

Trip.com Group™

政企合作赋能目的地文旅高质量发展

Government-Enterprise Collaboration: Driving High-Quality Development in Cultural Tourism

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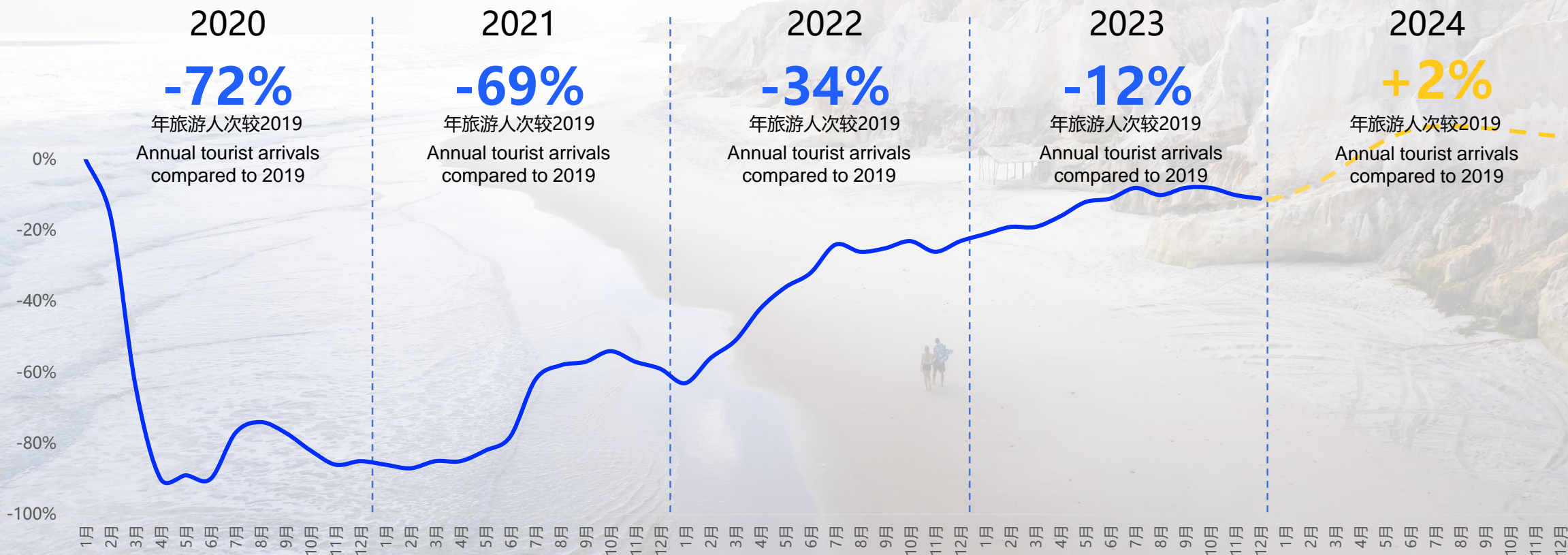


世界旅行市场变迁迈入全新繁荣篇章

The world travel market enters a new era of prosperity with changing trends

全球旅游人次持续回升，2024年有望实现完全恢复，开启全新发展周期

Global tourist arrivals continue to rebound and are expected to fully recover by 2024, opening a new development cycle



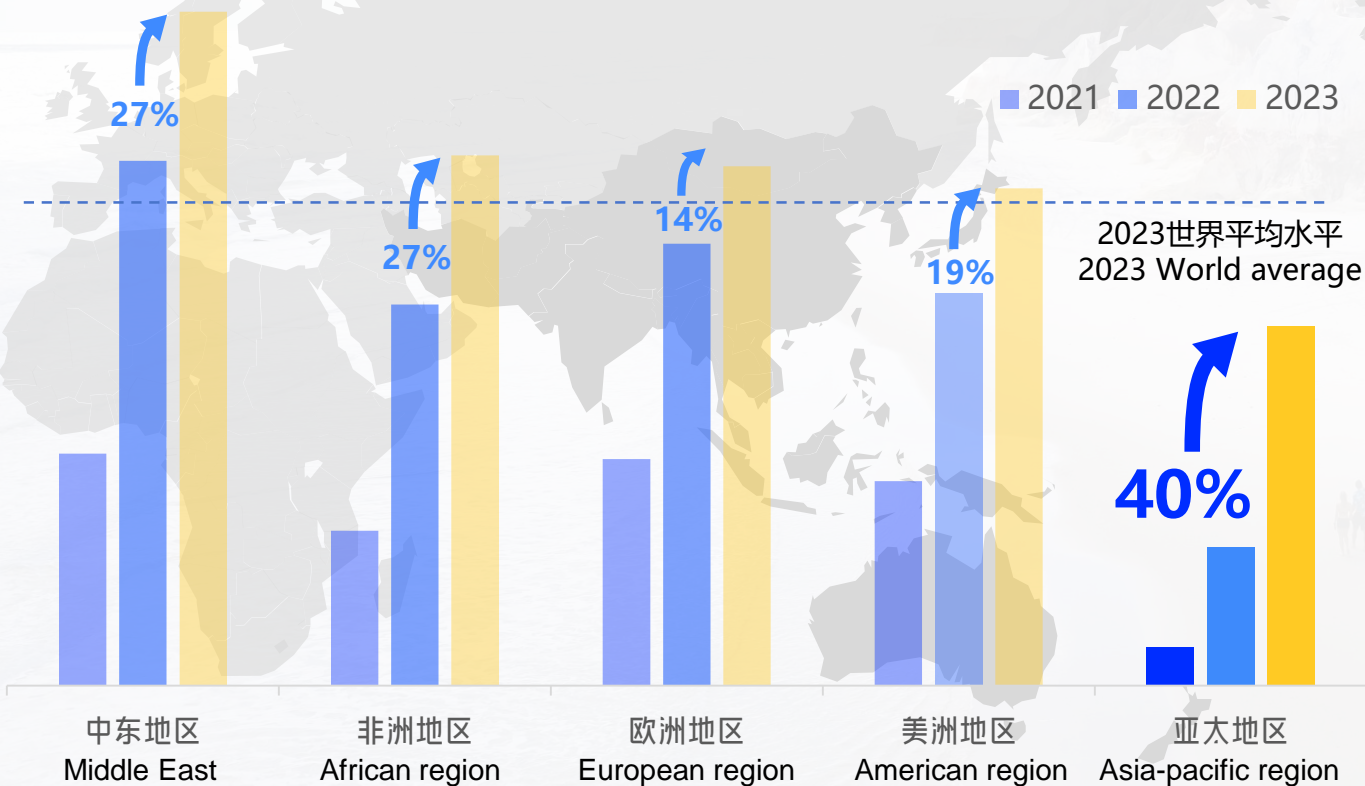
亚太地区迎来国际化旅游发展窗口期

The Asia-Pacific region welcomes a window of opportunity for international tourism development

变局与重构机遇下，23年亚太旅游经济增长跑出全球最快加速度，向上空间充足

In 2023, the Asia-Pacific tourism economy has the fastest growth rate in the world, and the development potential is huge

《2021-2023国际旅游人次》



2024 UNWTO预测

现有经济和地缘政治风险呈减弱趋势，
亚洲旅游业将加速复苏。

As existing economic and geopolitical risks recede, the recovery of Asian tourism will accelerate.

- 免签政策持续推出**
Visa-free policy released
- 航空运力陆续恢复**
Air capacity is restored
- 住宿资源进一步开放**
Accommodation resources are improved
- 国际旅游产业链条重组**
International industrial chain is restructuring

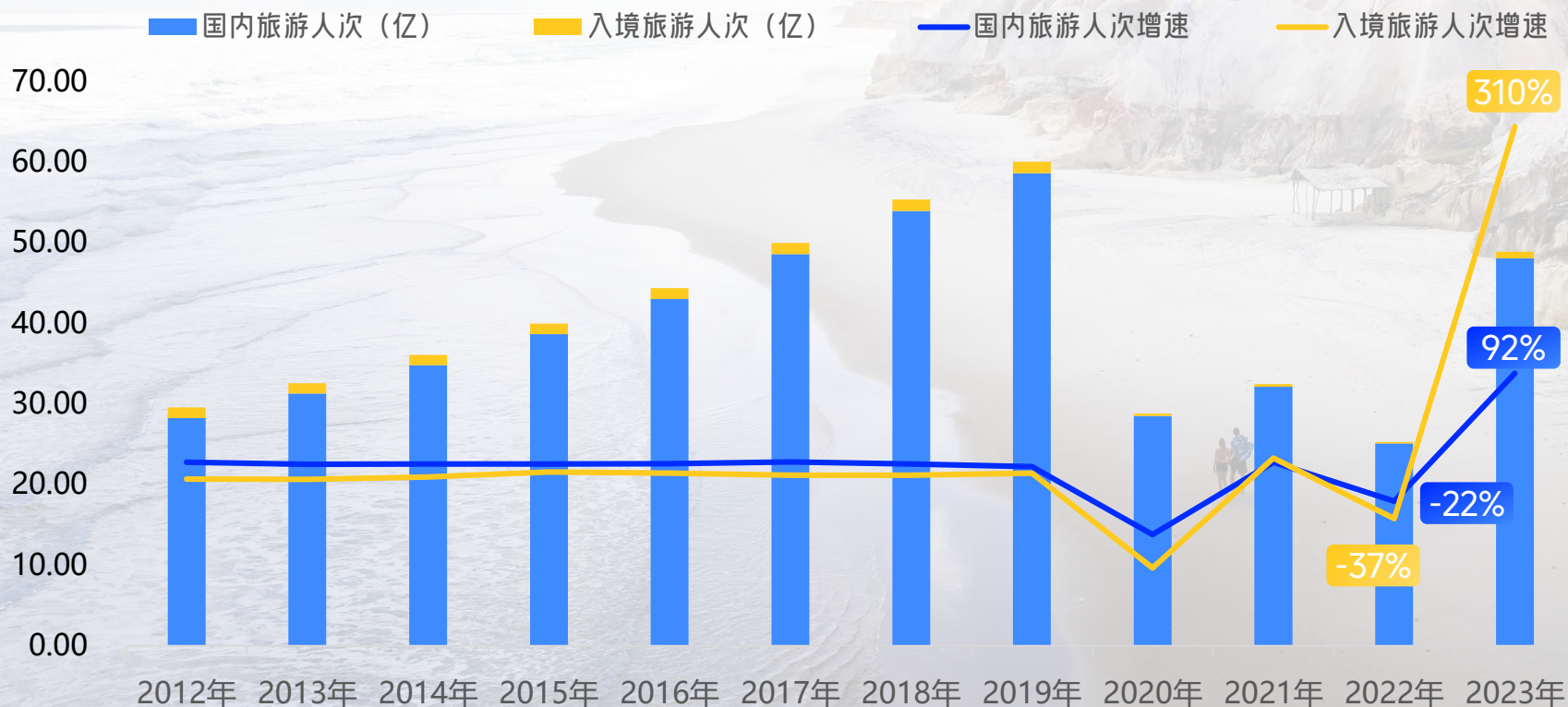
旅游经济开启筑底增长，市场修复加速

Tourism economy starts bottoming out and accelerates market recovery

2023年国内旅游市场整体恢复至2019年八成左右，市场需求尚未饱和填充

In 2023, the domestic tourism market will recover to about 80% in 2019, and the market demand is not yet saturated

《2012-2023中国旅游人次》 Chinese Tourist Arrivals 2012-2023



48.09亿

2023国内旅游人次



8200万

2023入境旅游人次



81%

整体恢复至2019年

国内目的地客群拓展：锁定三大增长客群

Expansion of Domestic Destination Customer Base : Targeting three major growth segments



入境人群 Global

过境免签政策持续拉动入境游增长

72/144小时过境免签覆盖54国

今年二季度入境游订单环比增长**28%**

Visa-free transit policy continues to boost the growth of inbound tourism

Inbound travel orders from 54 countries , which are eligible for the 72/144-hour transit visa-free policies, increased by 28% in the second quarter of this year.



年轻人群 Young

年轻游客追求个性化和高质量旅行体验

携程1990年之后出生用户占比达到**55%**

倾向于沉浸式体验，娱乐活动与旅行探索相结合

Young travelers seek personalized and high-quality travel experiences

Ctrip's users born after 1990 account for 55%. They prefer immersive experiences that combine entertainment with travel.



银发人群 Retired

“银发族”旅游需求不断增长

携程的“银发族”用户占比达到**10%**

高品质的一站式度假产品加之传统旅游淡季的专享价格成关键

The demand for elderly tourism is growing

Ctrip's middle-aged and elderly users account for 10%. High quality one-stop holiday products coupled with traditional off-season exclusive prices are the key factors.

政企合作，全力打造

Co-Creation with Government and Enterprises

对外具备全球竞争力，
对内具备模范引领力的

Globally Competitive
Domestically Leading

世界顶级旅游目的地

The world's top tourist destination

高品质

核心发力点一

Great Quality

丰富优质旅游供给，提升旅游服务质量

Enrich Quality Tourism Supply

Enhance the Standard of Tourism Services

国际化

核心发力点二

Globalization

打通入境旅游堵点难点，改善海外游客体验

Address Challenges in Inbound Tourism

Enhance the Experience for Overseas Tourists

新路径

New routes

新业态

New business formats

新技术

New technology

携程优势

Advantages of
Trip.com Group

Trip.com Group™

全域生态布局 提供一站式旅行体验

Diverse Ecosystem: Providing One-stop Travel Service



机票

Flight Tickets

600+ 全球航空公司

3100+ 个机场

220+ 个国家和地区覆盖

600+ global airlines

3100+ airports

220+ countries and regions



住宿

Accommodations

170万 家全球酒店

200+ 个国家和地区覆盖

1.7 million hotels worldwide

200+ countries and regions



旅游

Tourism

140万+ 度假产品

56万+ 门票玩乐产品

1.4 million + vacation packages

560,000 + tickets and attraction products

Trip.com Group™

火车票 31 个国家和地区覆盖

客车票 59 个国家和地区覆盖

船票 92 个城市的 600 条线路

Train tickets: 31 countries and regions

Bus tickets: 59 countries and regions

Cruise tickets: 600 routes in 92 cities



地面交通

Ground
Transportation

1.3万+ 个城市提供租车服务

2000+ 机场/火车站接送服务

Car rental in 13,000 + cities

Transfer service at 2000+

airport/train station



租用车

Car Services

为 1.5万+ 家大型企业

提供差旅服务

Provides services

15,000+ large enterprises



商旅

Trip.Biz

携程优势

Advantages of
Trip.com Group

Trip.com Group™

全球化布局 构筑全球影响力

Global expansion: Constructing a Powerful Global Presence

35种

服务语言
supported
languages

39个

国家和地区设立
117个办事处
countries/regions where
we run 117 offices

220个

业务覆盖
国家和地区
countries/regions
within business coverage

1亿

全球年服务
会员数
members served
globally in a year



覆盖国家和地区

Countries/regions

美国 US
巴西 Brazil
加拿大 Brazil

英国 UK
爱尔兰 Ireland
荷兰 Netherlands
比利时 Belgium
瑞士 Switzerland
丹麦 Denmark

法国 France
芬兰 Finland
西班牙 Spain
意大利 Italy
奥地利 Austria
德国 German

瑞典 Sweden
希腊 Greece
波兰 Poland
俄罗斯 Russia
土耳其 Turkey
阿拉伯联合酋长国 UAE

以色列 Israel
泰国 Thailand
越南 Vietnam
马来西亚 Malaysia
葡萄牙 Portugal
沙特阿拉伯 Saudi Arabia

中国香港 Hong Kong, China
菲律宾 Philippines
印度尼西亚 Indonesia
中国大陆 Mainland China
墨西哥 Mexico
新加坡 Singapore

携程优势

Advantages of
Trip.com Group

Trip.com Group™

创新化驱动，打开旅游业无限可能

Innovation-Driven: Unlocking Infinite Possibilities in Tourism

2023年，携程集团产品研发费用达到121亿元，约占净营业收入的27%，在全球互联网企业中名列前茅。

In 2023, Trip.com Group invested CNY12.1 billion in product research and development, about 27% of our net revenue, outperforming most Internet companies globally.



数据应用 Data

每日产生100TB数据
驱动用户体验改进
与供应链质量提升

100TB data generated each day
helps us improve user experience
and supply chain quality



AI应用 AI

加速AI在全业务的应用
智能客服自助问题
解决率达70%

We are accelerating the
deployment of AI in all business-
lines, pushing the automatic issue
resolution
rate of AI chatbots to 70%



智能搜索引擎 Smart search engine

搜索和AI结合后
转化率提升4%
搜索费力度降低11%

The integration of AI with search
engine drives an increase of 4% in
conversion a reduction of 11% in
search efforts



集团技术发明专利 Patents

累计2,921项专利

We have a total of 2,921
tech innovation patents

推出入境游振兴十大举措，赋能入境游产业多维发展

Launching 10 innovative measures to empower multidimensional development of the inbound tourism industry

“City Express”项目上线

Launching City Express program

推动入境游客网络便利化

Improving internet access convenience for inbound tourists

推动入境游客支付便利化

Improving payment convenience for inbound tourists

全球旅游达人入境游推广

Global travel influencers promoting inbound tourism

入境游协作联盟构建

Building inbound tourism collaboration alliance

十大
创新举措

Top 10 Innovative
Measures

酒店国际化接待能力提升

Enhancing hotels' international reception capabilities

星球号旗舰店全面升级

Star Hub Flagship Store comprehensive upgrade

入境游沉浸式餐厅打造

Launching an immersive restaurant with inbound tourism theme

在华外籍人士分享中国游历体验

Expats in China sharing travel experiences

专题直播助力目的地全球推广

Live Streaming Boosting global promotion of destination tourism

“City Express”项目上线

Launching City Express Tour Program

- 携程面向入境中转游客推出“City Express”项目
- Trip.com Group launched City Express Tour Program for inbound transit tourists
- 将国际游客机场等待时间段转化为入境旅游体验
- Converting transfer passengers' waiting time into inbound travel experiences



机场接送
Airport transfers



外文向导
Foreign language guides



上网服务
Internet service



精选主题线路
Featured themed routes



4月15日，上海Express项目上线携程海外平台
On April 15, Shanghai Express program launched



在上海浦东机场向国际转机旅客提供一站式入境旅游服务
A service point set up at Shanghai Pudong International Airport to provide one-stop inbound tourism services for transit guests

推动入境游客支付便利化

Improving Payment Convenience for Inbound Tourists

景区服务平台建设 Scenic service platform construction

线下渠道 Offline channels

推出国际化版本售票机
多语言版本、多支付方式、多证件支持
Launching globalized self-service ticket machines
Support for multiple languages, payment methods, ID

线上渠道 Online channels

丰富Trip.com上景区门票产品供给
完善外籍游客门票预约和支付流程
Enriching attraction ticket offerings on Trip.com
Optimizing booking and payment processes



携程集团开发票机系统
赋能外籍游客入园便利化



联合国内600多家头部景区
支持境外游客在线预订



提供多种语言支持超过
30种外币支付



可外语服务当地司导规模护
大可覆盖国内80多个城市



星球号旗舰店打通全球种草-下单一站式体验

Star Hub Flagship Store comprehensive upgrade – from global discovery to tourism consumption

➤ 智慧化、信息化、国际化三重驱动下，星球号旗舰店全面升级

Intelligence, informatization, and internationalization drive a comprehensive upgrade of Star Hub Flagship Store



找灵感、找优惠、找攻略、订产品

实现从种草到下单的一站式体验

Find inspiration, deals, guides, book products

One-stop experience from discovery to purchase



实现全球市场私域流量沉淀和消费转化

推动流量营销和内容创新的高效融合

Enabling private traffic accumulation and conversion in global markets

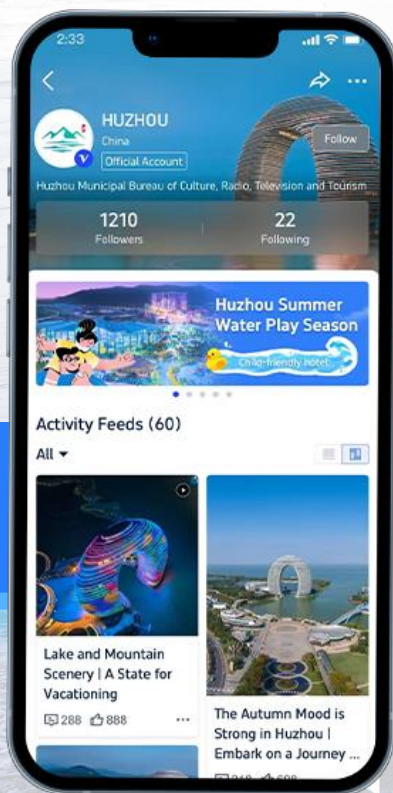
Promoting efficient integration of traffic marketing and content innovation

官方品牌
全球传播

Official brands
Global promotion

产品聚合
店铺带货

Product aggregation
Store live-streaming



多样内容
激活灵感

Diverse content
Inspiring travel

粉丝资产
流量沉淀

Fan assets
Traffic accumulation



拥抱世界舞台 讲好中国故事

助力目的地打造宾至如归的一站式友好入境游体验

Assisting Destination in creating a one-stop friendly inbound tourism experience that makes visitors feel at home



演艺业态融合，强效带动目的地旅行消费增长

Integration of performing arts formats drives growth in travel consumption

顺势年轻化增长，演艺+旅游成为社交媒体时代目的地文旅的新流量密码。

With the growth of tourists, performing + tourism has become a hot spot in the current destination cultural tourism market.

乐动目的地做热市场

联合携程演艺定制打造爆款演出

共建头部高品质音乐节活动**2大模式**



宜宾跨年演唱会



沙坡头、长沙音乐嘉年华

演出带火一座城

依托产业链优势共推旅行联票套餐

23年上线「演艺+旅行组合产品」**超百场**

带动酒店间夜
4000+

异地客群占比
87%



*数据来源：中国演出协会、携程集团数据



票+住宿



票+交通



票+线路



票+景区

旅游+演艺放大声量

整合全域营销资源推广造势

演艺活动宣传期间全网**亿级曝光**



携程App上线



主流媒体宣发



SNS矩阵传播

做活体育旅游，推动目的地赛事经济发展

Promoting sports tourism to drive the development of Destinations event economy

依托**目的地重要赛事**，创新优质体旅产品供给

Capitalizing on major sports events and enhancing sports tourism offerings


赛事+X套餐

文体旅融合产品共创

携程马拉松参赛套餐

 100%

定制套餐产品售罄率

 75%

报名用户中异地用户占比

携程哈尔滨马拉松赛数据



体育旅游线路

差异化精品线路打造

生态骑行游



帆船体验游



徒步健身游



融合带动

景观资源融合运动项目



瞄准需求

覆盖多时令多人群需求



强化特色

立足本地节庆赛事优势

*数据来源：携程集团数据

以行业聚合力 促产业提质升级

Promote the upgrading of destination industries by tourism cohesion

产业示范项目打造

Industrial demonstration project construction

- 文旅产业项目
- 产业孵化七中心

产业招商平台落地

Industrial investment platform construction

- 沙龙交流
- 项目推介会
- 实地考察

产业发展诊断规划

Industrial development planning

- 产业评估模型
- 产业监测报告
- 项目交付评价



新技术

New technology

Trip.com Group™



OLB ✈️ FCO
Ecofly Airlines 616
12:00 PM On Time



300亿
30 billion

Tokens的训练数据
Tokens in training data



AI结合
AI integration

现有实时产品及点评数据
Real-time product and review data



二次训练
Fine-tuning

通用大模型+旅游行业
LLM tailored to the travel industry



可靠
Reliability

旅游业可靠的答案库
A reliable knowledge base for the travel industry

TripGenie (Overseas)
携程问道 (Chinese Mainland)

中国旅游行业首个垂直大模型
First LLM in China's travel industry

携程数智化建设及运营能力 驱动目的地游客服务升级

Digital intelligence and operations to upgrade destination tourism services

大数据赋能 Data Empowerment

旅行大数据中心：提升智慧管理、服务、营销及运营



旅行大数据报告：海量数据为策略分析提供数据支撑



市场情况及预测

经营者运营状况分析

目的地竞品对比分析

场景化应用

Multi-Scenario Applications

智慧文旅场景：行前中后智慧化服务 聚力游客体验优化

智慧酒店

预订到离店全智能化

智慧景区

AR场景 | 无接触入园 | 智能导览

智慧出行

智慧车站 | 智慧租车

携程 X 荆州智慧文旅场景合作

智慧旅游平台



游玩荆州

VR景区



无接触入园



智能导览





追求美好旅程， 共建美好世界！

To pursue the perfect trip for a better world!

Trip.com Group™