



# FY2025 Q2

## Financial Results

tripla Co., Ltd.  
June 2025

# Agenda

**Overview of FY2025 Q2 Financial Results**

**Company Profile**

**Business Overview**

**Appendix**

# Agenda

## ✧ Overview of FY2025 Q2 Financial Results

Company Profile

Business Overview

Appendix

# Financial Highlights

- ▶ Both Op. Revenue and Op. Profit progressed largely in line with the revised target.

- Op. Revenue

**1,230** million yen (Consolidated) Full-year progress : **44.4%**<sup>※1</sup>  
( Progress vs. H1 target: 96.5% )

- Op. Profit

**238** million yen (Consolidated) Full-year progress : **45.2%**<sup>※2</sup>  
( Progress vs. H1 target: 97.5% )

- ▶ Net Income Attributable to Owners of the Parent exceeded 50% of the full-year target.

- Net Income Attributable to Owners of the Parent

**232** million yen (Consolidated) Full-year progress : **57.6%**<sup>※3</sup>  
( Progress vs. H1 target: **116.6%** )

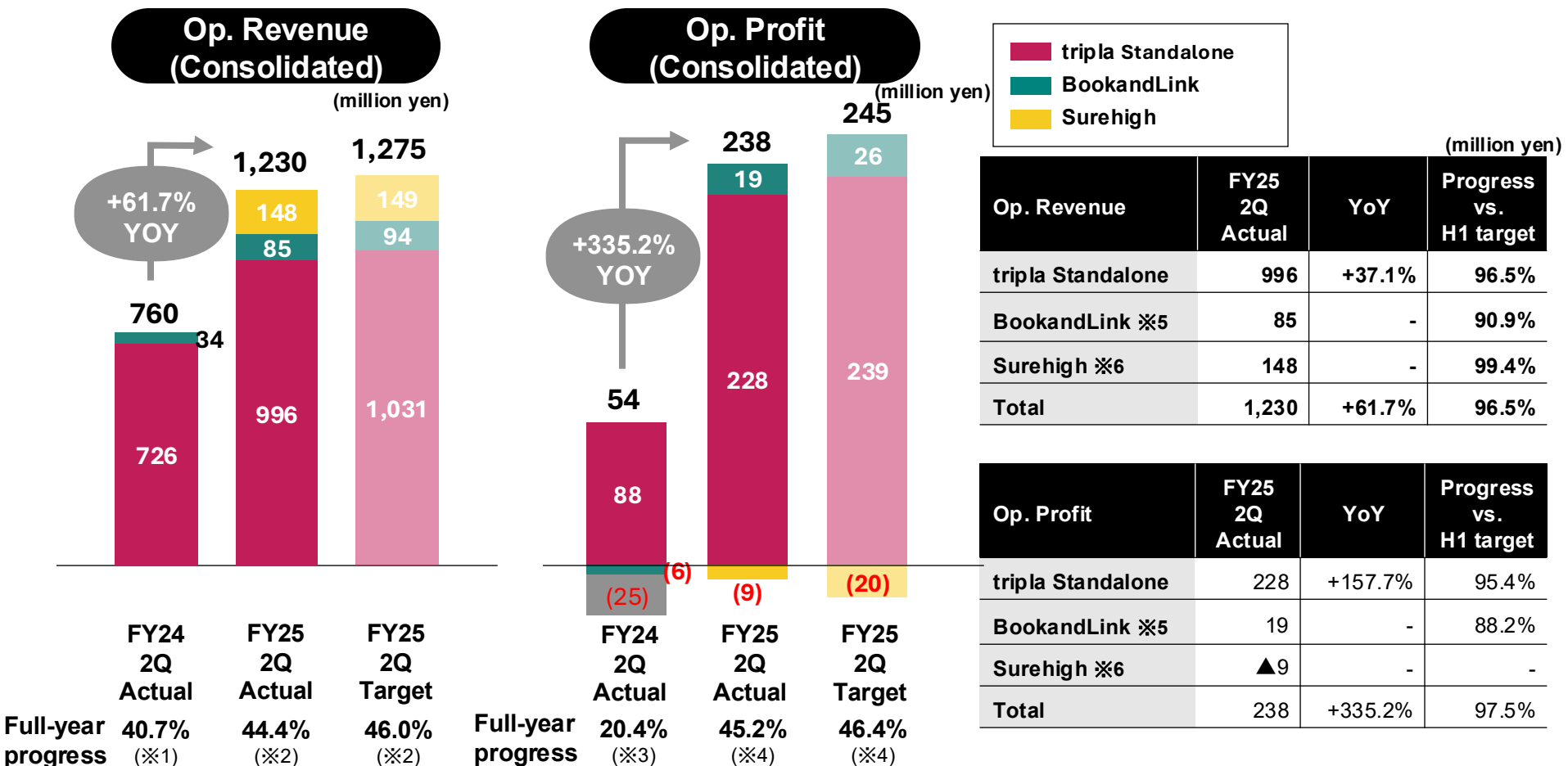
※1: Ratio to the full-year Op. Revenue target of 2,770 million yen for the FY2025 October term

※2: Ratio to the full-year Op. Profit target of 528 million yen for the FY2025 October term

※3: Ratio to the full-year Net Income Attributable to Owners of the Parent target of 403 million yen for the FY2025 October term

# FY2025 Q2 Results (Consolidated, YoY, vs. Target)

- Both Op. Revenue and Op. Profit largely met the H1 target and showed strong YoY growth.
- Op. Revenue: 1,230 million yen, YoY +61.7%, Progress vs. H1 target: 96.5%
- Op. Profit: 238 million yen, **YoY +335.2%**, Progress vs. H1 target: 97.5%

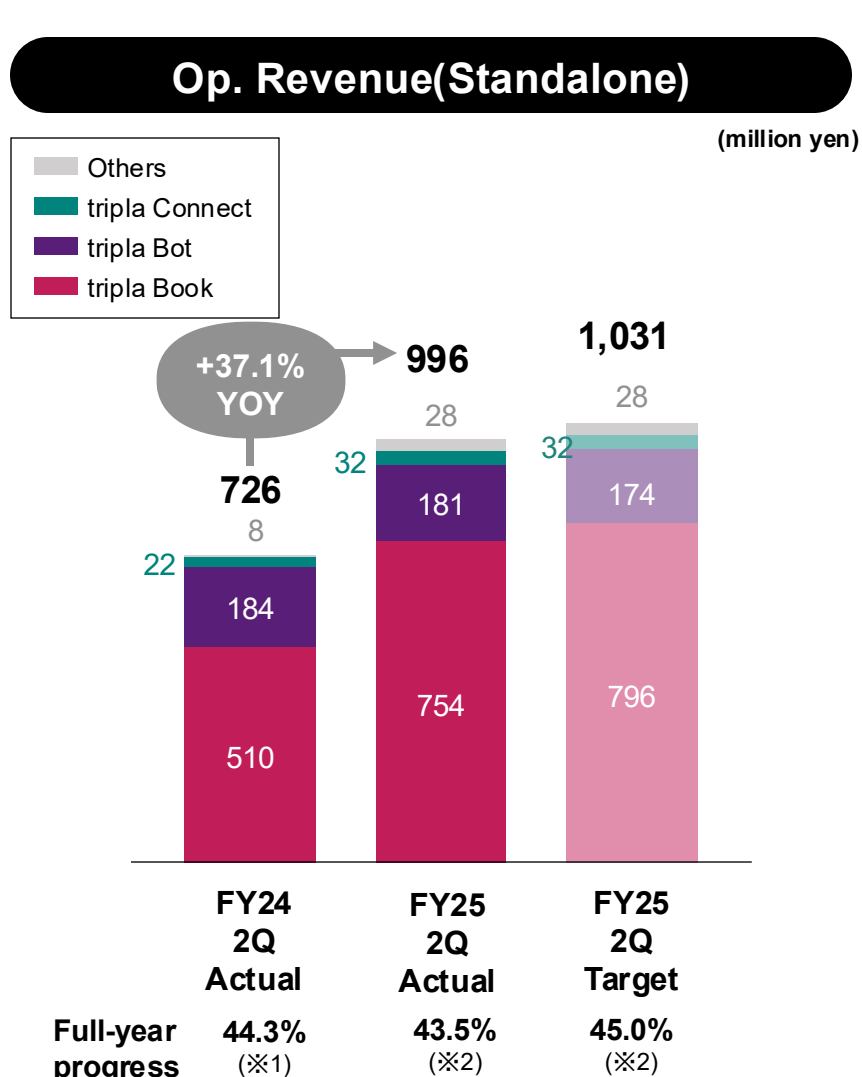


※1: Progress vs. FY2024 full-year actual Op. Revenue of 1,867 million yen  
 ※2: Progress vs. FY2025 full-year Op. Revenue target of 2,770 million yen  
 ※3: Progress vs. FY2024 full-year actual Op. Profit of 268 million yen  
 ※4: Progress vs. FY2025 full-year Op. Profit target of 528 million yen

※5: Performance of tripla Singapore Pte. Ltd. and its Indonesian subsidiary PT. tripla BookandLink Indonesia (Consolidated from FY2024 Q2)  
 ※6: Performance of tripla Taiwan Co., Ltd., Surehigh International Technology Inc., and JASON FAMILY TRAVEL SERVICE CO., LTD. (Consolidated from FY2024 Q3)

# FY2025 Q2 Results (Standalone, Op. Revenue)

- Op. Revenue: 996 million yen, YoY +37.1%, Full-year progress: 43.5%



(million yen)				
Op. Revenue	FY25 2Q Actual	YoY	Progress vs. H1 target	Full-year progress ※2
tripla Book	754	+47.6%	94.7%	42.0%
tripla Bot	181	-1.9%	103.7%	50.3%
tripla Connect	32	+48.6%	100.9%	45.7%
Others	28	+219.2%	99.3%	43.2%
<b>Total</b>	<b>996</b>	<b>+37.1%</b>	<b>96.5%</b>	<b>43.5%</b>

## Note (tripla Book vs. Target)

Progress vs. H1 target. : -5.3%  
Fixed Revenue roughly in line with the target.

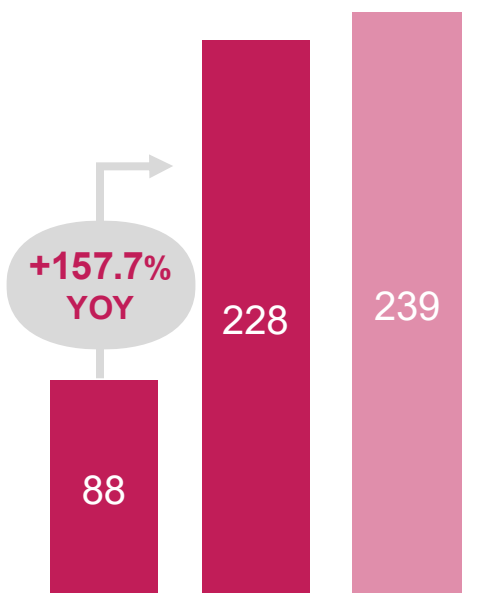
- Fixed Revenue: +2 million yen (+1.1%)  
(Target: 201 million yen → Actual: 203 million yen)
- P4P Revenue: -44 million yen (-7.5%)  
(Target: 595 million yen → Actual: 550 million yen)  
Due to delays in payment system development  
(development now completed)

# FY2025 Q2 Results (Standalone, Op. Profit)

- Op. Profit: 228 million yen, YoY **+157.7%**

## Op. Profit (Consolidated)

(million yen)



FY24  
2Q  
Actual

FY25  
2Q  
Actual

FY25  
2Q  
Target

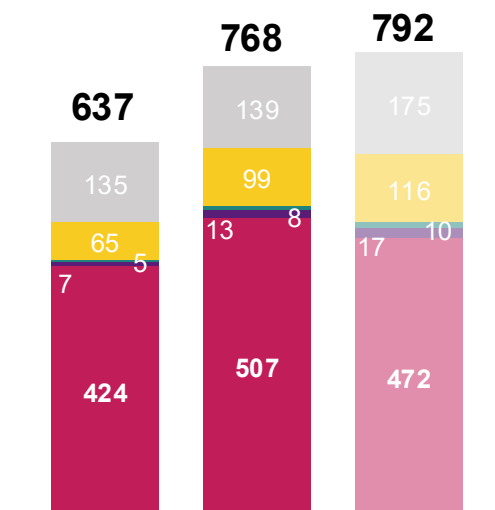
Full-year progress  
(※1)

27.3%  
(※2)

42.4%  
(※2)

## Op. Expenses(Standalone)

(million yen)



### Expenses

- Personnel expenses ※3
- Recruitment expenses
- Ad expenses
- Communication expenses
- Others

(million yen)

Expenses (Standalone)	FY25 2Q Actual	FY25 2Q Plan	vs. Target
Personnel expenses ※3	507	472	+6.9%
Recruitment expenses	13	17	-30.8%
Ad expenses	8	10	-25.0%
Communication expenses	99	116	-17.2%
Others	139	175	-25.9%
Total	768	792	-3.1%

※1: Progress vs. FY2024 full-year actual Op. Profit of 324 million yen

※2: Progress vs. FY2025 full-year Op. Profit target of 538 million yen

※3: Personnel expenses include salaries, statutory benefits, welfare costs, and stock-based compensation.



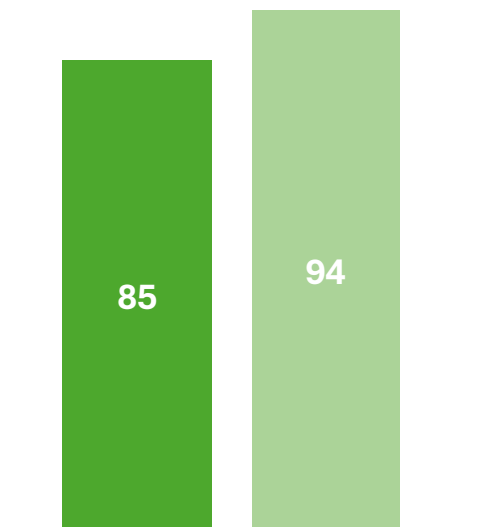
# FY2025 Q2 Results (BookandLink)

- 2Q Op. Revenue: 85 million yen
- 2Q Op. Profit: 19 million yen

P/L consolidation started from FY2024 Q2

## Op. Revenue※1

(million yen)



FY25  
2Q  
Actual

FY25  
2Q  
Target

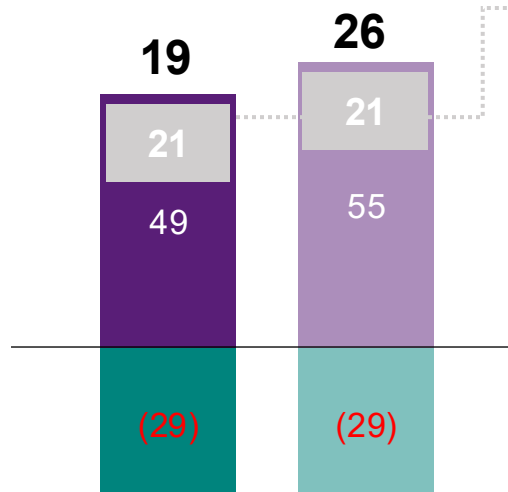
Full-year  
progress

43.3%  
(※2)

47.7%  
(※2)

## Op. Profit※1

Op. Profit before goodwill amortization  
Goodwill amortization



FY25  
2Q  
Actual

FY25  
2Q  
Target

Full-year  
progress

51.9%  
(※3)

69.1%  
(※3)

Settlement of development outsourcing costs from the Japanese entity (incurred in Q1)

## Op. Revenue

- FY2025 Q2 actual Op. Revenue: 85 million yen  
Full-year progress: 43.3%  
Progress vs. H1 target: 90.9%
- Number of facilities at end of Q2: 3,407  
(As of end October 2024: 3,306 facilities +101 new)

## Op. Profit(After Goodwill)

- FY2025 Q2 actual Op. Profit (after goodwill amortization): 19 million yen  
Full-year progress: 51.9%  
Progress vs. H1 target: 88.2%  
Includes one-time income and expenses of 21 million yen (incurred in Q1)  
Settlement of development outsourcing costs across the group

※1: tripla Singapore Pte. Ltd. and its Indonesian subsidiary PT. tripla BookandLink Indonesia

※2: Progress vs. FY2025 full-year Op. Revenue target of 197 million yen

※3: Progress vs. FY2025 full-year Op. Profit target of 37 million yen

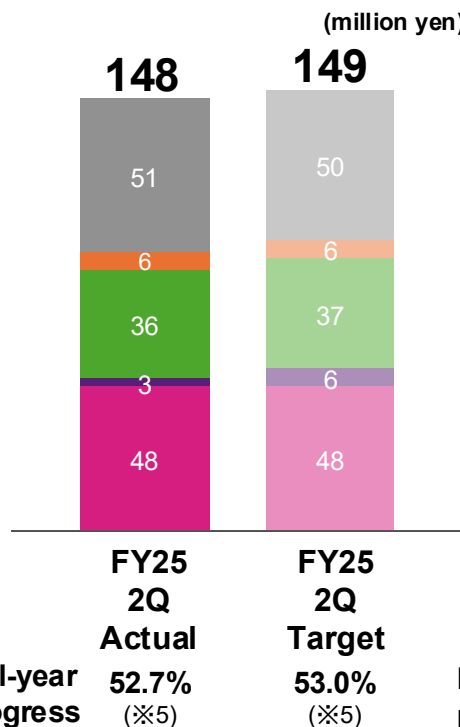


# FY2025 Q2 Results (Surehigh)

- 2Q Ordinary Profit (after goodwill amortization): 14 million yen.
- Significantly exceeded the H1 target of -2 million yen.

## Op. Revenue<sup>※1</sup>

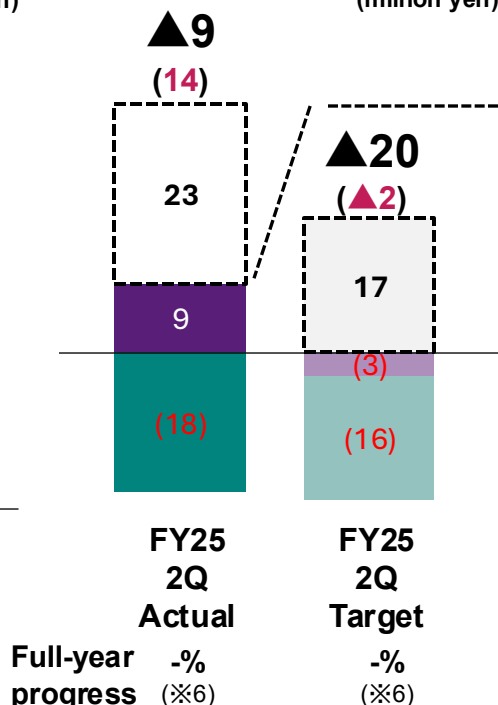
(million yen)



SI<sup>※3</sup>  
 Website builder  
 Channel Manager  
 ChatBot  
 Booking Engine

## Op. Profit<sup>※1,2</sup>

(million yen)



Op. Profit before goodwill amortization  
 Goodwill amortization

P/L consolidation started from FY2024 Q3

**FY2025 Q2 ordinary profit: 14.4 million yen / Op. Profit: -9.2 million yen**

- └ Op. Profit (before goodwill amortization): 8.7 million yen
- └ Goodwill amortization: -18.0 million yen
- └ Non-operating income: 23.6 million yen (e.g., government subsidies)

## Op. Revenue

► **FY2025 Q2 number of facilities: 1,437 <sup>※4</sup>**  
(as of end October 2024: 1,450 facilities, -13 facilities)

► **Progress of Op. Revenue is solid due to 49 million yen in SI recorded in Q1.**

※1: Performance of tripla Taiwan Co., Ltd. (翠普拉台灣股份有限公司), Surehigh International Technology Inc. (旭海國際科技股份有限公司), and JASON FAMILY TRAVEL SERVICE CO., LTD. (品辰旅行社有限公司)

※2: Figures in parentheses represent ordinary profit

※3: Temporary Op. Revenue from System Integration

※4: Number of facilities where some service has been implemented

※5: Progress vs. FY2025 full-year Op. Revenue target of 281 million yen

※6: FY2025 full-year Op. Profit target of -17 million yen

# FY2025 Q2 Consolidated Result Summary

- Op. Revenue: YoY +61.7%, Full-year progress: 44.4%
  - Op. Profit: YoY +335.2%, Full-year progress: 45.2%
  - Net income attributable to owners of the parent: YoY +782.2%, Full-year progress: 57.6%
- Profit exceeded the full-year figure of the previous fiscal year by the first half.

(thousand yen)

	FY2024 Q2 Actual	FY2024 Full-year Actual	FY2025 Q2 Actual	FY2025 Full-year Target	FY2025 Q2 YoY	FY2025 Progress vs. Full-year Target
Op. Revenue※1	760,807	1,867,358	1,230,273	2,770,182	+61.7%	44.4%
tripla ( Standalone)	726,493	1,639,787	996,151	2,291,146	+37.1%	43.5%
BookandLink ※2	34,314	116,060	85,604	197,475	+149.5%	43.3%
Surehigh ※3	-	120,672	148,517	281,559	-	52.7%
Op. Revenue Growth Rate	+40.9%	+58.8%	+61.7%	+48.3%	-	-
Op. Expenses (Include goodwill amortization※4)	705,906	1,598,860	991,332	2,241,546	+40.4%	-
Op. Profit	54,900	268,497	238,940	528,635	+335.2%	45.2%
Op. Profit Margin	7.2%	14.4%	19.4%	19.1%	-	-
Ordinary Profit	43,822	244,591	269,870	528,202	+515.8%	51.1%
Net Income	28,313	217,574	234,628	405,690	+728.7%	57.8%
Net Income Attributable to Owners of the Parent	26,330	209,389	232,272	403,091	+782.2%	57.6%

※1: Includes group company totals as well as eliminations of intercompany transactions in consolidation.

※2: Performance of tripla Singapore Pte. Ltd. and its Indonesian subsidiary PT. tripla BookandLink Indonesia.

※3: Performance of tripla Taiwan Co., Ltd. (翠普拉台灣股份有限公司), Surehigh International Technology Inc. (旭海國際科技股份有限公司), and JASON FAMILY TRAVEL SERVICE CO., LTD. (品辰旅行社有限公司).

※4: Total of goodwill amortization and amortization of intangible assets acquired through acquisitions.

# FY2025 Q2 Standalone Result Summary

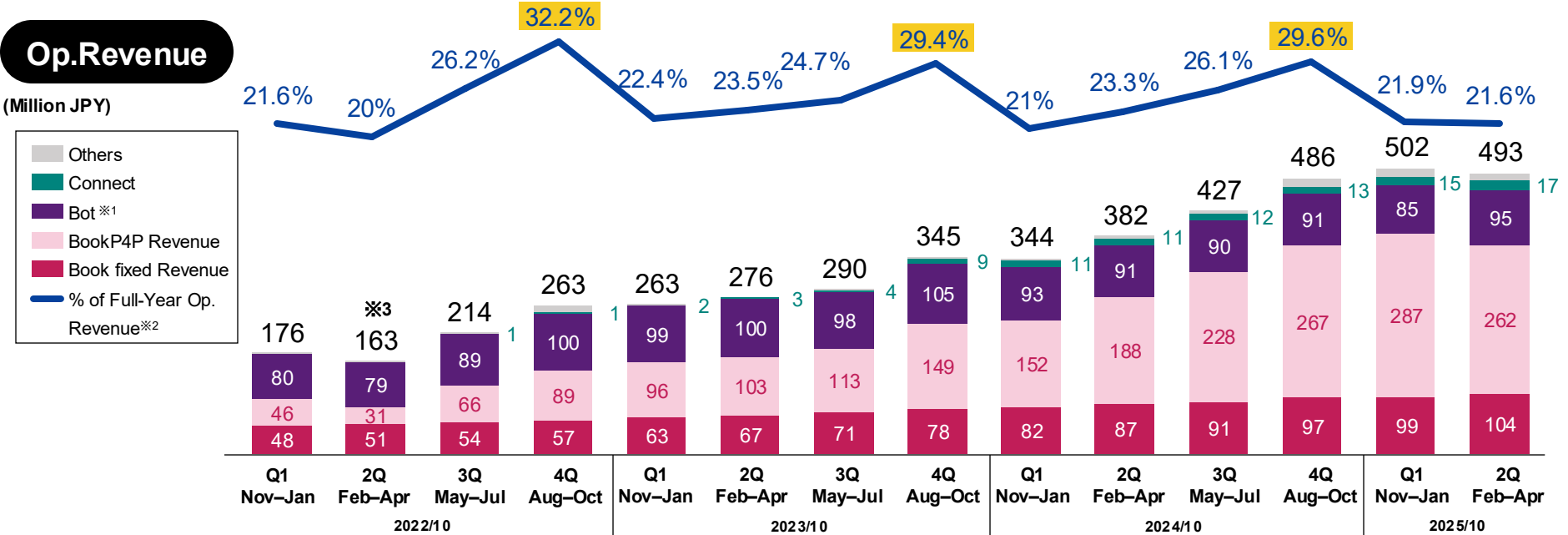
- Op. Revenue: YoY +37.1%, Full-year progress: 43.5%
- Op. Profit: YoY +157.7%, Full-year progress: 42.4%

(thousand yen)

	FY2024 Q2 Actual	FY2024 Full-year Actual	FY2025 Q2 Actual	FY2025 Full-year Target	FY2025 Q2 YoY	FY2025 Progress vs. Full-year Target
<b>Op. Revenue</b>	<b>726,493</b>	<b>1,639,787</b>	<b>996,151</b>	<b>2,291,146</b>	<b>+37.1%</b>	<b>43.5%</b>
tripla Book	510,985	1,195,996	754,025	1,794,063	+47.6%	42.0%
tripla Bot	184,543	366,505	181,116	360,091	▲1.9%	50.3%
tripla Connect	22,177	48,551	32,962	72,077	+48.6%	45.7%
Others	8,786	28,734	28,046	64,914	+219.2%	43.2%
Op. Revenue Growth Rate	+34.6%	+39.4%	+37.1%	+40.0%	-	-
Churn rate_tripla Book ※1	0.5%	0.4%	0.3%	0.3%	-	0.3%
Churn rate_tripla Bot ※1	0.8%	0.7%	1.1%	0.4%	-	1.1%
Op. Expenses	637,972	1,315,360	768,016	1,753,146	+20.4%	-
<b>Op. Profit</b>	<b>88,521</b>	<b>324,426</b>	<b>228,134</b>	<b>537,815</b>	<b>+157.7%</b>	<b>42.4%</b>
Op. Profit Margin	12.2%	19.8%	22.9%	23.5%	-	-
<b>Ordinary Profit</b>	<b>75,701</b>	<b>284,453</b>	<b>224,046</b>	<b>510,873</b>	<b>+196.0%</b>	<b>43.9%</b>
<b>Net Income</b>	<b>60,389</b>	<b>264,228</b>	<b>195,896</b>	<b>408,202</b>	<b>+224.4%</b>	<b>40.2%</b>

# Quarterly Op. Revenue Distribution (Standalone)

- Book fixed revenue and Bot revenue saw significant QoQ growth.
- Book P4P revenue slightly decreased due to delays in payment system development (now completed). YoY +61.5%. Achieved a level similar to the previous year's Q4. FY2025 is also trending toward Q4-weighted performance.



- Book fixed revenue increases along with the rise in the number of tripla Book facilities.
- Book P4P revenue shows seasonality and is stronger in Q4, including August.
- Bot includes both fixed and variable revenue, and is influenced by the increase in facilities and seasonality. ※1

※1: tripla Bot includes both plans with only fixed revenue and plans with both fixed and variable revenue. Although it shows seasonality, we are progressing with shifting to plans with fixed revenue, and the breakdown will change as the plan transition proceeds.

※2: For FY2022, the ratio represents the quarterly Op. Revenue share relative to the full-year Op. Revenue of 817 million yen; for FY2023, the share relative to 1,176 million yen; for FY2024, the share relative to the full-year standalone Op. Revenue of 1,639 million yen; and for FY2025, the share relative to the full-year Op. Revenue target of 2,291 million yen.

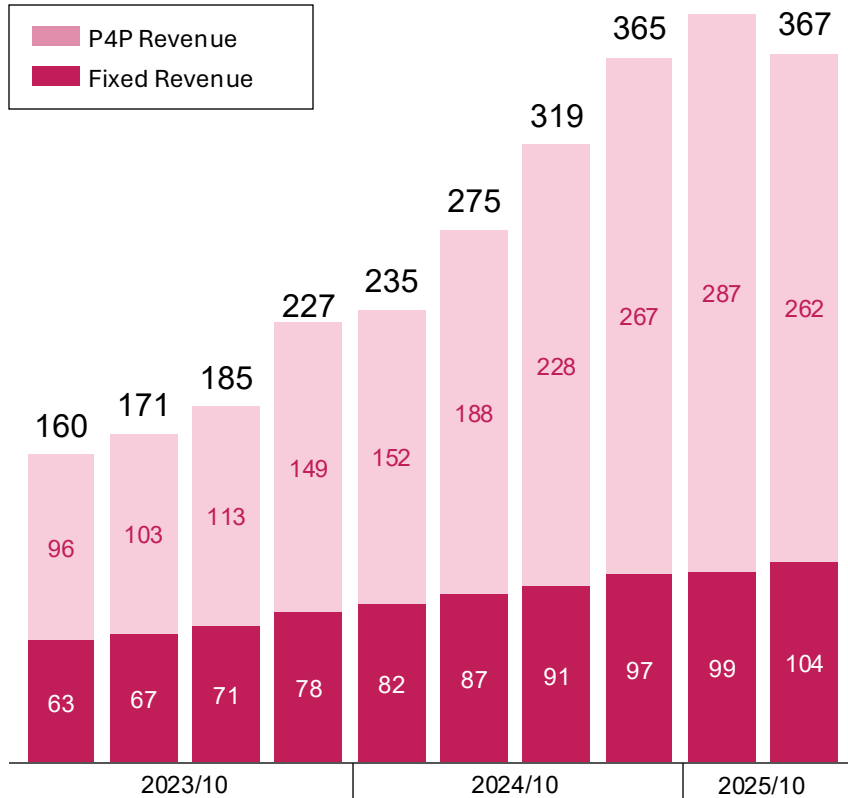
※3: FY2022 Q2 saw a decline in Op. Revenue due to decreased travel demand caused by the spread of the Omicron variant during the COVID-19 pandemic.

# Op. Revenue - By Segment (Standalone, tripla Book)

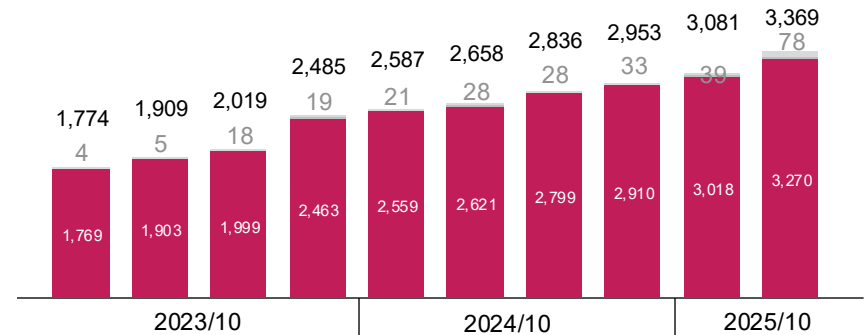
- The number of properties introduced increased by +288 to 3,369 properties.
- P4P revenue slightly decreased due to delays in payment system development (now completed).

## Book Op.Revenue ※1

(Million JPY)

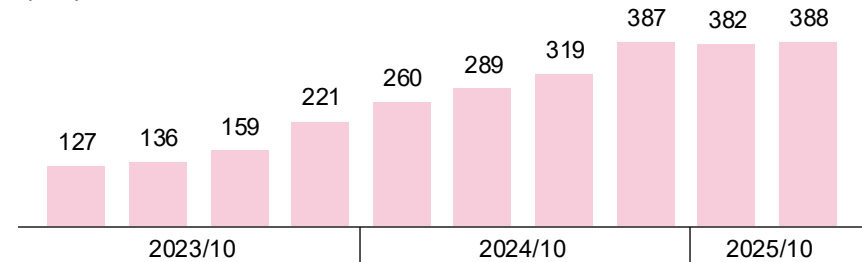


## Property Count ※2



## Gross Merchandise Value(GMV)

(億円)



※1: The total revenue includes Graph Area for display purposes as an aggregate figure, including Korean headquarters.

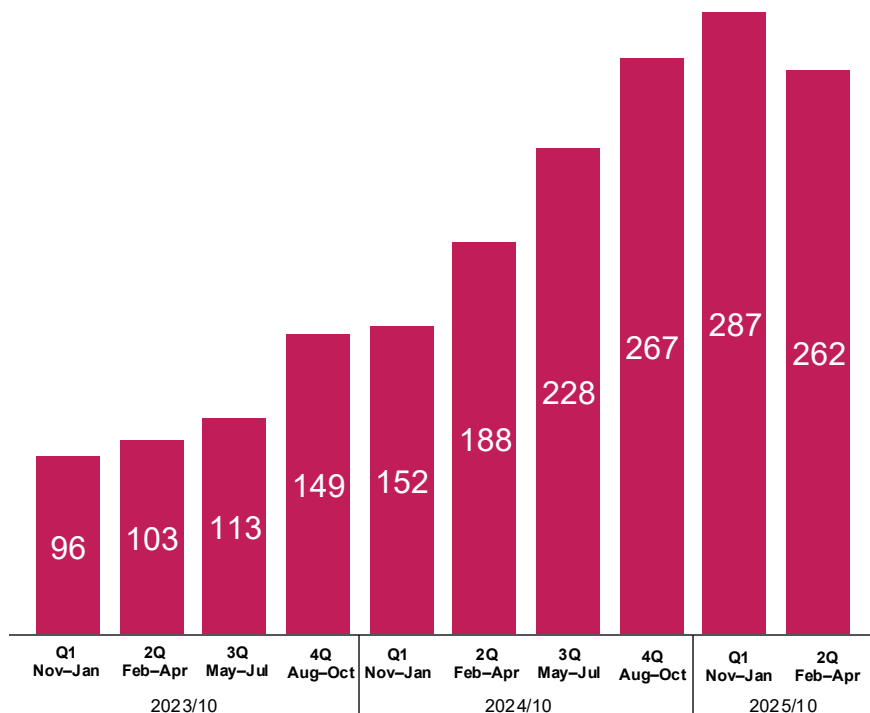
※2: The FY2025/10 property count of 3,270 properties is confirmed as of the end of FY2025/10. The remaining 78 properties are tentative as of September 1, 2024, when business integration into Surehigh was completed in Taiwan. The Standalone P/L Op. Revenue count does not include properties operated solely by affiliated companies.

# Seasonality of Book P4P Revenue

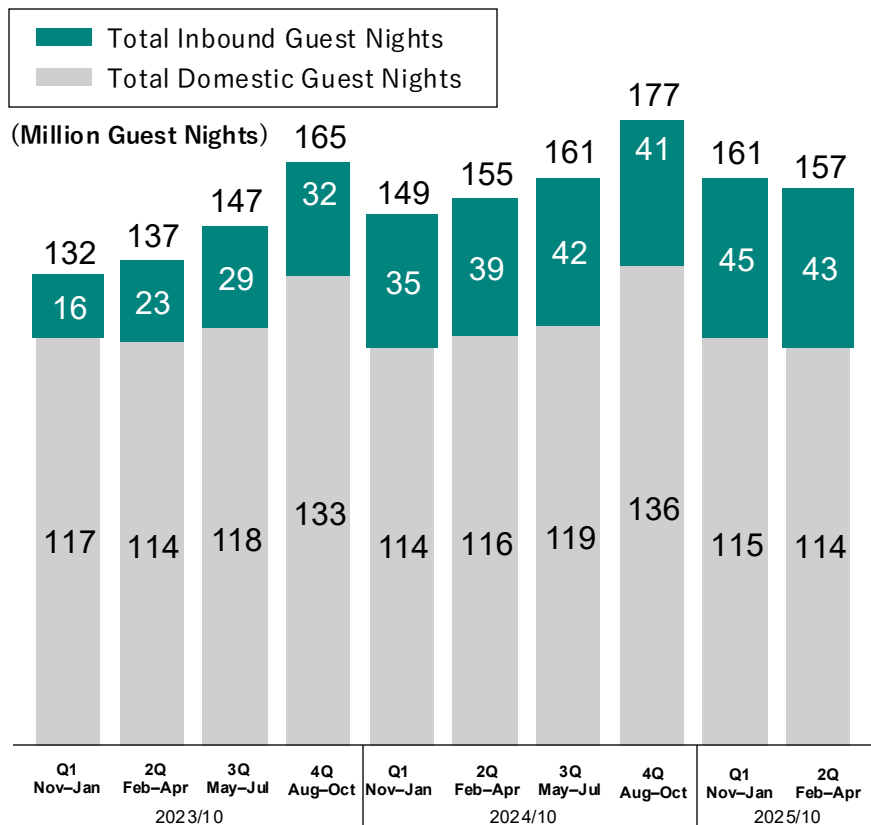
- The total number of guests stays in the market slightly declined QoQ.
- The trend of Q4-weighted performance is expected to continue.

## P4P Revenue

(Million JPY)



## Total Market Guests (Japan Tourism Agency※1)



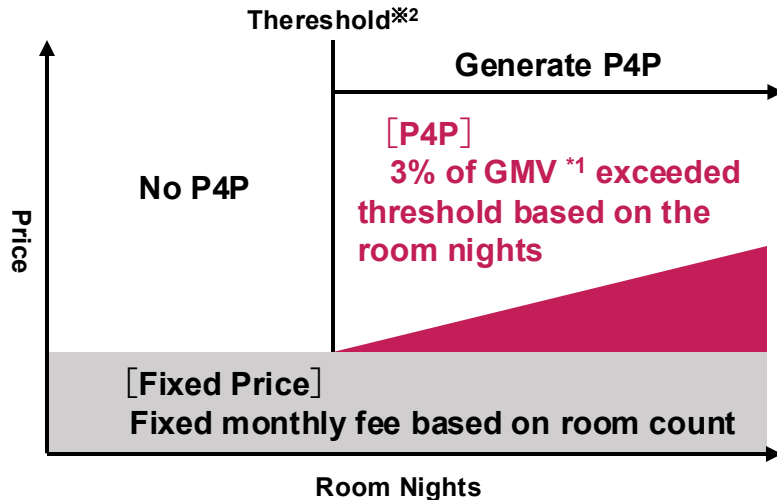
※1: Regarding Japan Tourism Agency (JTA) statistics, the data uses preliminary figures, which are subject to revision based on past publication practices.

# Revenue Structure and Take Rate of Book P4P

- Slight decrease in take rate due to delays in payment system development, but maintained at a level similar to the previous year's Q4.
- Continued payment system development planned to improve take rate.

## tripla Book Revenue Structure

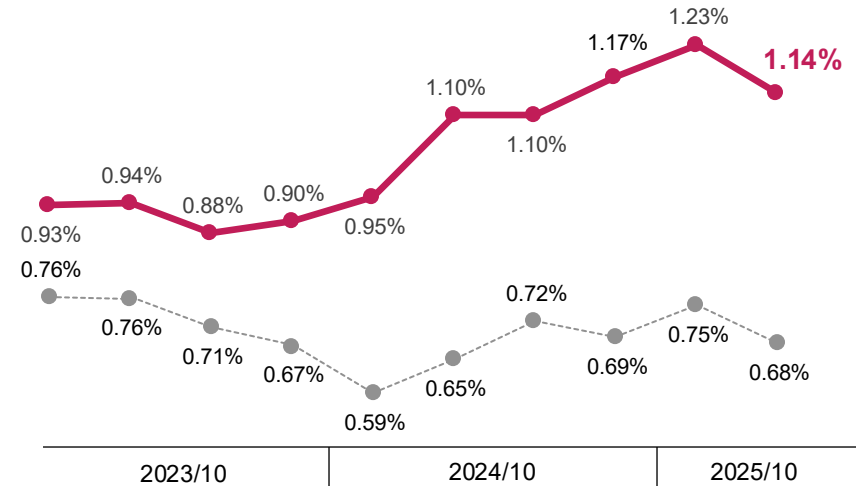
### P4P Room Night



### P4P Payment

Charge based on the defined commission

## P4P Take Rate Trend



— Take rate for Net GMV  

$$= (\text{Revenue from P4P stay} + \text{Revenue from P4P payment}) \div (\text{GMV} - \text{GMV not subjects to P4P stay} ※3)$$

- - - Take rate for GMV (Reference)  

$$= (\text{Revenue from P4P stay} + \text{Revenue from P4P payment}) \div \text{GMV}$$

※1: Abbreviation for Gross Merchandise Value (GMV).

※2: The performance data for each property is in principle based on the monthly accommodation results over the past year using the official reservation engine of other companies before contracting with tripla Book. In cases of COVID-19 impact, the relevant period is excluded from calculation. This is determined at the time of contract and not revised thereafter.

※3: GMV where no Op. Revenue from accommodation-based P4P charges is generated due to special conditions in contracts for certain major customers, etc. Op. Revenue from payment-based P4P charges is generated.



### Reason why tripla follows a backloaded revenue model

- 1 Fixed revenue increases as a result of the subscription model, driven by the accumulation of properties.

The trend is  $Q1 < Q2 < Q3 < Q4$ .

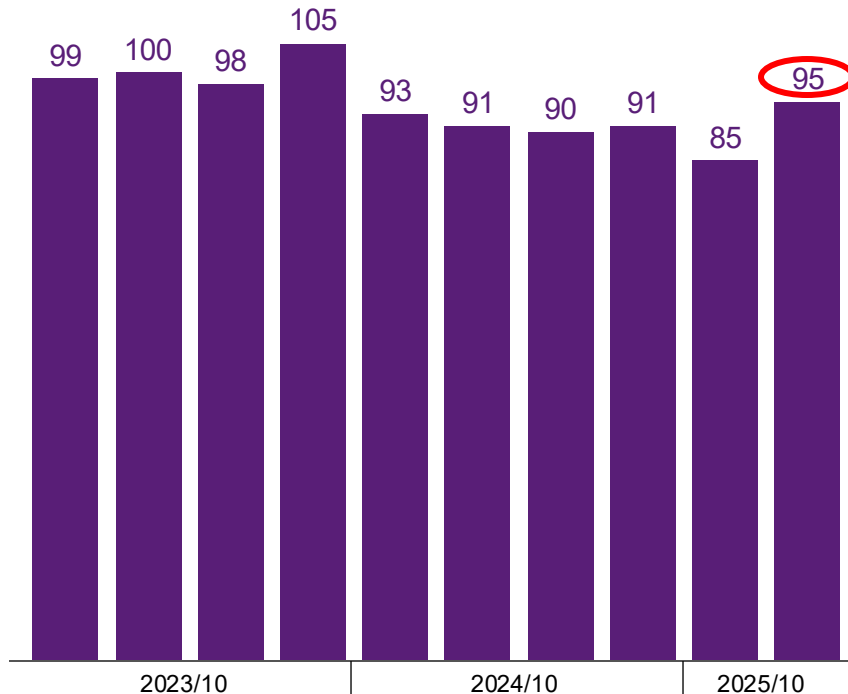
- 2 P4P Revenue tends to increase in Q4, including August, due to seasonal effects.

# Op. Revenue - By Segment (Standalone, tripla Bot)

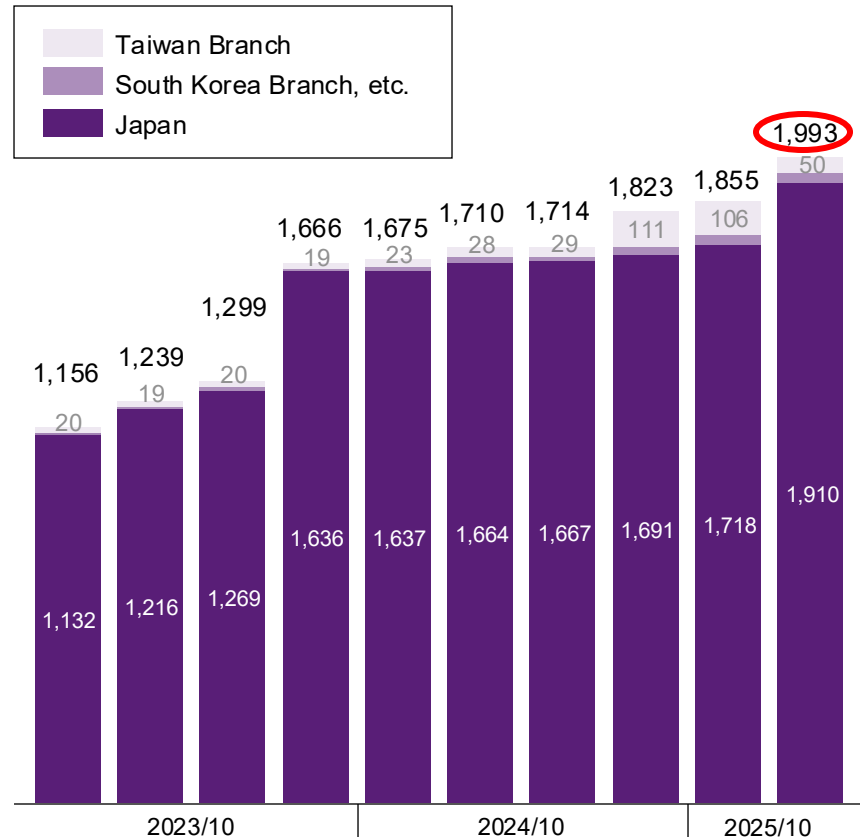
Added +138 properties due to onboarding of major customers. Revenue increased significantly by +10 million yen from Q1.

## Bot Op. Revenue※1

(Million JPY)



## Property Count ※2



※1: Standalone revenue includes consolidated display of the Japan revenue (which accounts for the majority of standalone revenue) together with the Korean branch, etc.

※2: As of the end of FY2025 Q2, the breakdown is 1,910 properties in Japan, 50 in Taiwan, and 33 under the Korean branch, etc.

Since the Taiwan business was transferred to Surehigh as of September 1, 2024, the standalone P/L Op. Revenue does not include revenue from properties in Taiwan.

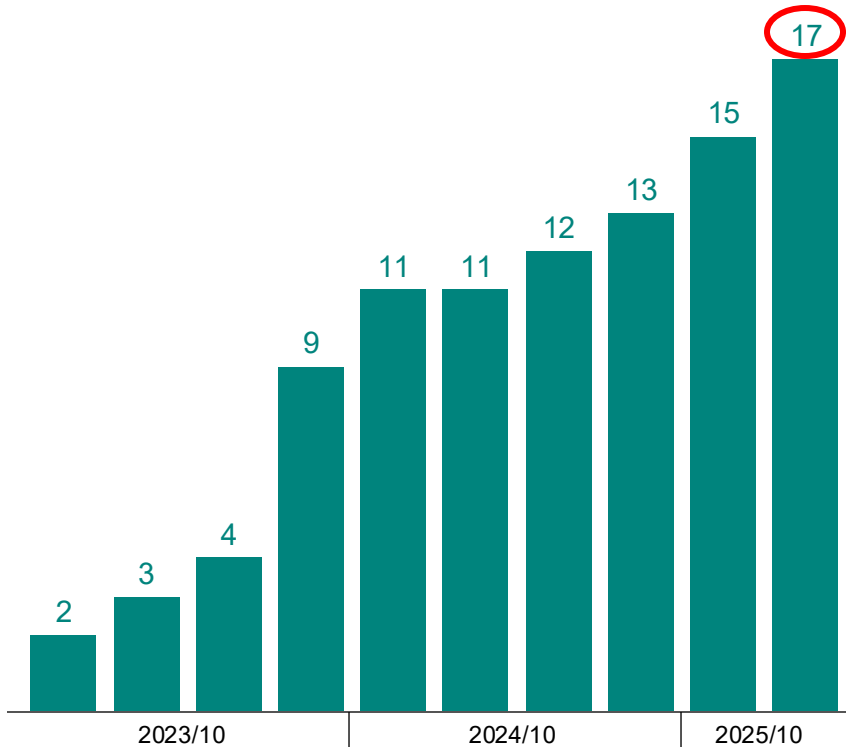
# Op. Revenue - By Segment (Standalone, tripla Connect)

Cross-selling with tripla Book made a significant progress, and the number of properties has been steadily increased.

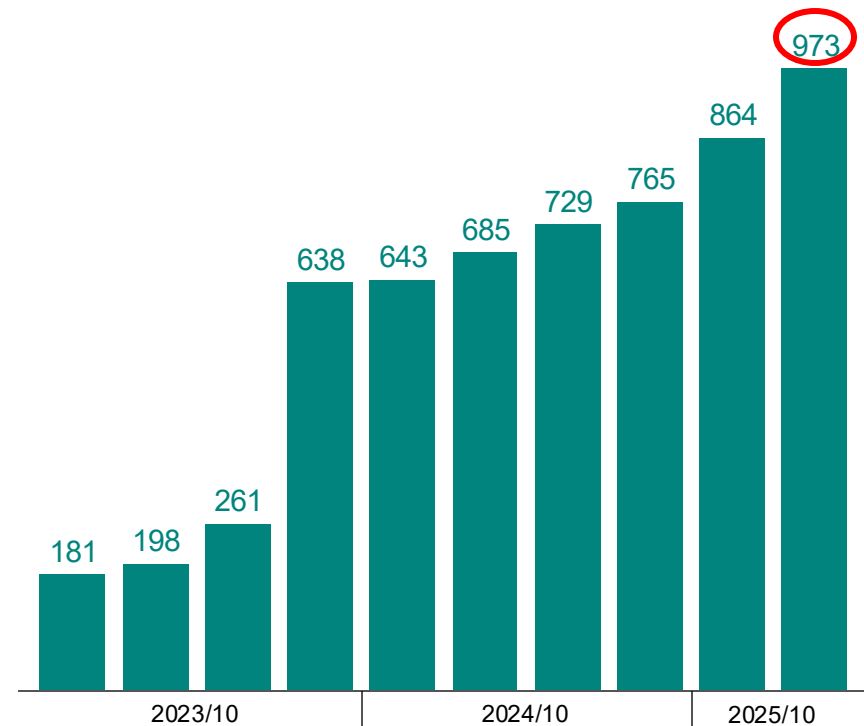
Net increase of +109 properties QoQ. As of May, 1,072 properties have been introduced.

## Connect Op. Revenue ※1

(Million JPY)

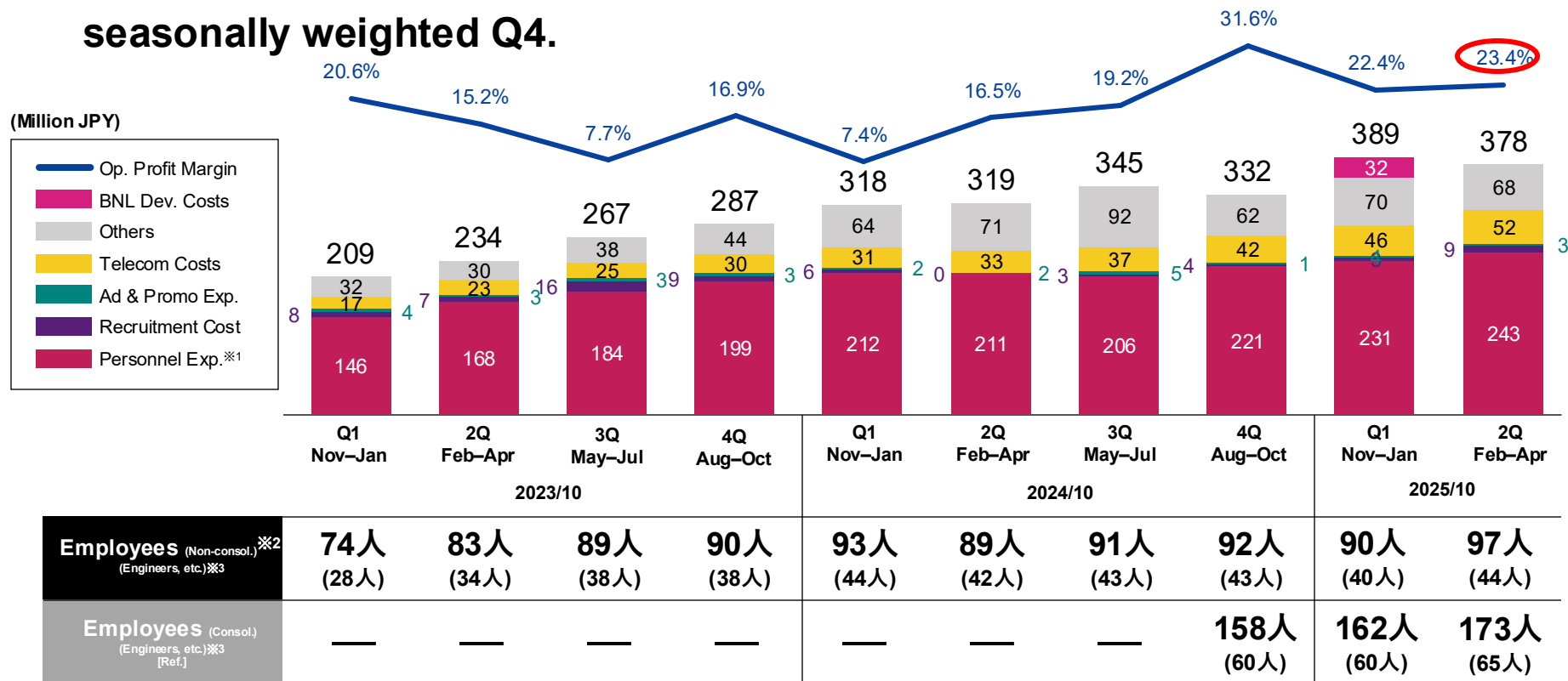


## Property Count ※1



# Quarterly Op. Expenses Trend (Standalone)

- Op. profit margin reached a record high of 24.0%, excluding the seasonally weighted Q4.



- Personnel expenses: The decline in FY2024 Q1–Q3 was due to a reduction in standalone headcount as part of a group-wide cost optimization effort through the expansion of overseas subsidiaries.
- Communication expenses: Lower due to the reduction in server usage fees and the effect of improved efficiency from FY2024/10 Q1 onward.
- Other: Succeeded in reducing charges by 11 million yen in FY2024 Q1–Q3; continued low levels into FY2025/10 Q2.
- BNL development costs: One-time costs for BookandLink development work; no group-wide impact.
- Op. expenses ratio: Ratio of Op. expenses to Op. revenue, impacted by our company's seasonality.

※1: Personnel expenses include salaries, statutory benefits, welfare costs, and stock-based compensation.

※2: Standalone employee numbers include domestic headcount only.

※3: Engineers include development, product managers, designers, QA staff, and similar roles.

# Agenda

Overview of FY2025 Q2 Financial Results

✧ **Company Profile**

Business Overview

Appendix

# Company Profile

<b>Name</b>	<b>tripla Co., Ltd.</b>
<b>Rep.Directors</b>	<b>Kazuhisa Takahashi · Kaku Toriu</b>
<b>Business</b>	<b>Internet Services &amp; Travel Agency</b>
<b>Capitals</b>	<b>¥865.00M</b>
<b>Homepage</b>	<b><a href="https://tripla.io">https://tripla.io</a></b>
<b>Established</b>	<b>April 15<sup>th</sup>, 2015</b>
<b>Employees</b>	<b>Standalone: 97 Consolidated: 173    *as of 2025/4</b>
<b>Head Office</b>	<b>4-15-3 Nishi-Shinjuku, Shinjuku-ku, Tokyo</b>
<b>Location</b>	<b>Japan, Taiwan, Hong Kong, Korea, the United States Singapore, Indonesia, Thailand, Philippine</b>
<b>Travel Agency</b>	<b>Governor of Tokyo #2-7240</b>

# Look tripla with Numbers

## tripla Business<sup>※1</sup>

Established

2015

Locations

9 Countries

Property Count <sup>※2</sup>

8,631

Service Count

11 Services

## tripla Human Resources

Employees

173 <sup>※1</sup>

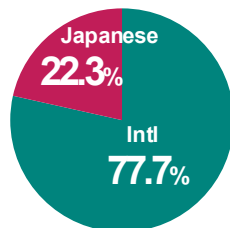
Nationalities

14 <sup>※1</sup>

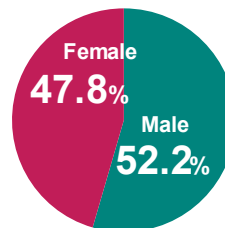
Average Age

35.5

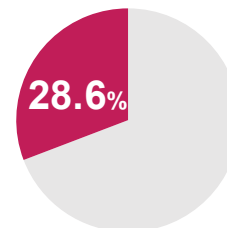
Diversity Ratio<sup>※1</sup>



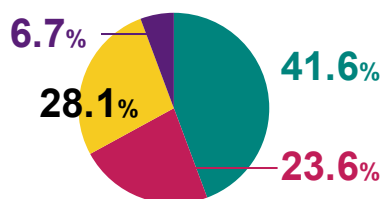
Gender Ratio



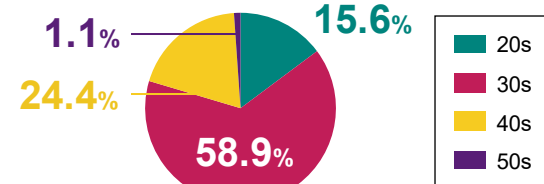
% of Female Managers



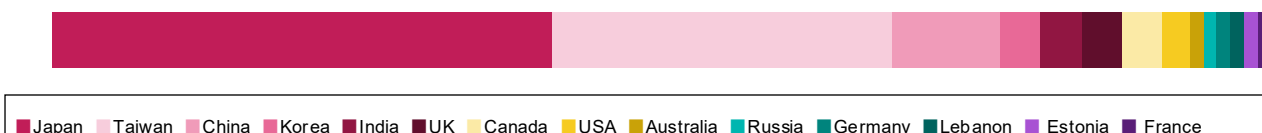
% by Team



% by Age Group



Employees by Nationality

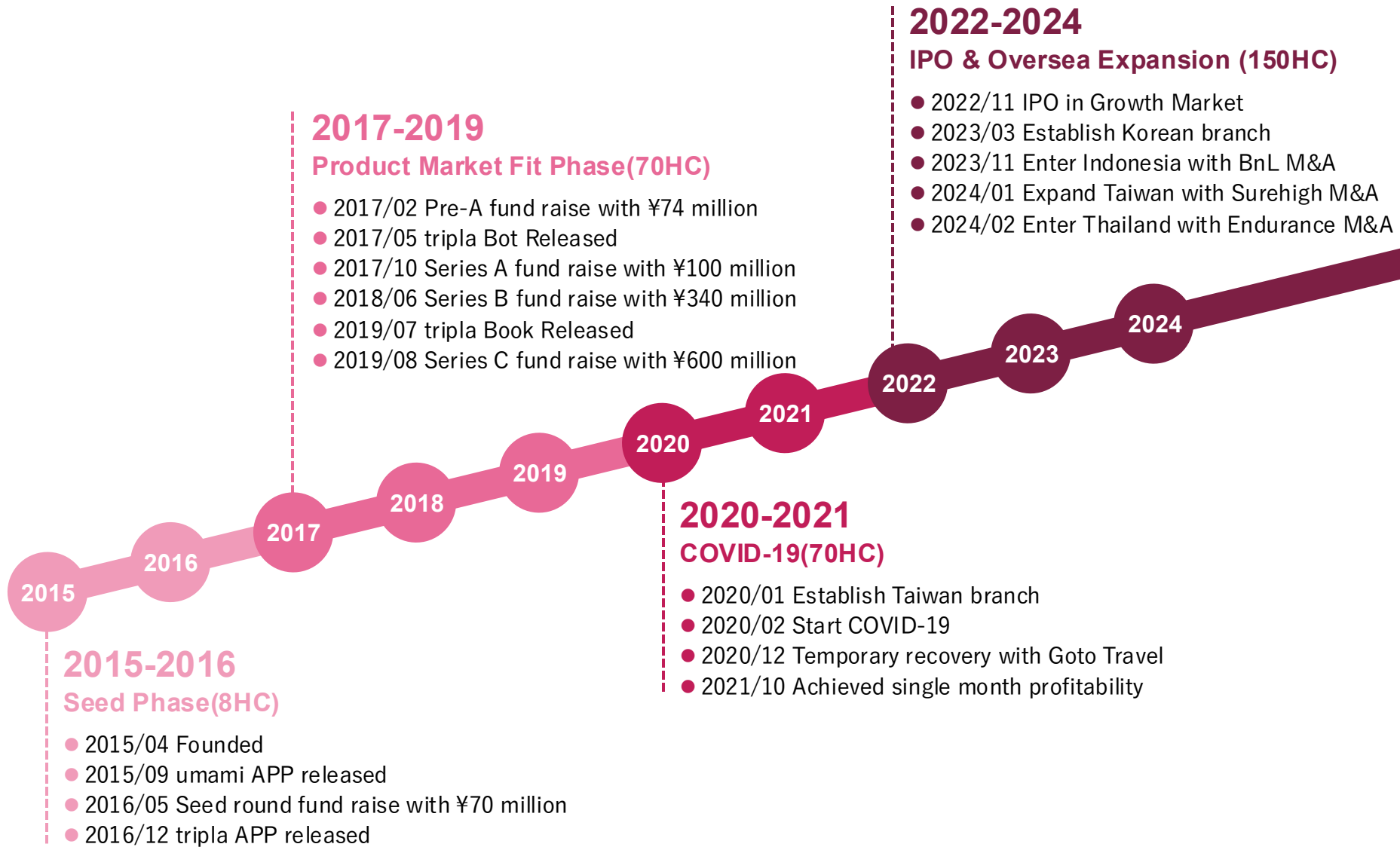


<sup>※1</sup>: Includes subsidiaries

© 2025 tripla Co.,Ltd



# History of tripla



# Introduction of Management Team



Rep. Director, CEO

**Kazuhisa Takahashi**

Career:

Education: Hokkaido University  
Wake Forest University MBA



Rep. Director, CPO and CTO

**Kaku Toriu**

Career:

Education: New York University  
Business Breakthrough University MBA



Director, CFO

**Yoshito Oka**

Career:

Education: Keio University  
Qualifications: CPA



Operating Officer Business Development

**Masahiro Okubayashi**

Career:

Education: Kobe University



Operating Officer Customer Engagement

**Koutatsu Kawamoto**

Career:

Education: Keio University



Operating Officer, Product Management

**Aude Moras**

Career :

Education: : IAE de Poitiers



Full-time Auditor

**Chikami Yamazoe**

Career:

Education: Rikkyo University  
Qualifications: CPA



Operating Officer Overseas Partnership

**Philippe Raunet**

Career:

Education:  
Université de Versailles Saint-Quentin-en-Yvelines

# Purpose

最高の旅行ソリューションを通じて、  
宿泊施設の持続可能な成長と、  
世界中の地域社会の発展を支援する。

Drive the sustainable growth of accommodations and the development of communities around the world with the best travel solutions.

- 
- Promote sustainable development of the local tourism industry by maximizing the profits of accommodations and supporting investments in facility improvements, environmental initiatives, and hospitality enhancement.
  - Promote initiatives to strengthen collaboration between accommodations and local communities, supporting regional revitalization.
  - Support accommodations in meeting diverse needs and providing inclusive, sustainable tourism experiences.

## Vision

顧客体験の向上と省人化を実現する  
デジタルソリューションを提供し、旅行業界を革新する。

To revolutionize the hospitality industry by providing digital solutions that drive excellence in customer experience and operational efficiency.

## Core Values

- 顧客満足実現へのマーケットイン
- オナーシップ
- 結果に拘るアクション
- イノベーションへの挑戦
- チームと自身の成長
- 生産性の追求
- 謙虚、尊敬、信頼

- Market-In for Customer Satisfaction
- Ownership
- Action with Results

- Challenge for Innovation
- Stretch the Team & Yourself

- More with Less
- Humility, Respect & Trust

# Agenda

Overview of FY2025 Q2 Financial Results

Company Profile

✧ **Business Overview**

Appendix

# Participation in Conventions

## 2/4–2/7: Exhibited at the International Hotel & Restaurant Show



## 3/12: Hosted a conference for the hotel industry in the Philippines





## In cooperation with DMOs for the development of regional communities as stated in the mid-term plan, and introduction of tripla Bot to major hotel chains.

宿泊予約システム「tripla Book」でエリア予約が可能に！持続可能な集客で地域活性化を支援！  
～観光サイトで宿泊施設の直販が実現！顧客データを利用したマーケティング活動が可能に～

宿泊施設向け IT ソリューションを展開する tripla 株式会社（本社：東京都新宿区、代表取締役 CEO 高橋 和久、代表取締役 CTO 鳥生 格、以下「トリプラ」）が自社で開発・提供する、宿泊予約システム「tripla Book」にて、地域ごとの予約や集客を可能にする新機能の提供を開始しました。

これにより、地方自治体がエリアごとに運用する観光サイトに「tripla Book」を連携することで、宿泊施設の予約や決済ができるようになります。これまで旅行代理店などに流れていた宿泊予約を観光サイトが担うことで、予約手数料を地域発展のために活用できるほか、顧客情報やデータの取得が可能になり、エリアでの会員化や効果的なマーケティング活動が実施できます。



宿泊予約機能が搭載された福島の観光 Web メディア イメージ

### ■開発背景・目的

各地域の魅力や周辺の宿泊施設を紹介している観光サイトの中には、直接予約ができず、宿泊予約の際にはオンライン旅行代理店などに移行が必要と利便性に欠ける状況が多く見られました。また、サイト運営側にとっても、宿泊者数などの数値や顧客情報を認識できず、データを活用したマーケティング活動ができないことが課題となっていました。

8 言語対応の AI チャットボットでインバウンド需要の取り込み強化！  
マイステイズ・ホテル・グループ 150 施設に「tripla Bot」の提供開始！

宿泊施設向け IT ソリューションを展開する tripla 株式会社（本社：東京都新宿区、代表取締役 CEO 高橋 和久、代表取締役 CPO 兼 CTO 鳥生 格、以下「トリプラ」）が自社で開発・提供する AI チャットボットサービス「tripla Bot」が、株式会社マイステイズ・ホテル・マネジメント（本社：東京都港区、代表取締役会長 山本 俊祐、代表取締役社長 代田 量一、以下「マイステイズ」）が運営するホテル 150 施設に導入を開始したことをお知らせします。

これにより、多言語で予約や問い合わせへの対応が行えることで、急激なインバウンド需要の高まりに伴う人材不足を補い、訪日外国人宿泊客の利便性向上が期待できます。



### ■導入背景・目的

マイステイズは、ホテルマイステイズをはじめとし、亀の井ホテルやアートホテルなど、宿泊特化型ホテル、フルサービスホテル、リゾートホテル、旅館からコミュニティホテルに至るまで幅広い業態の施設を日本各地で 170 以上展開しています。

従来、顧客の問い合わせには、自社のオペレーターが対応していましたが、昨今の急激な訪日観光客数の増加に伴い、更なるインバウンド需要の取り込みを図る中で、幅広い言語に対応する人材の確保は難しくなっていました。そこで、標準で 8 言語（英語、簡体字中国語、繁体字中国語、日本語、韓国語、タイ語、インドネシア語、アラビア語）に対応する「tripla Bot」を、オペレーターと併用して利用することで、業務をより効率化し、インバウンドを含む顧客への手厚いサポートの実現を目指したいと考えられました。

マイステイズでは、2021 年 5 月より、トリプラの予約システム「tripla Book」を利用されており、グローバルに展開するトリプラならではの迅速なインバウンド対応も実感いただき、この度の導入に繋がりました。

またこの導入により、チャットボットの吹き出しを利用した販売価格の比較表示や、SNS 連携による予約の簡便化など、予約システムと連携した更なる自社予約比率の増加や、2025 年夏に刷新予定の会員プログラムとの連携による会員組織の強化も期待できます。

トリプラは、今後も更なるサービスの機能拡充を行い、マイステイズの顧客満足度向上と収益最大化に貢献していきます。



# Media Coverage Examples

Featured on efforts toward DX in the tourism industry aimed at developing regional communities, as well as the realities of fraudulent travel related to the booming inbound market.

東洋経済新報社

## 「不正トラベル」がインバウンド宿泊の裏に潜む

旅行システム会社「tripla」幹部が明かす被害実態

星出 遼平：東洋経済 記者

2025/02/09 5:30

+ 著者フォロー    ブックマーク    印刷    A+ 拡大    f    X    n    B!



写真はイメージです。本文とは関係ありません（撮影：今井康一）

2024年の訪日外国人の数は3686万人と、2019年を上回り過去最高を記録した。人気観光地のホテルでは客室単価が急上昇している。一方、インバウンド需要の裏で宿泊業界では、ある詐欺行為の被害が増えている。それは「不正トラベル」だ。

（出典：<https://toyokeizai.net/articles/-/855480>）

ai ASAHI INTERACTIVE



## IT専任担当が不在でもできる旅館、観光業のDX--福島市に学ぶウェブ活用

高橋和久（tripla） 2025-04-02 06:00

シェアする 38    X    ポスト    B!    noteで書く    Pocket    1












PR 導入事例、製品情報、調査・レポートなど、ホワイトペーパー多数掲載

地域活性化が叫ばれて久しいが、その軸の一つとなるのがシステム全般のデジタルトランスフォーメーション（DX）だ。福島市の観光地域づくりを推進している法人（DMO）福島市観光コンベンション協会（福島市）も、DXに取り組みながら観光ウェブメディア「[福島市観光ノート](#)」などを展開しているが、その実情はどうなっているのだろうか。本稿では、宿泊施設向けITソリューションを展開するtripla（トリプラ）の代表取締役CEOの高橋和久が、地方都市の観光業におけるDXについて解説する。

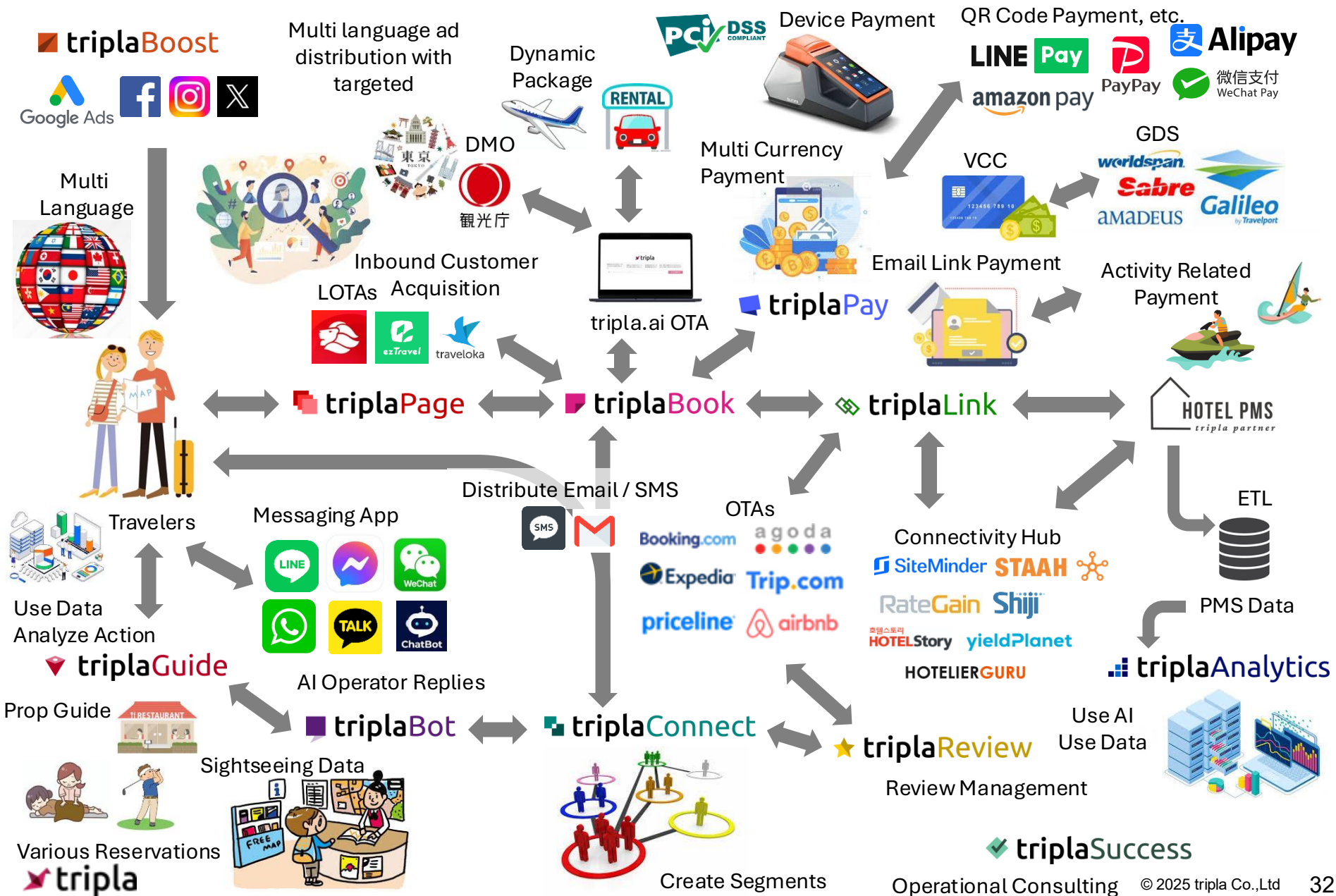
triplaではホテル予約エンジンやAIチャットボットなどを提供しており、企業が抱えるさまざまな課題解決をサポートしている。当社がサポートしている福島市観光コンベンション協会の場合、運営しているメディア福島市観光ノートのアクセス数をアップさせられても、観光スポットや宿泊施設の紹介コンテンツと化し、宿泊予約に関しては、オンライン旅行代理店（OTA）頼みになり、シームレスな予約導線を確保できていなかったことが課題となっていた。

（出典：<https://japan.zdnet.com/article/35230885/>）

# Contribution to Maximize Sales & Profits from Properties

Service	Service Overview	Contribution to Sales and Profit	Market
 triplaPage	A service that allows you to create an official multilingual website specialized for accommodations with no code.	Contribution to <b>profit</b> mainly because it eliminates the need for expensive website construction costs.	Japan, Taiwan
 triplaBoost	Advertisement management services for lodging facilities in multiple languages.	Mainly contributes to <b>sales</b> as it uses advertising to attract new customers.	Japan
 triplaBook	Reservation engine for Brand.com site. Membership, point, and promotion functions are provided.	Contribute to <b>sales</b> to maximize Brand.com reservations and contribute to <b>profit</b> with competitive settlement rates.	Japan, Taiwan, Korea, SEA, etc.
 triplaBot	AI answers questions from customers. Can answer on brand.com & major social networking sites.	Contributed to <b>profits</b> by reducing manpower and to <b>sales</b> by increasing customers attracted via the Message APP.	Japan, Taiwan, Korea, SEA, etc.
 triplaGuide	Enables hotels to guide props and to reserve & pay when guests want to have additional services.	Contributed to <b>profit</b> by reducing customer service and papers, and also contributed to <b>sales</b> with add-ons.	Japan
 triplaReview	Management tools for review submissions from major OTAs.	Efficiently respond to customer posts and contribute to <b>profits</b> .	SEA
 triplaConnect	Integrate various data, segment customers, & implement actions such as e-mail newsletters for each segment.	<b>Sales</b> contribution by segmented distribution of email newsletters and messages.	Japan, Taiwan
 triplaPay	A service that allows accommodation and cancellation fees to be collected through mail-linked payment.	Contribution to <b>sales</b> and <b>profit</b> by collecting cancellation fees that could not be collected in the past	Japan, SEA
 triplaLink	Centrally manages rates and available room inventory on OTA and official websites and links reservations to PMS.	Contributed to <b>sales</b> by collaborating with overseas LOTAs and to <b>profits</b> with lower price.	Japan, Taiwan, SEA, etc.
 triplaAnalytics	BI service that can analyze various accommodation forms utilizing PMS data as well as tripla.	Opportunity losses can be identified and optimization can be achieved, contributing to <b>sales</b> and <b>profits</b> .	Japan
 triplaSuccess	A service that handles all of the work required for hotels to handle website and IT solutions.	<b>Profits</b> by optimizing OTA listing and inventory rate. Also contributed to <b>sales</b> by reducing opportunity losses.	Japan

# Future of tripla – Service Image



## Provide Solutions with All Traveler Touch Points



# Action Plans to Implement the Strategies



## Multifunctional services to market needs



01. Enhance & diversify payment solutions



02. Improve conversion & acquire customers



03. Innovative DX solutions using AI



## Accelerate overseas market development



04. Expand business in APAC countries



05. Integrate services for globalization



06. New customer acquisition for inbound



## Support Local Community Development



07. 2 SDG targets of the tourism industry



## Glocalization of human resources



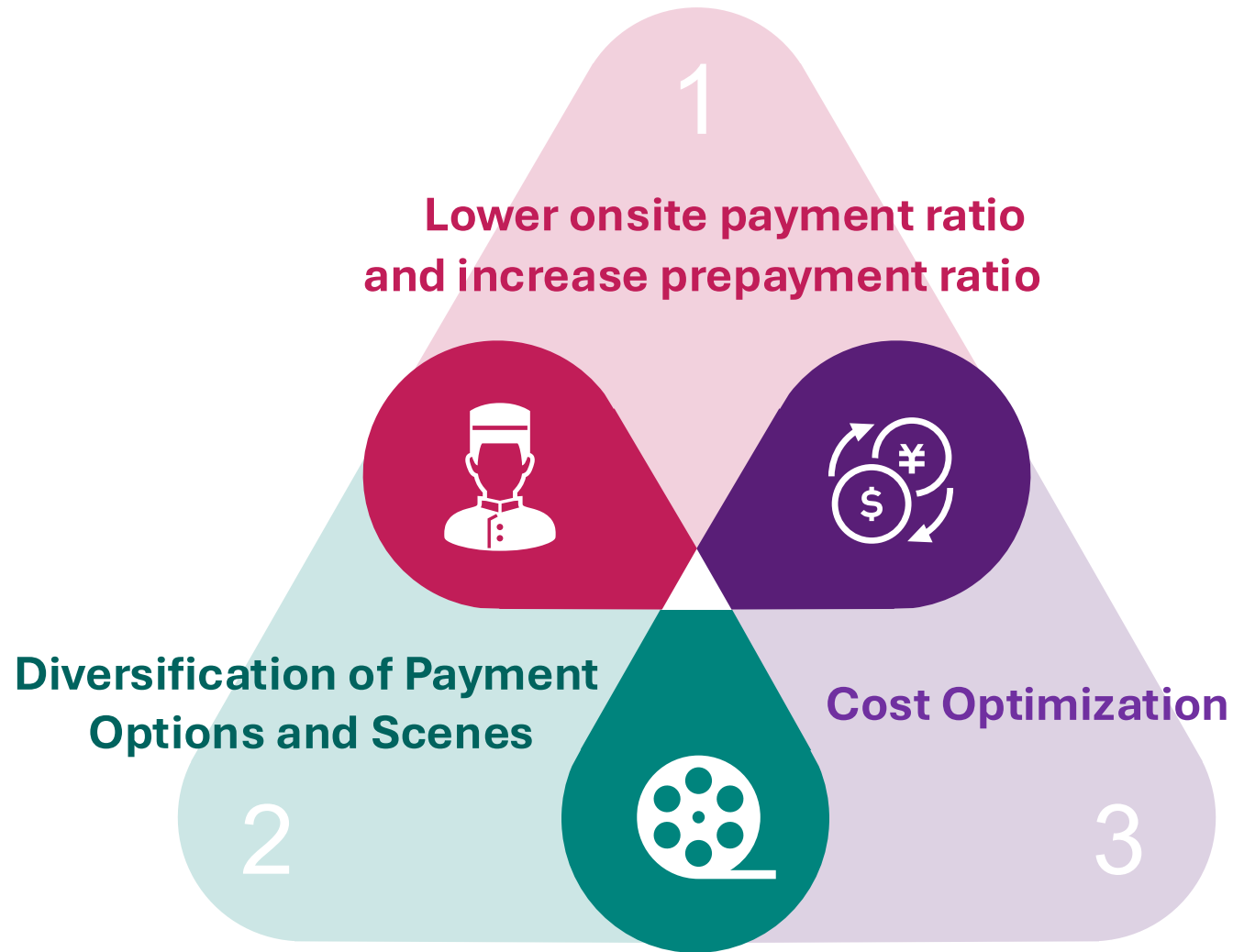
08. Globalization with local resources







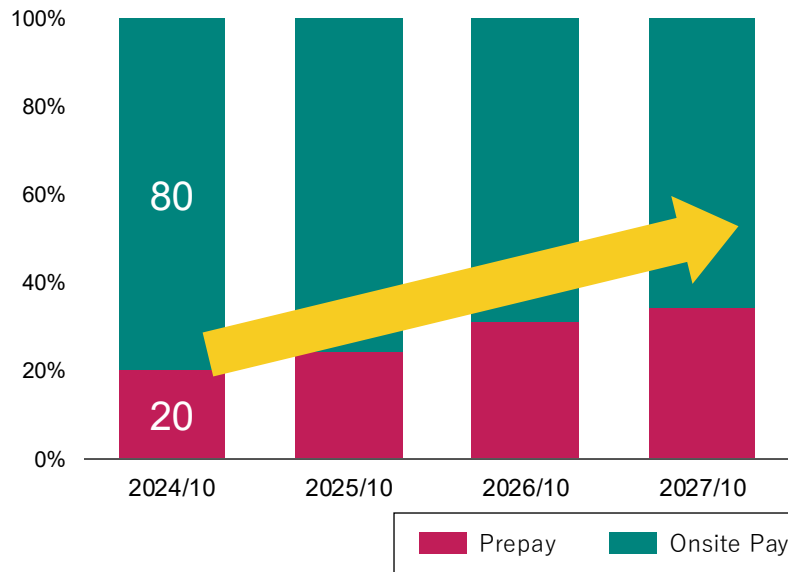
# 01. Strengthen and Diversify Payment Solutions





# 01. Promote the Switch from Onsite to Prepayment

Raise the prepayment ratio from about 20% to 35%



## Advantages

- Hotels will no longer miss cancellation fees and improve cash flow
- tripla gains P4P revenue from prepayment

## Action Plans

### Prepayment Promotion

Discounts are applied by selecting prepayment

### Prepayment usage of inbound customers

Inbound tourists will be required to use prepayment option

### Notification of Payment Method Change

Send an e-mail requesting prepayment on the day before the stay. Send SMS to customers who do not respond to an e-mail

### Diversification of Payment Methods

Improved prepayment usage by diversifying payment methods





# 01. Diversify of Payment Methods & Payment Scenes

Cash Substitution

## Diversification of Payment Methods

Diversification



No credit card holders can also pre-pay



CVS Payment



PayPay

QR Payment in Japan



Taiwan



China Inbound Focus



Reservation Timing

## Diversification of Payment Scenes


Check-Out

### From Reservation to Check-In

Brand Site

Request payment completion via email or SMS before check-in for customers made reservations with onsite payment.



OTA

Request prepayment via  tripaPay using an email link or SMS for customers who selected onsite payment via an OTA

### From Check-In to Check-Out

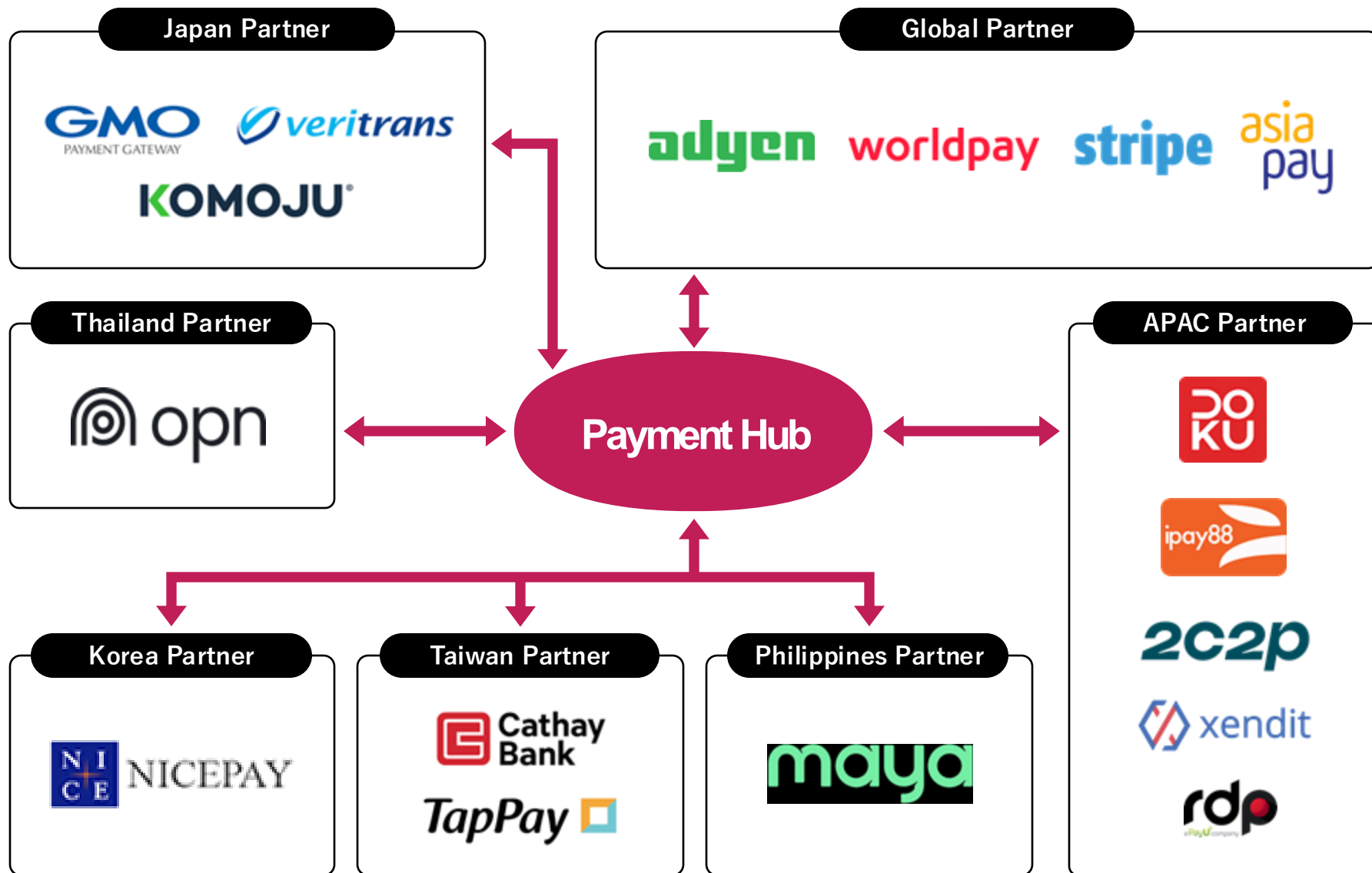
Complete payment for services used after check-in, such as spa or room service, through

 tripaGuide

Integrate data with the PMS, send the payment amount via email or SMS, and allow payment completion through  tripaGuide  tripaPay contributing to express checkout.



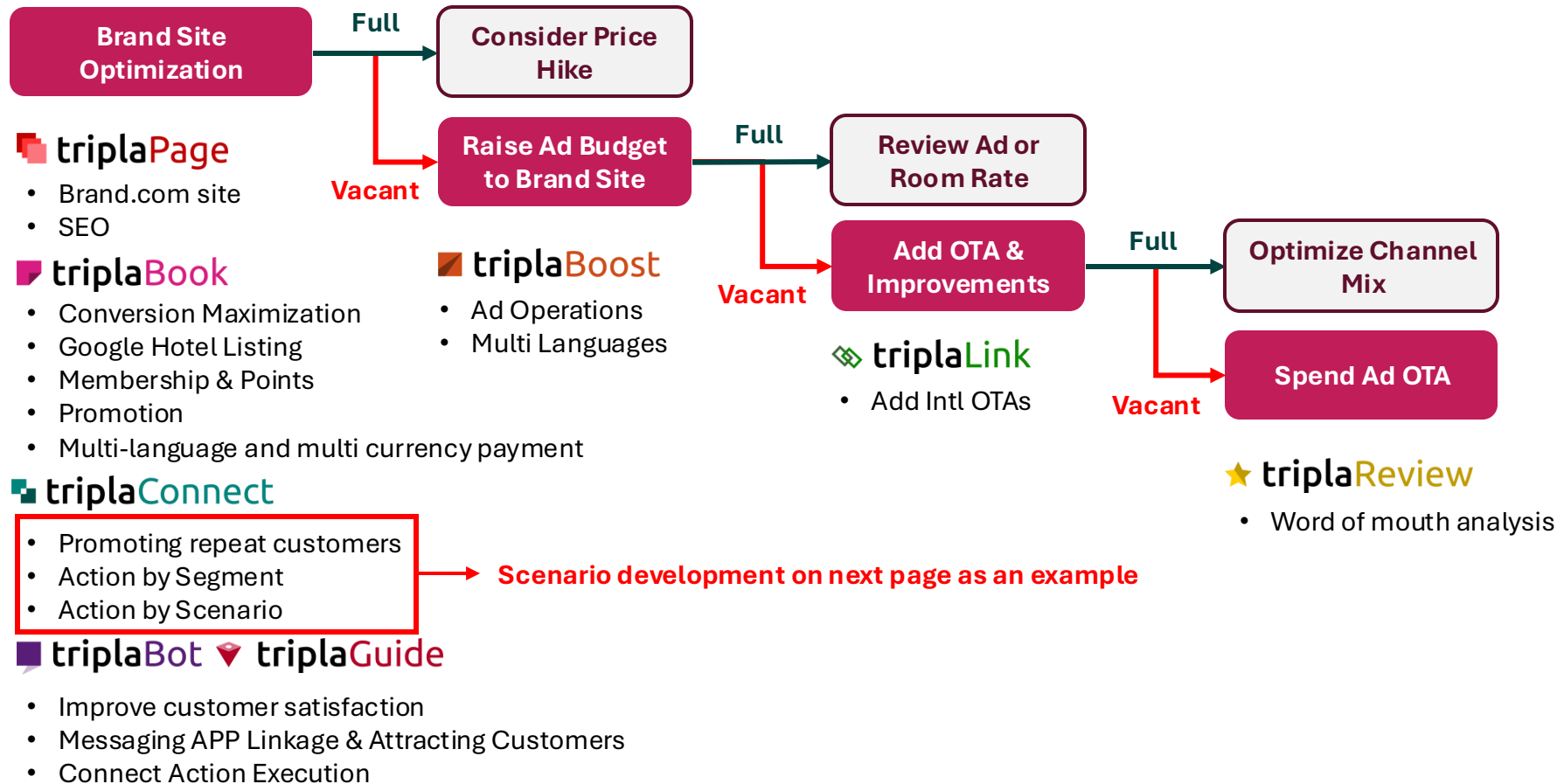
# 01. Always Execute Cost Optimization





## 02. Enhance Features for Customer Acquisition and CVR

### Propose an Optimal Channel Mix to Maximizw Brand Site Revenue



Identify Features that Need Improvement and Formulate Scenarios



## 02. Enhance Features for Customer Acquisition and CVR

### Case studies of marketing automation implementation by adding new features to the triplaConnect

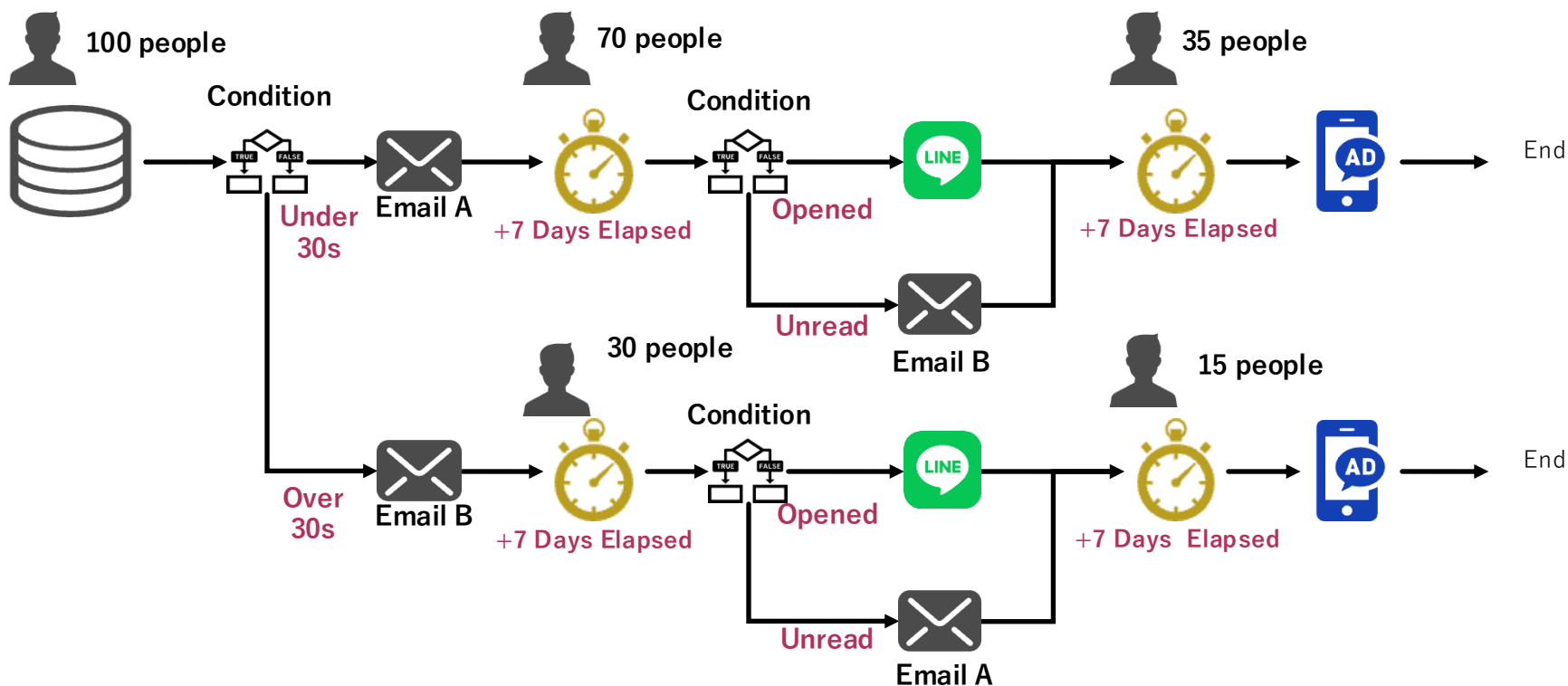
Example

#### Issues Accommodations Hold

Send targeted e-mail magazine and LINE

#### Approach to Solve Problems

- ❑ Create email and LINE unread segments
- ❑ Set the condition to send date by segment





**Innovation with AI**

**X**

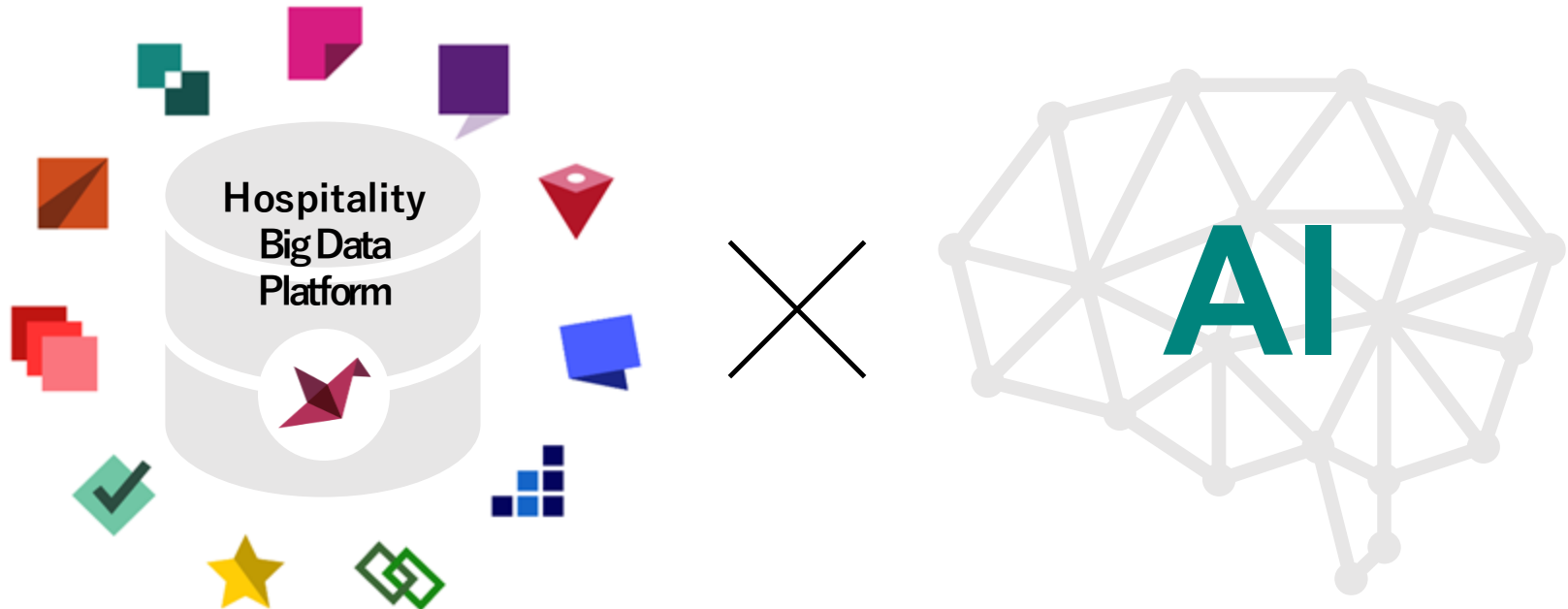
**Hospitality Big Data**



**Providing Innovative  
DX Solutions Through AI**

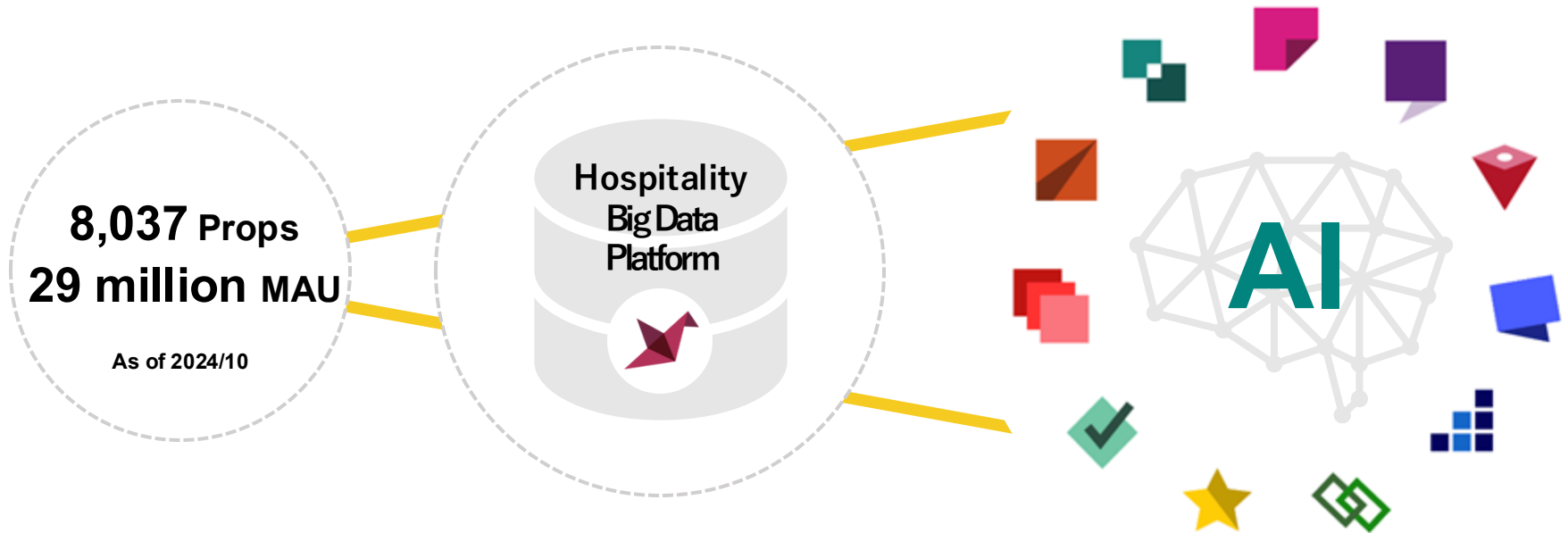


# Boost Engineering with Engineer Hiring and AI Utilization





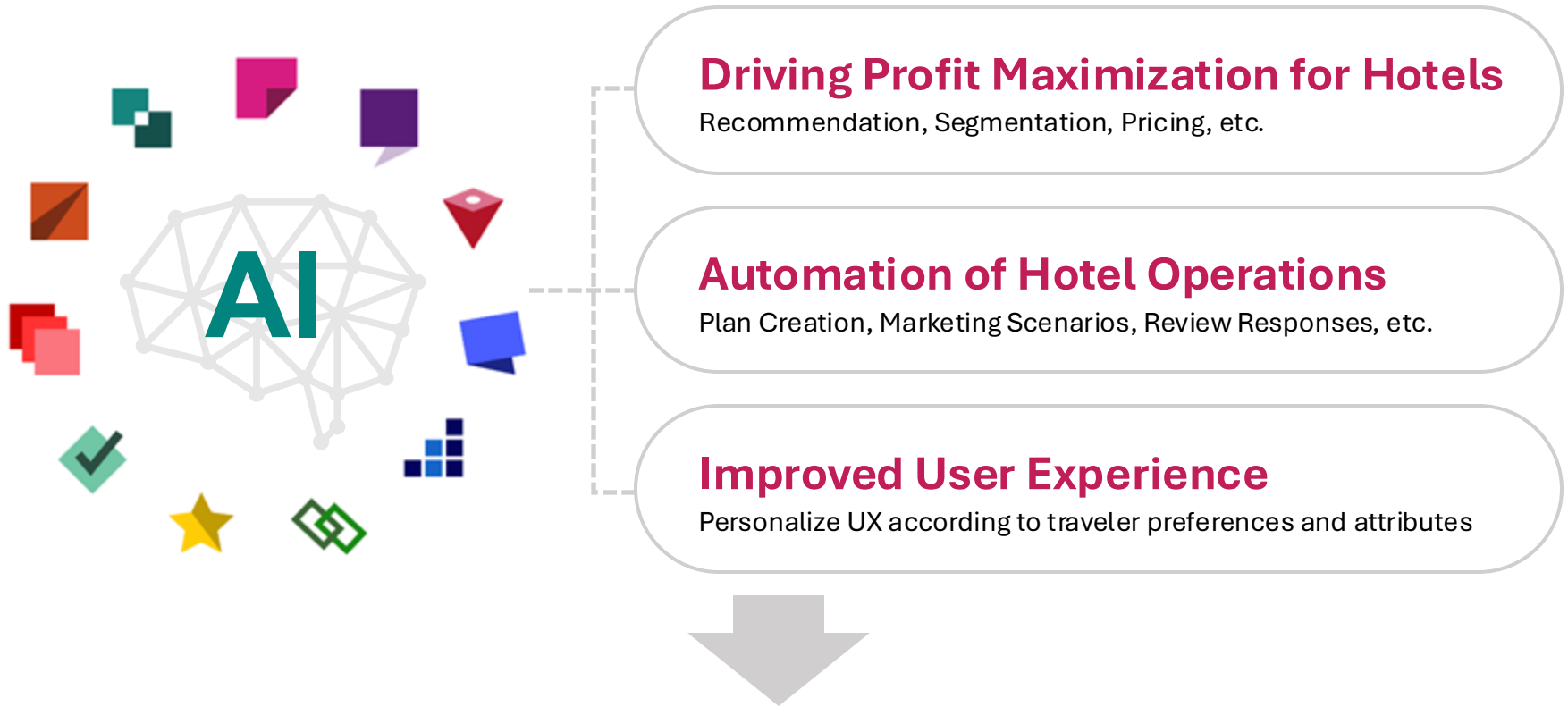
### 03. Refine the Accuracy of tripla Group Customer Data



**As Properties Expand, Data Acquisition Speeds Up, Creating a Top-Tier AI Platform**



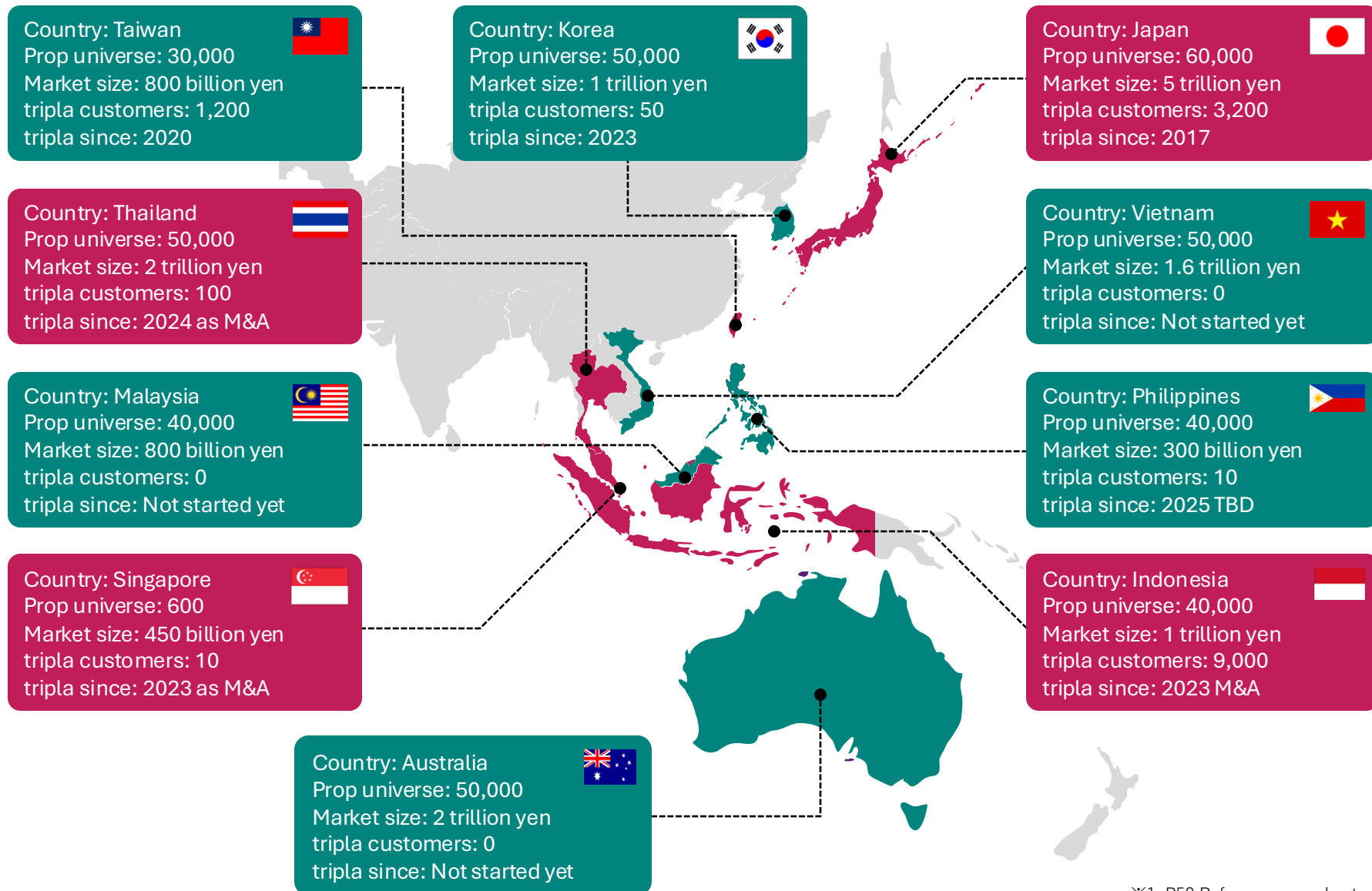
## 03. Leverage AI to Contribute to Sales and Labor Efficiency







## 04. Optimizing Business Expansion in the Asia-Pacific



※1: P58 Refer source and notes



## 04. Overview of Overseas Expansion Forms

### 1. Through establishment of a company : Taiwan, Korea, Philippines

Pros	Cons
<ul style="list-style-type: none"><li>• Able to responsibly lead the business</li><li>• Build an organization reflects tripla corporate culture</li><li>• No goodwill expense or M&amp;A fees required</li><li>• Can develop the business from a small scale.</li><li>• Establish accounts with banks and payment companies</li></ul>	<ul style="list-style-type: none"><li>• High barrier to hiring responsible talent for overseas bases</li><li>• Takes time to acquire customers</li><li>• Withdrawal risks arise due to setting up branches or entities</li></ul>

### 2. Enter & expand sales through Reseller: Egypt

Pros	Cons
<ul style="list-style-type: none"><li>• Expand business immediately</li><li>• No need to pay for establishing a branch office or corporation</li><li>• Business can be developed from a small scale</li><li>• Lower need to hire personnel for overseas locations</li></ul>	<ul style="list-style-type: none"><li>• Training is required for each service or feature update</li><li>• Impact on gross profit due to distributor commissions</li><li>• No direct contact with accommodation facilities, so customer requests are indirectly captured.</li><li>• Cannot open an account with a bank or payment company</li></ul>

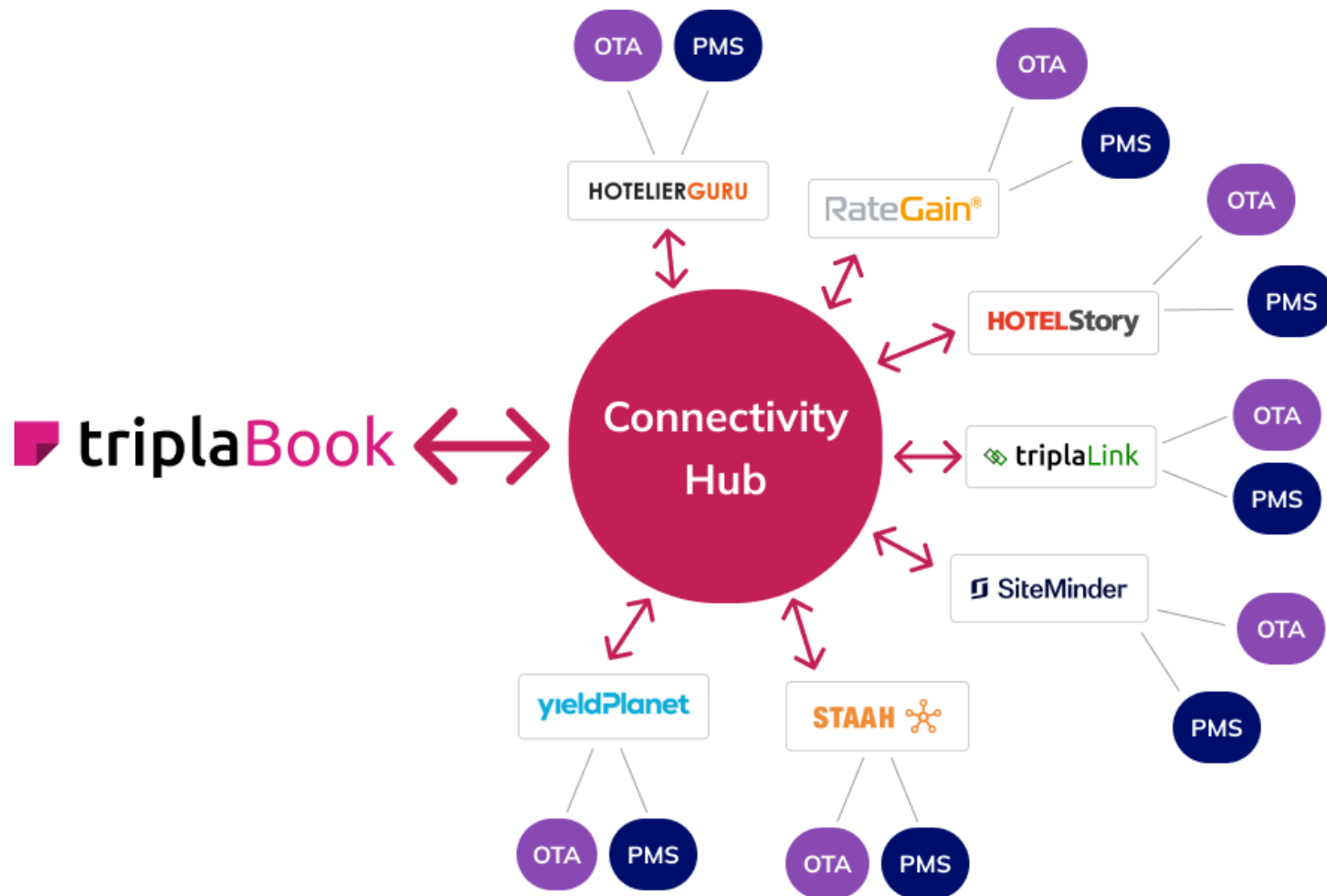
### 3. Execute M&A to enter the market: Indonesia, Thailand, Singapore, Taiwan

Pros	Cons
<ul style="list-style-type: none"><li>• Expand business rapidly</li><li>• Start business with proven leaders at overseas locations</li><li>• Benefit from acquired assets of the target company</li><li>• Set up accounts with banks and payment companies as tripla's base</li></ul>	<ul style="list-style-type: none"><li>• Amortization of goodwill required</li><li>• Impairment risk if business doesn't go as planned</li><li>• Certain level of PMI is essential for system integration</li><li>• Integration with companies having different corporate cultures</li></ul>



## 05. System Integration to Achieve Global Service Expansion

Integration with various channel managers through a connectivity hub





## 06. List of OTAs and Wholesalers Integrated with tripla Link

Increase # of partners to strengthen sales of channel managers in Japan.

### OTA List

※1 Crawling Integration



### Wholesale List





## 05. Build PMI Mechanism with Global Perspectives

### Booking Engine

### Channel Manager

#### Step 1

#### M&A Execution

M&A of Pelican Solution  
M&A of Surehigh - EZHotel PMI  
M&A of BookandLink - Bookingku PMI

M&A of BookandLink – Improve Channelku  
M&A of Surehigh – Integration of Hotel Nabe

#### Step 2

#### PMI Execution

Development of basic global features

- Time Zone / language / credit card / currency / channel manager

Development of Local Functions

- Taiwan Shinkansen / Map search, etc.

Add features to sell in the Japan market

- Integrate PMS / integrate Japan OTA / HC Charge / VCN

Global support

- Improve UX/UI

#### Step 3

#### Build PMI Mechanism

Understand and prepare necessary features when expanding overseas  
Basic functions are ready  
Only local requirements are supported

Integrate with partners required by the market

- PMS and OTA integrations
- Currency support

#### Step 4

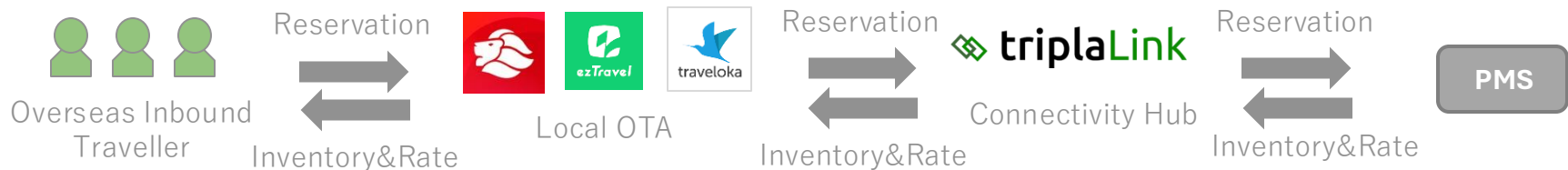
#### Future M&A Immediate PMI Execution

PMI can be implemented immediately by implementing few local feature support

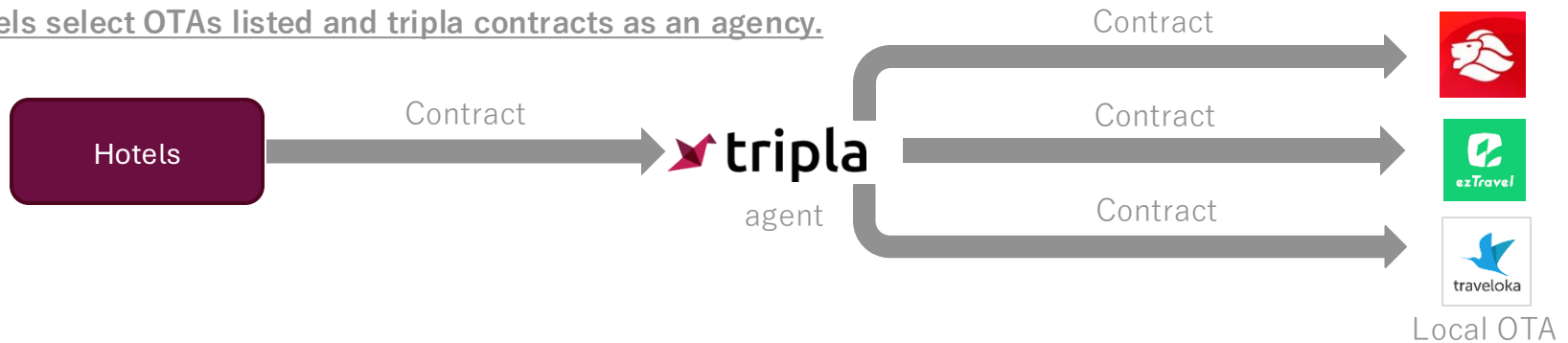
PMI can be implemented immediately by implementing local integration support.

## Leveraging partnerships with local OTAs to drive inbound tourism to Japan

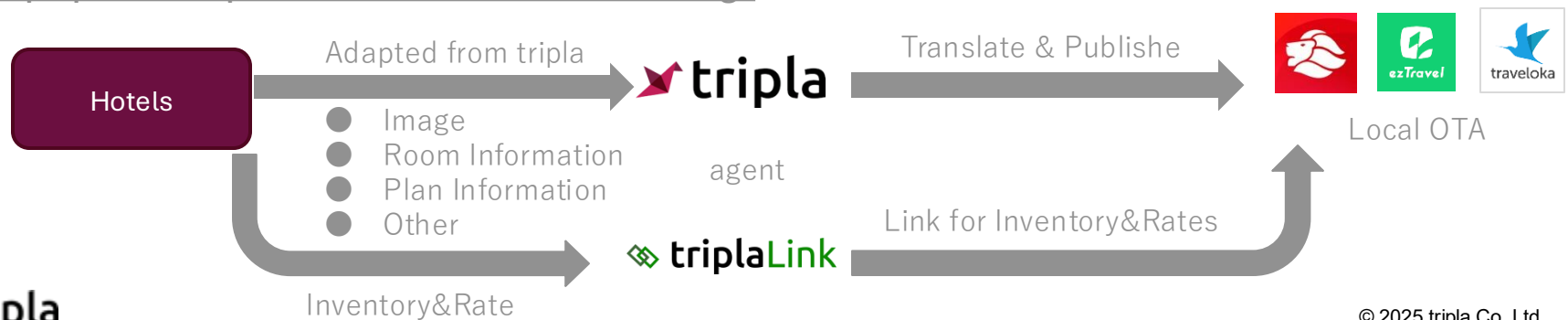
### Reservation and inventory&rate update process



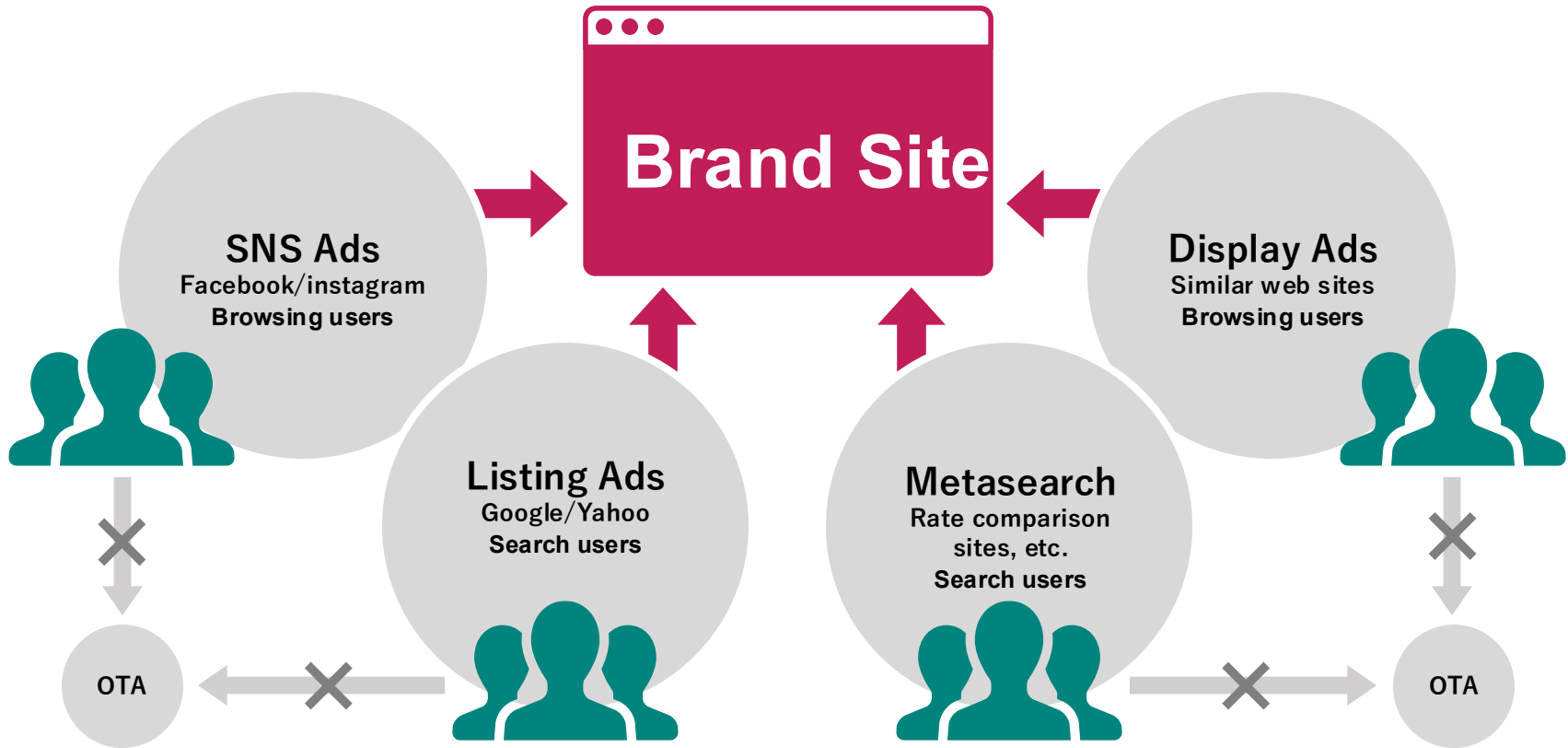
### Hotels select OTAs listed and tripla contracts as an agency.



### tripla preparesn for publication with historical knowledge



■ triplaBoost provides ad solutions with various languages & locations



Location						
Language	Japanese	English	Taiwanese	Korean	Thai	Bahasa



## 07. Community Development – Create & Use Responsibly (#12)

Example

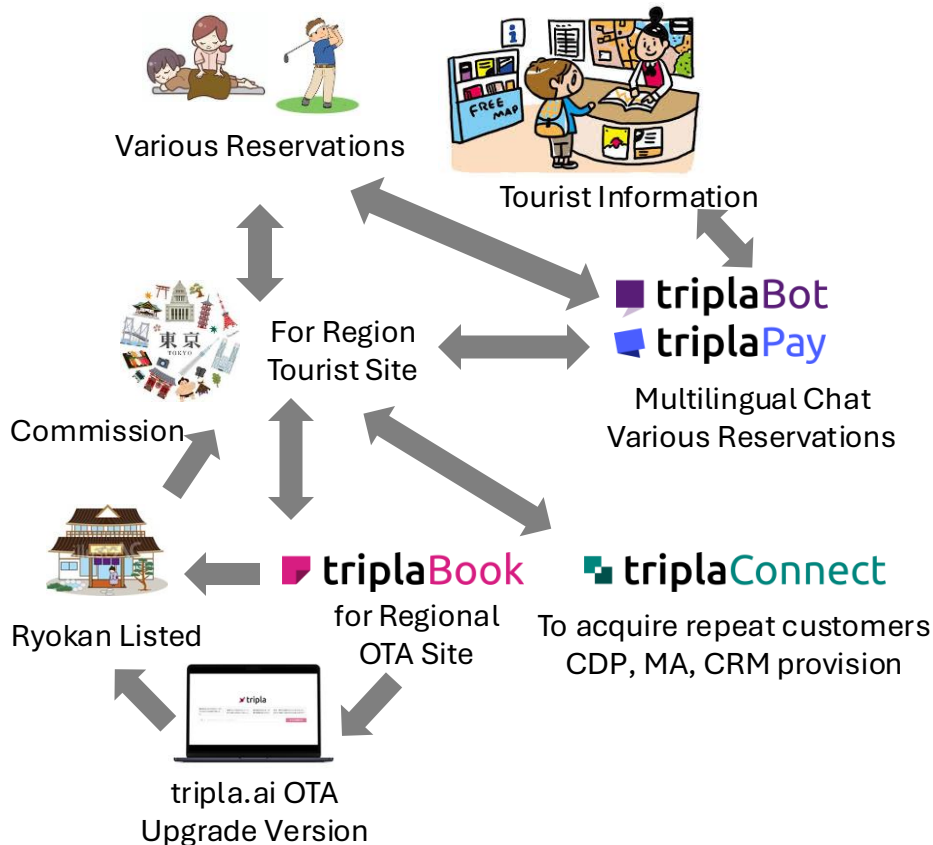
12 つくる責任  
つかう責任



[12-b]

Develop and implement **methods to measure the impact of sustainable development on tourism** that creates jobs in local communities and promotes regional culture and products.

### Solution Example: Provide Regional OTA Sites



### DMO General Issues

- Building a tourism site does not lead to a hotel booking site.
- Difficult to integrate room availability into the tourism site.
- Unable to implement repeat customer strategies, build a membership base, or manage newsletters and social media.

### tripla Contribution Points

- Local OTAs can be built for each region, leveraging unique regional features for customer acquisition.
- Tourism site consists of cost-effective booking engine.
- Ryokan use both tourism and official sites for bookings.
- Easy implementation of MA strategies to acquire repeat customers.





## 07. Community Development — Decent Work and Economic Growth (#8)

8 働きがいも  
経済成長も



By 2030, we will **create and implement policies to promote sustainable tourism** that spreads local culture and products while generating employment opportunities.

Example

[8-9]

### Web Solution Outsourcing Service

#### Issue for online solution in local ryokans

##### Case① Owners manage by themselves

- Takes ~20 hrs to update without professionals
- Challenge to update the latest news

##### Case② Hire IT person in ryokan

- Inefficient cost structure by hiring 1HC
- Necessary to operate multi properties
- Leave a ryokan after enough training

##### Case③ Ryokan specialized consultant

- Expensive to pay +100K JPY per month
- CDP and MA are not supported because specialized in OTA and brand site



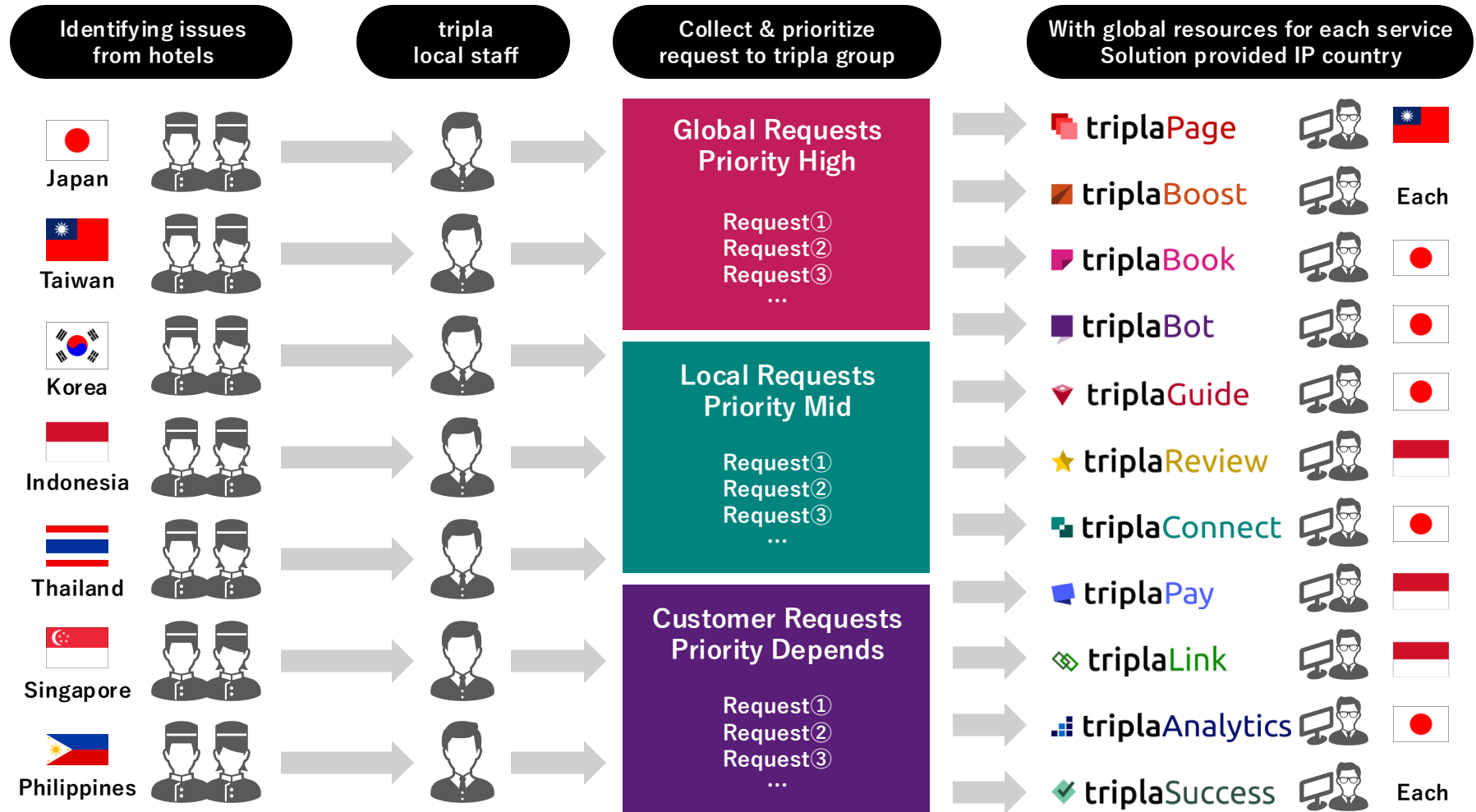
#### Solve problems with triplaSuccess

- Use tripla's knowledge to boost sales on the brand site.
- Offer fixed-fee services, from operations to data-driven action plans.
- Optimize web customer acquisition through the brand site to improve efficiency and address resource gaps.
- Expand sales channels to include both domestic and international OTAs, maximizing revenue and preventing missed opportunities.



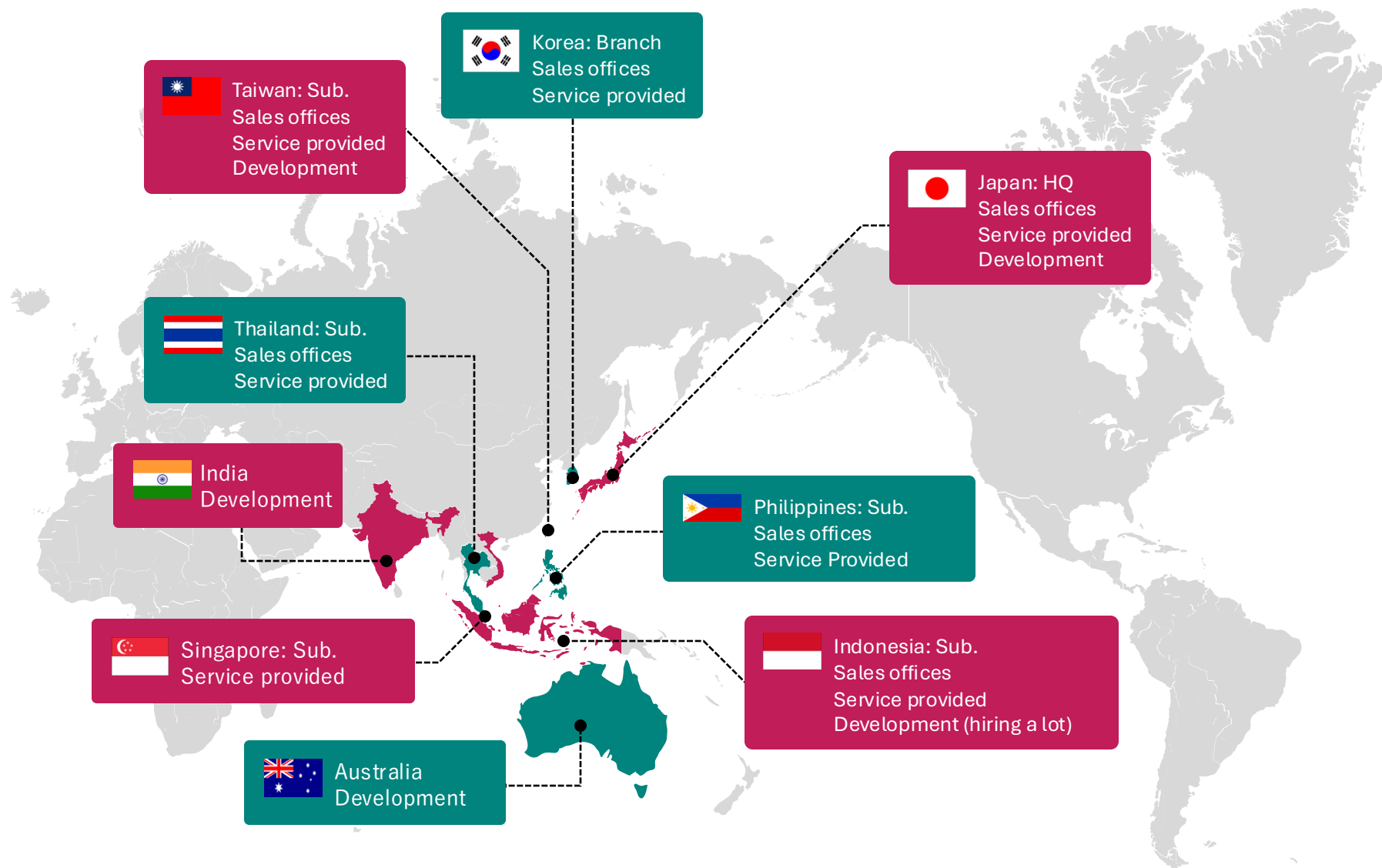
## 08. Accelerate Glocalization of Human Resources

Local sales teams collect requests as market in and organize issues globally. Feature development will be driven by priorities in each country



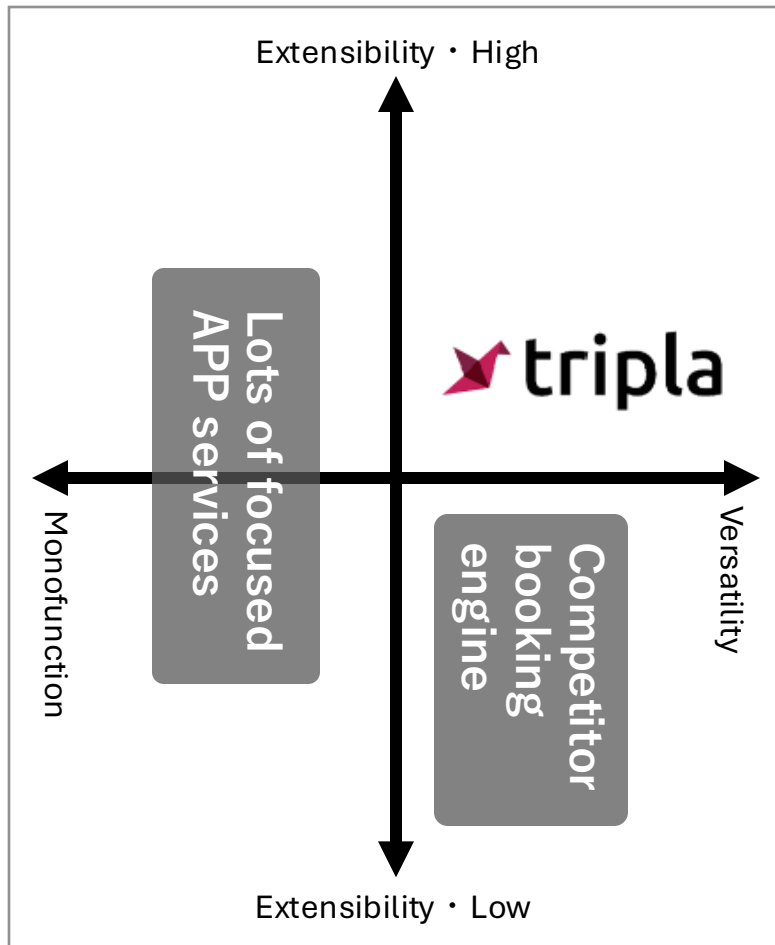


## 08. Actively Hire Global Talent in Local Country



# [Ref.] Comparison of Similar Services within the Industry

Due to versatility & extensibility, active property count has been increased.



## Extensibility

- Developed in-house and offered as a cloud-based service, with features quickly developed and launched.
- With **tripla Book**, **tripla Bot**, **tripla Connect**, & **tripla Pay** are provided, not only for hotel reservations but also for a wide

 **triplaBook**

 **triplaBot**

 **triplaConnect**

 **triplaLink**

## Versatility

Not just limited to reservations, but providing various functions:

### [Social Login]

When registering as a member, login via SNS platforms such as LINE, Facebook, etc.

### [Point Exchange]

Exchange points for Amazon, App Store, and other platforms.

### [Best Rate]

Price comparison with travel booking sites and automatic discounts.

### [Meta-search Integration]

Listings on platforms like Google Hotel Ads, For Travel, TripAdvisor, etc.

and more.

※1: Note: **Meta-search** refers to search engines that aggregate results from various other search platforms

# Agenda

Overview of FY2025 Q2 Financial Results

Company Profile

Business Overview

✦ Appendix

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Market Size of Accommodation and Number of Accommodation Facilities

<https://www.statista.com> :Japan, Singapore, Australia, Taiwan

<https://www.mots.go.th> :Thailand

<https://www.cbre.com> :Malaysia

<https://www.ihra.or.id> :Indonesia

<https://phoa.ph> :Philippines

<https://www.ibisworld.com>

\*: The market size mentioned here refers to the accommodation market itself and differs from the IT services targeted by our company

# Handling of This Documents

**This document contains forward-looking statements. These statements are based on information available at the time of their creation and include our business plans, market size, competitive landscape, industry-related information, and growth potential. As such, they do not guarantee future results and inherently involve risks and uncertainties. Please note that actual results may differ significantly from these forward-looking statements due to changes in the environment.**

**Factors that may affect actual results include, but are not limited to, domestic and international economic conditions and trends in our related industries.**

**Information in this document regarding entities other than our company has been sourced from publicly available information. We have not independently verified the accuracy or appropriateness of such information and do not guarantee its reliability.**