

NEWS RELEASE

To all members of the press



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トラベルコ
TRAVELKO

Travel Comparison Site Travelko

March 4, 2024

OpenDoor Inc.

Travelko ranked No. 1 for all ranking – overall, evaluation category, and segment – in the 2024 ORICON Customer Satisfaction Survey for Airline ticket comparison sites and Hotel comparison sites

Travel comparison site Travelko (<https://www.tour.ne.jp/>), operated by OpenDoor Inc. (Minato-ku, Tokyo; President and Representative Director: Daisuke Sekine), was ranked No. 1 for all ranking – overall, evaluation category, and segment – in 2024 ORICON Customer Satisfaction Survey for Airline ticket comparison sites and Hotel comparison sites announced on Friday, March 1, 2024 by oricon ME Inc.

Airline Ticket Comparison Sites		
Number of companies surveyed: 7*		
Overall ranking		No. 1
Ranking by evaluation category	Ease of use of website & app	No. 1
	Ease of search	No. 1
Number of evaluation categories: 4	Quality of search results	No. 1
	Ease of comparison	No. 1
Ranking by segment	Domestic air tickets	No. 1
	International air tickets	No. 1
Number of segments: 3	App	No. 1

Hotel comparison sites		
Number of companies surveyed: 12*		
Overall ranking		No. 1
Ranking by evaluation category	Ease of use of website & app	No. 1
	Ease of search	No. 1
Number of evaluation categories: 4	Quality of search results	No. 1
	Ease of comparison	No. 1
Ranking by segment	Domestic hotels	No. 1
	International hotels	No. 1
Number of segments: 3	App	No. 1

The rankings were announced based on the survey results of customer satisfaction questionnaires to those who actually used the service. The survey was conducted for Airline ticket comparison sites and Hotel comparison sites, and Travelko was ranked No. 1 in the overall ranking for both surveys.

In addition, Travelko was ranked No. 1 for all items in the survey for ranking by evaluation category – ease of use of website & app, ease of search, quality of search results, and ease of comparison – as well as rankings by segment – domestic, international and app. Following the achievement of “Overall Best” for a travel comparison site survey in the March 2024 issue (released in February 2024) of Nikkei TRENDY, Travelko continued its success with this highest rating.



2024 ORICON Customer Satisfaction Survey
Airline ticket comparison sites No.1 / Hotel comparison sites No.1

Details of 2024 ORICON Customer Satisfaction Survey results

Airline ticket comparison sites <https://life.oricon.co.jp/rank-bargain-airline-website/>

*Surveyed companies: 7 companies, including Travelko, Skyscanner, Tripadvisor

Hotel comparison sites <https://life.oricon.co.jp/rank-bargain-hotels-website/>

*Surveyed companies: 12 companies, including Travelko, trivago, Tripadvisor, Skyscanner

■ Travel Comparison Site Travelko

Travelko is one of the largest travel comparison sites in Japan that allows you to compare more than 1,500 domestic and international travel websites in a single search. The site provides almost all travel products, including domestic and international hotels, airline tickets, package tours, bullet train & airplane packages, optional tours, domestic rental cars, highway buses, overseas Wi-Fi rental, and overseas travelers insurance, making it easy for users to find the lowest-priced products that meet their needs. Travelko will continue to strive to provide services that meet users' needs promptly and thoroughly from the customers' point of view, and will make every effort to provide more satisfactory services.

■ The ORICON Customer Satisfaction Survey

The ORICON group started its customer satisfaction (CS) research business in 2006 targeting only actual service users. ORICON provides CS data in the ranking format for various industries and services. ORICON's surveys are planned and conducted by ORICON itself from a fair perspective of the third party instead of commissioned by a specific company or individual.

<https://cs.oricon.co.jp/>

<p>About OpenDoor Inc. President and Representative Director: Daisuke Sekine Founded: April 21, 1997 Capital stock: 648.29 million yen Number of employees: 189 (as of March 2023) Plans and operates internet content and software development. Operates and manages travel comparison website "Travelko" Japanese version, multilingual version, and Japanese traditional crafts introduction site "Gallery Japan", among several other sites.</p>	<p>For inquiries about this news release, please contact: OpenDoor Inc. Contact persons: Waragaya, Sakuma TEL: 03-3586-8738 FAX: 03-3586-8708 e-mail: pr@opendoor.co.jp https://www.tour.ne.jp/press/</p>
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《Survey Summary》

2024 ORICON Customer Satisfaction Survey Airline Ticket Comparison Sites

■ Survey entity: oricon ME, Inc. ■ Survey method: Internet survey

■ Sample size: 1,585 respondents

■ Specified number of respondents: 100 or more ■ Number of companies surveyed: 7

■ Definition: Companies that operate "airline ticket comparison sites" that handle airline ticket information among "travel information comparison sites" that enable cross-search and comparison of product information from multiple travel reservation sites. The overall ranking and the ranking by evaluation category are based on sites that handle both domestic and overseas airline ticket information. Those that handle only one type of information, either domestic or overseas, are eligible for ranking in the "Domestic and Overseas Airline Ticket" segment. Sites that cross-search product information on travel reservation sites for a keyword (search word) and display all results within their own sites (metasearch type) are considered to be airline ticket comparison sites.

■ Survey period: 2024/01/19 - 2024/01/29

■ Survey subjects Gender: Not specified Age: 18-84 years old Region: Nationwide

Conditions: Subjects are those who have searched for and compared airline ticket information on a travel information comparison site within the past year.

Users for business purposes such as business trips are also included.

2024 ORICON Customer Satisfaction Survey Hotel Comparison Sites

- Survey entity: oricon ME, Inc. ■ Survey method: Internet survey
 - Sample size: 2,016 respondents ■ Specified number of respondents: 100 or more
 - Number of companies surveyed: 12
 - Definition: Companies that operate "hotel comparison sites" that handle information on lodging facilities (one night or more) among "travel information comparison sites" that enable cross-search and comparison of product information from multiple travel reservation sites. The overall ranking and the ranking by evaluation category are based on sites that handle both domestic and overseas hotel information. Those that handle only one type of hotel, either domestic or international, are eligible for ranking in the "Domestic Hotels/International Hotels" segment. The sites that search product information from travel reservation sites across the board for a keyword (search word) and display all results on their own sites (metasearch type) are considered to be hotel comparison sites.
 - Survey period: 2024/01/19 - 2024/01/26
 - Survey subjects Gender: Not specified Age: 18-84 years old Region: Nationwide
- Conditions: The survey targets those who have searched for and compared information on accommodations (one night or more) on travel information comparison sites within the past year. Also included were those who used the site for business purposes such as business trips.