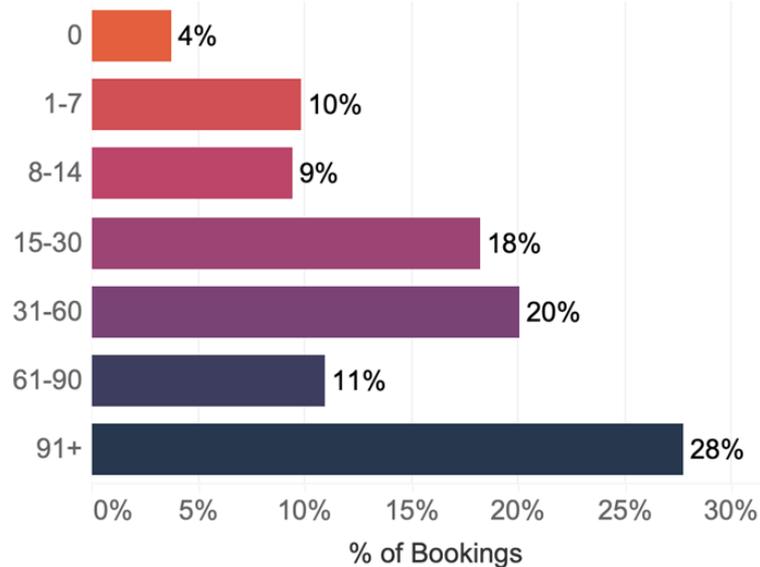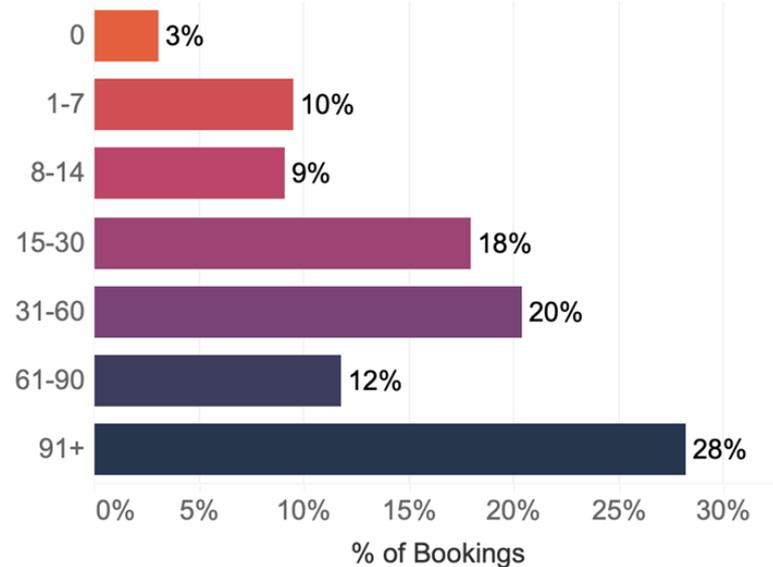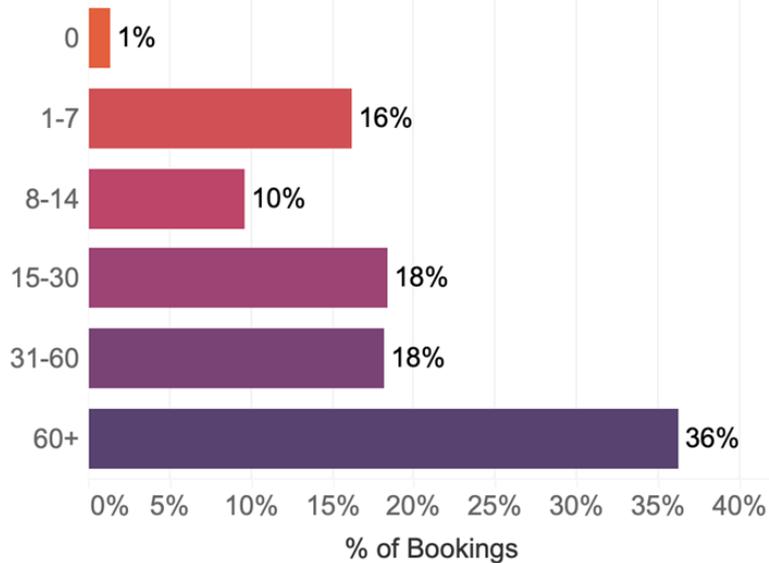## to Thailand

2023 Flight BOOKING to Thailand

Lead Time (days)	% of Bookings
0	2%
1-7	21%
8-14	12%
15-30	18%
31-60	17%
60+	30%

2024 Flight BOOKING to Thailand

Lead Time (days)	% of Bookings
0	2%
1-7	24%
8-14	12%
15-30	17%
31-60	16%
60+	29%

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Hotel Booking Lead Time
to Phuket

2023 Hotel BOOKING to Phuket

Lead Time (days)	% of Bookings
0	4%
1-7	10%
8-14	9%
15-30	18%
31-60	20%
61-90	11%
91+	28%

2024 Hotel BOOKING to Phuket

Lead Time (days)	% of Bookings
0	3%
1-7	10%
8-14	9%
15-30	18%
31-60	20%
61-90	12%
91+	28%

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Flight Booking Lead Time
to Phuket

2023 Flight BOOKING to Phuket
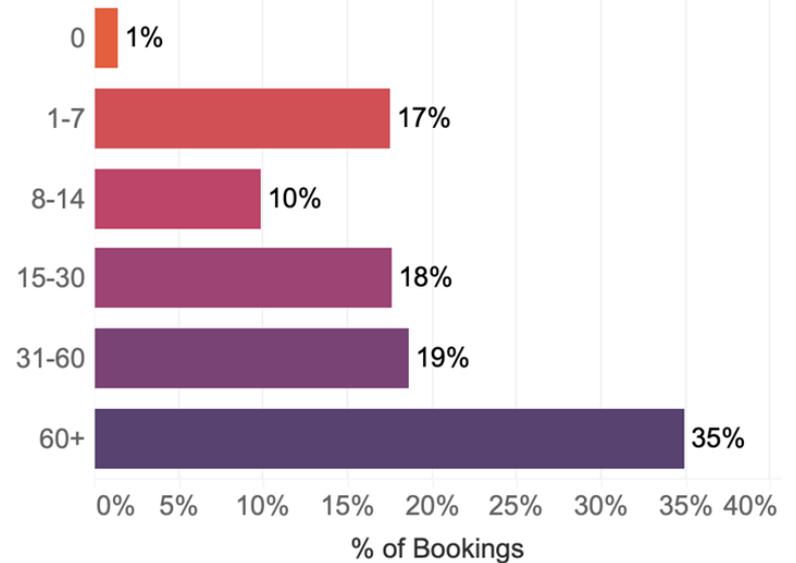
Lead Time	% of Bookings
0	1%
1-7	16%
8-14	10%
15-30	18%
31-60	18%
60+	36%

2024 Flight BOOKING to Phuket

Lead Time	% of Bookings
0	1%
1-7	17%
8-14	10%
15-30	18%
31-60	19%
60+	35%

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# Preparing for
A Future with Less Cookies

Google's Reversal of Removing Third-Party Cookies

Marketers should be prepared for a less cookies future

Google announced reversing its decision to deprecate third-party cookies in Chrome. This is after four-years long saga.

Due to the privacy requests, control, and choice consumers have demanded, Google would instead introduce a new experience that lets users decide if they opt to continue using third-party cookies.

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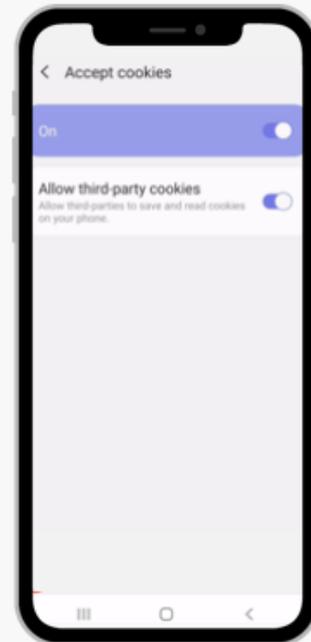
The **Difference** Between First-Party & Third-Party Cookies

First-Party Cookies

▶ Remember passwords and preferences to enhance user experience

▶ Track history and basic analytics from websites visited

Examples: Newsletter opt-in list, number of website visits and engagement

Third-Party Cookies

▶ Served to websites by scripts or tags from separate domain

▶ Track history of online behaviors across different websites

Examples: Tourism industry reports, social media platforms

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Why Does This Matter to Hoteliers?

It's time to prepare for the next generation of online marketing.

64%

of global web users
are on Chrome
(Google)

If no action is taken to prepare for a future with less third-party cookies, campaign performance & retargeting strategies will be greatly affected.

Our Focus: Privacy, Scale, & Performance

There's no single thing that will replace third-party cookies.

Sojern is taking a multi-pronged, adaptive approach, and we fully expect to maintain - and in many cases even expand - our traveler targeting options, attribution and reporting capabilities, and global scale.

Four Key Areas of Focus
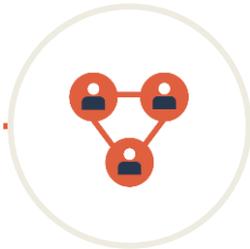
Pixel Technology

Audiences

Multi Channels

Loyalty & Personalization

NextGen Pixel

▶ Maximize Your Less Cookies Options

▷ Introduce pixel that ensures first-party cookie attribution is supported across multiple advertising platform like Google and social media

▷ Enables cookieless targeting and optimization, utilizing Advertising specific solutions such as Google Protected Audiences.

▷ Stay up to date, be flexible to adapt to new pixel requirements due to an ever changing landscape.

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Cookieless Audience Solution

Maintaining scale and performance with zero reliance on third-party cookies

Travel Intent

Sojern's in-market travel data ecosystem remains viable *and scalable* post 3P cookie deprecation. We pseudonymize/ isolate Hashed Emails identifiers to target travelers globally.

AI-Powered Lookalikes

We use pseudonymized Hashed Emails identifiers to seed, create and train custom lookalike models to scale and target your best potential customers.

Special Interests

Leverage traditional, cookieless premium media to deliver tailored messaging to LGBTQIA+, family, luxury, and sustainability travelers.

Hashing an email involves using an algorithm (such as SHA256, MD5, or SHA1) to convert that email into a unique, unrecognizable jumble of characters in order to identify & target travelers online while still ensuring user privacy.
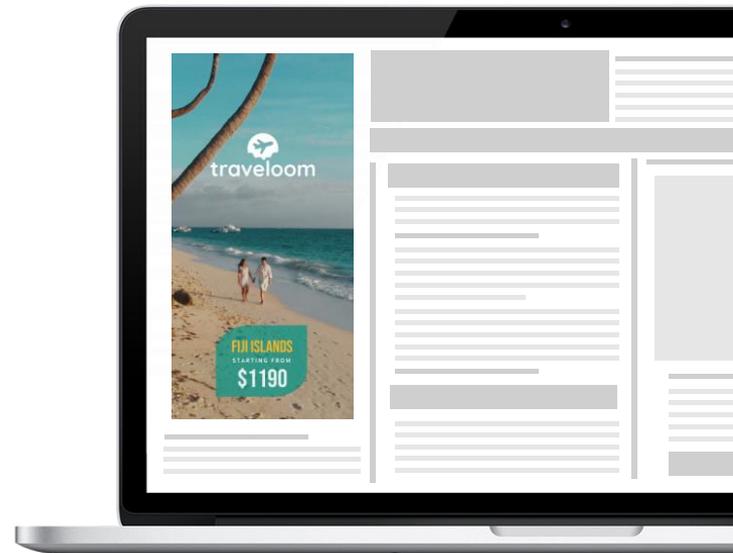
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Travel Contextual & **Multichannel**

Display, Native, Video, CTV, FB & Instagram channels hedge against cookie attribution challenges
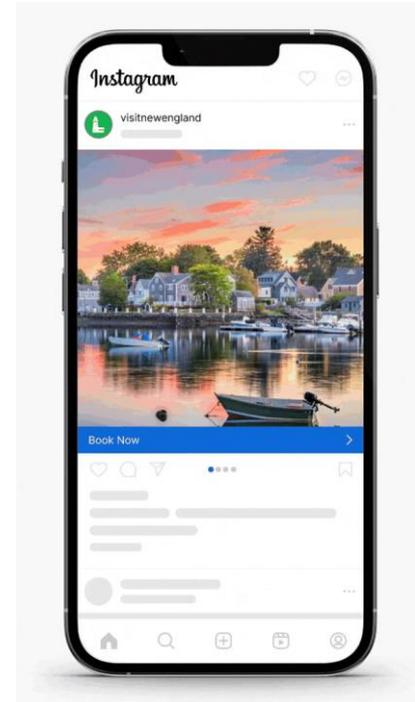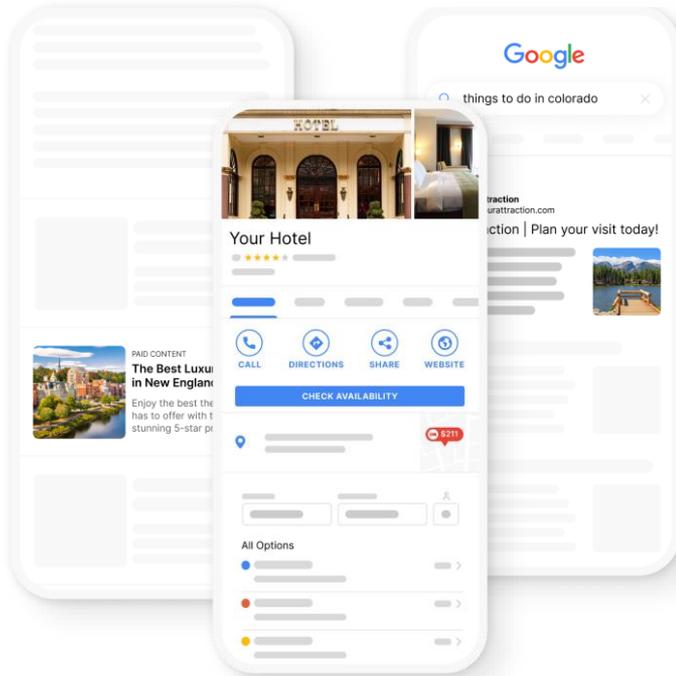
Synchronizing Creatives Across Channels & Devices
The key to personalization

Loyalty and Personalization in a Less Cookies World

Create unified customer profiles

First-party data includes:

- loyalty program information
- booking details, and observational data about guest interactions

Build trust through transparency

- Hotels can create trust by being transparent about their data practices
- ensuring the exchange of data matches consumer expectations

Personalization drives loyalty

- Hotel marketers can tailor recommendations based on data-driven insights
- Tailoring services and crafting the ultimate experience are vital elements in fostering customer loyalty.

Key Takeaways For Navigating the Future

Update Your Pixel

Update pixels to ensure advertising campaigns run smoothly.

Go Multichannel

Leverage cookieless channels to find and reach travelers wherever they are on planning and booking their journey.

Stay Up-To-Date, Ask Questions

Stay up-to-date on how the industry is evolving and ask us any questions you have!