

Klook Seeks Expansions into Europe and US via Global Headquarters in Hong Kong

Travel tech company leverages the city's thriving tourism, government's tech initiative and international talent pool to continuously grow

“Hong Kong's proximity to Mainland China and Southeast Asia along with its melting pot culture gives startups a unique advantage to replicate their business models in other new markets.”

**Eric Gnock Fah, Co-founder and President
Klook Travel Technology Limited**



Technology startup Klook is Asia's largest in-destination service booking platform through which travellers can browse and book the best deals on travel attractions, tours and things-to-do in Asia. The platform was launched in Hong Kong back in 2014 with only three destinations including Hong Kong, Macau and Singapore. Today, Klook is present in more than 120 destinations worldwide with over 3,000 partnering operators, providing more than 30,000 travel services globally through its website and mobile app. Additionally, Klook just announced its Series-C funding with US\$60 million from Sequoia Capital, Goldman Sachs and Matrix Partners, bringing total investment close to US\$100 million for Klook since three years of establishment.

With 13 offices across Asia, the Hong Kong team remains its global headquarters which houses local Hong Kong operations as well as many central functions such as the Growth Marketing team that collaborates closely with regional user acquisition team, ensuring enterprise-wide strategies are well localised and executed.

According to Eric Gnock Fah, Co-founder and President, who was featured in “Forbes’ 30 Under 30 Asia 2017 List”, the company is looking to enter the Europe and US market in 2018.

He believes that Hong Kong's thriving tourism industry is a key factor for Klook's rapid growth. “Hong Kong has the largest influx of global travellers and high outbound travel frequency in the world, which secures a promising market for an in-destination services provider like Klook to grow,” he said.

Gnock Fah remarked that in addition to the Hong Kong government's support to the growth of new economic activities which leads to a more promising outlook of startup scene here, government initiatives on digitisation such as Smart City Blueprint will also foster an open-minded atmosphere towards new ideas and technology, which will generate more public interest to adopt new ways of living.

He added, “Hong Kong's proximity to Mainland China and Southeast Asia along with its melting pot culture gives startups unique advantage to replicate their business models in other markets.”

Klook is headquartered in Hong Kong with staff serving functions of regional and global marketing, business development and product management. With the company's rapid expansion, Klook is always looking for like-minded talent to join the team. “Hong Kong's deep pool of multinational talent provides an edge for global companies like us to expand quickly worldwide,” said Gnock Fah, adding that the city's strategic location also enables them to attract tech and eCommerce talent in the region to advance their technology and user experience on its app.

Gnock Fah encouraged startups to make use of InvestHK's services to gain exposure and expand their network in Hong Kong. “InvestHK team has been very helpful in connecting us with the right person in the industry and share resources with us to expand in the local market, for which we are always very grateful,” he concluded.

Klook Travel Technology Limited

- Set up in Hong Kong in 2014
- Currently has over 400 staff across 13 offices in Asia
- Hong Kong is its Global Headquarters

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