



— INTERNAL BRIEF

A COMPARISON

MT&C vs. Trip.com.

Boutique Japan concierge versus a global self-serve booking engine — a side-by-side look at where each model wins.



August 2026

At a glance.

	Trip.com	MT&C Portal
Model	Global self-serve booking engine (OTA)	Japan-only concierge, since 2013
Scope	Flights, hotels, trains, activities — à la carte, everywhere	The whole trip, designed end to end
Itinerary	None — you assemble the pieces yourself	Hand-crafted day-by-day, human-reviewed
Guidance	Reviews, rankings, and a 24/7 call center	A person who knows your trip — plus Minami, any hour
Relationship	One of millions of accounts	A client, trip after trip

Inventory, price, and instant booking at scale.

Massive inventory

Millions of hotels and flights, plus Shinkansen tickets and JR Pass bundles — bookable in minutes.

Instant transactions

Search, tap, pay — confirmation in your inbox before you've closed the app.

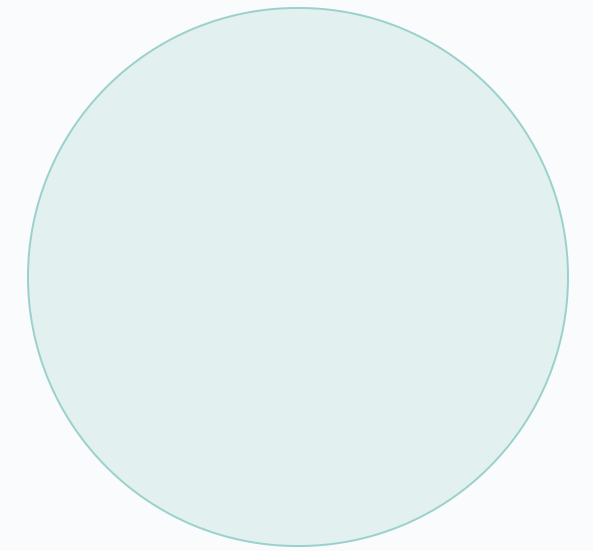
Price muscle

Deals, promo codes, flash sales, and a points program built on enormous volume.

24/7 call center

Around-the-clock support in many languages when a booking breaks.

A search box books pieces. We design the trip.



01

Judgment, not rankings

Hand-picked hotels and restaurants per region — chosen by people, not sorted by algorithm and ad spend.

02

The itinerary itself

Day-by-day plans built in the Vibe Planner — the part of the trip Trip.com never touches.

03

Japan depth

One country since 2013 — which ryokan, which neighborhood, which season. A global OTA can't know that.

04

Human review

Every itinerary gets a person's eyes before travel — and a call is one tap (or one ask of Minami) away.

05

On-the-ground hosts

MT&C hosts and vetted local referrals when you want them — not a call center reading a script.

06

Group trips & relationships

Real tours with real relationships — and a concierge who remembers you next trip.

Trip.com gives you "Tokyo hotels ·
4,000 results · sort by price."

We give the traveler the **right twelve.**

Tokyo region

100+ restaurants and vintage routes
through Shimokitazawa & Kichijōji — not a
review-count leaderboard.

Onsen towns

The right ryokan in the right town for the
right season — a judgment call, not a
filter.

Kumamoto

All ten One Piece statues mapped town by
town — depth a search box was never
built to surface.

What Trip.com has that we don't — yet.

Acknowledging the trade-offs upfront keeps the comparison honest, and tells us where the next surface in the portal could go.

No instant booking

Trip.com confirms a hotel in ninety seconds. The portal is a planning & concierge tool — reservations still run through people.

No bulk pricing

An OTA's volume discounts and flash sales can undercut boutique rates. We compete on the trip, not the line item.

No points program

Trip.com rewards loyalty with points. Ours is repaid in a concierge who already knows you — real, but harder to print on a banner.

Trip.com is where you book pieces of a trip.

MT&C is where your Japan
trip gets *designed*—

they're not even playing the same sport. The
traveler comparing prices line by line was never
our client; the one who wants Japan handled, is.

—— MT&C TRAVEL