

NEWS RELEASE

To all members of the press



Travel comparison site Travelko

March 2, 2026
OpenDoor Inc.

Travelko Ranked No.1 Overall in the 2026 Oricon Customer Satisfaction® Survey “Hotel Comparison Site” Ranking for the Third Consecutive Year

Travel comparison site Travelko (<https://www.tour.ne.jp/>), operated by OpenDoor Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Daisuke Sekine), was ranked No.1 overall in the 2026 Oricon Customer Satisfaction® Survey “Hotel Comparison Site” ranking for the third consecutive year announced on Monday, March 2, 2026, by Oricon Inc.



No. 1 in the 2026 Oricon Customer Satisfaction® survey of hotel comparison sites

The ranking was announced based on the results of customer satisfaction surveys conducted with those who actually used the service. Travelko received the highest overall rating of No. 1 in the hotel comparison sites category for the third consecutive year.

In addition, Travelko was ranked No. 1 for the third consecutive year for all items in the survey for ranking by evaluation factor – the ease of use of the website and application, ease of search, richness of search results, and ease of comparison.

Details of 2026 Oricon Customer Satisfaction® survey results

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

*Surveyed companies: 10 companies, including Travelko, trivago, Tripadvisor, and Skyscanner

■ What is 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/>

About Travelko

Not a bargain, but the lowest price.	Travelko is one of Japan's largest travel comparison sites focused on delivering the lowest prices, not just bargain deals.
Over 1,500 reservations sites listed.	Over 1,500 domestic and international booking sites, including major names such as Rakuten Travel, JTB, HIS, Agoda, Expedia, and Trip.com.
Wide product line up	One of Travelko's unique strengths is it allows users to compare almost all product types related to travel such as hotels, transportation, tours, activities, others.
From budget to luxury travel	From budget plans to luxury plans including business class and five-star hotels, you can find the lowest priced plan that meets your desired conditions from a wide range of options.
Easy comparison from abundant information	Abundant information available on each plan, you can compare and consider even the most detailed conditions on Travelko without having to repeatedly switch between booking sites.
Accuracy of price and information	To prevent situations where a plan is sold out or prices have changed on booking sites, we strive to keep availability information constantly updated. We also list the total price including taxes and fees to ensure it matches the price at the time of booking as closely as possible.
Commitment to Reliability	We have established strict screening criteria, including a review of financial statements, for all booking sites listed on our site. For overseas sites in particular, we clearly indicate whether they offer support in Japanese and list common complaints. In the unlikely event of a problem with a booking site, Travelko will provide necessary support, ensuring a secure and reliable environment for your use.

Travelko has always been and will continue to be committed to providing the most affordable, convenient, and friendly service possible, and we will do our utmost to support your travel needs.

Travel comparison site "Travelko"

[Website](#) (In Japanese) / [iOS App](#) / [Android App](#)

<p>About OpenDoor Inc. President and CEO: Daisuke Sekine Founded: April 21, 1997 Capital stock: 648.29 million yen Number of employees: 191 (as of March 2025) OpenDoor plans and operates Internet content and software development. The company operates and manages the travel comparison site Travelko for both the Japanese and global market, and the Japanese traditional crafts information site Gallery Japan, among others. https://www.opendoor.co.jp/en/</p>		<p>For inquiries about this news release, please contact: OpenDoor Inc. Contact person: Waragaya Odashima 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 overview

2026 ORICON Customer Satisfaction Survey: Hotel comparison sites

- 【Survey method】 Internet survey 【Number of samples】 1,908 users
 - 【Number of surveyed companies】 10 【Survey period】 from October 17, 2025 to October 27, 2025
 - 【Survey target】 sex: unspecified, age: between 18 and 84, region: nationwide
 - 【Condition】 The target is those who have searched and compared hotel information (one night or more) on travel information comparison sites within the past year. Those who used the site for business purposes, such as business trips, are also included.
 - 【Definition】 Companies which operate a hotel comparison site handling hotel information (one night or more) among travel information comparison sites which allow users to search and compare product information across multiple travel reservation sites. Sites which handle both domestic and international hotel information are eligible for overall ranking and the ranking by evaluation category. Sites which handle either domestic or international hotels are eligible for ranking by the segment (domestic/international).
- *Sites which perform a cross-search of product information on travel reservation sites for keywords (search word) and display all results in their own sites (metasearch type) are considered to be hotel comparison sites.