

22 May 2026

Trip.com Group partners with ITB China 2026 to Shape China Inbound Tourism Session

Trip.com Group will contribute two keynote speeches and one panel discussion across the Opening Keynotes and China Inbound Tourism sessions of the ITB China Conference, taking place from 26–28 May 2026 in Shanghai. The discussion will address key topics including policy tailwinds, AI empowerment, destination cultural storytelling, and international collaboration in China's inbound tourism market.

ITB China, the leading B2B travel trade show focused on the Chinese travel market, and **Trip.com Group** are joining forces to co-create the **China Inbound Tourism Session at the ITB China 2026 Conference**. This collaboration will focus on key issues shaping China's inbound tourism market, including market development, destination cultural communication, tourism product and service enhancement, and industry collaboration, contributing to a conference session with stronger global perspectives, industry insight, and practical relevance.

As China's inbound tourism market continues to gain momentum, the industry is increasingly focused on how to seize new policy opportunities, strengthen communication and service capabilities for international travelers, and build more effective connections between global demand and China's tourism supply. As a key partner to this year's Conference, Trip.com Group will bring its platform strengths and industry influence to the co-creation of the China Inbound Tourism Session, further supporting exchange, cooperation, and high-quality development across the sector.

Three Sessions Focus on the Future of China's Inbound Tourism

Opening Keynotes | Conference Room A will feature Chen Ruiliang, SVP of Trip.com Group and CEO of Vacation Business, delivering a keynote speech titled *"2026: A New Era for China's Inbound Tourism, Policy Tailwinds & AI Empowerment."*

11:10-11:30

独立演讲 Keynote

Trip.com Group 携程集团

2026 中国入境游新纪元、政策红利与 AI 科技共振
2026: A New Era for China's Inbound Tourism, Policy Tailwinds & AI Empowerment



演讲嘉宾 Speaker

陈瑞亮 | Chen Ruiliang
携程集团 高级副总裁，
旅游事业群 CEO
SVP of Trip.com Group,
CEO of Vacation Business

The keynote will examine how supportive policies and emerging technologies such as AI are creating new opportunities for market growth, service enhancement, and stronger industry connectivity.

China Inbound Tourism | Conference Room A will feature **Kimi Liu**, Vice President of Trip.com Group and CEO of Tripadvisor China, presenting a keynote speech titled *"From Travel to Cultural Connection: Telling Immersive Cultural Stories of Destinations."*

10:40-11:00

独立演讲 Keynote

Trip.com Group 携程集团

从旅游走向文化连接：讲好目的地沉浸式文化故事
From Travel to Cultural Connection: Telling Immersive Cultural Stories of Destinations



演讲嘉宾 Speaker

刘骁舟 | Kimi Liu
携程集团 副总裁，
猫途鹰中国 首席执行官
Vice President, Trip.com Group;
CEO, Tripadvisor China

The session will focus on how destinations can move beyond traditional sightseeing promotion to create immersive and culturally resonant experiences that better connect with **international travelers**.

Kimi Liu will also join the panel discussion *"What Makes a Country Truly 'International Traveler–Friendly'?"*

11:00-11:40

官方内容共创合作伙伴
Official Content
Co-Creation Partner
Trip.com Group 携程集团

圆桌座谈 Panel Discussion

入境游市场的机遇与协同：从全球期待到中国交付
What Makes a Country Truly "International Traveler–Friendly"?



环节主持 Moderator

李佳 | Lydia Li
柏林展览（中国） 副总经理
Deputy General Manager,
Messe Berlin China

座谈嘉宾 Panelists



刘骁舟 | Kimi Liu
携程集团 副总裁，
猫途鹰中国 首席执行官
Vice President, Trip.com Group;
CEO, Tripadvisor China



周晓光 | Michael Zhou
桂林唐朝国际旅行社有限责任公司
董事长
President, Guilin Tang Dynasty
Tours Co., Ltd.



叶泰山 | Taishan Ye
广州岭南国际酒店管理有限公司
常务副总裁
Executive Vice President,
LN Interational Hospitality
Management Co., Ltd.



刘伟康 | Wai Hong Patrick
马来西亚华人旅游业公会 总会长
President, Malaysian Chinese
Tourism Association

The discussion will bring together **Michael Zhou**, President of Guilin Tang Dynasty Tours Co., Ltd.; **Taishan Ye**, Executive Vice President of LN International Hospitality Management Co., Ltd.; and **Wai Hong Patrick**, President of the Malaysian Chinese Tourism Association. Moderated by **Lydia Li**, Deputy General Manager of Messe Berlin China, the panel will explore **evolving expectations among international travelers**, how destinations and service providers can improve **market readiness**, and how different parts of the tourism value chain can collaborate more effectively to support **inbound travel growth**.

From macro-level market perspectives to destination storytelling, and from cross-border demand to service delivery, Trip.com Group's three featured sessions will address key questions facing China's inbound tourism sector today. Together, they will offer insights into **emerging market opportunities**, the role of **culture and technology** in shaping visitor experiences, and new pathways for **international tourism cooperation**.

Co-Creating High-Quality Industry Dialogue to Advance Inbound Tourism Cooperation

Kimi Liu, Vice President of Trip.com Group; CEO of Tripadvisor China said:

"China's inbound tourism market is entering a new phase of broader opportunity. As the Content Partner of the China Inbound Tourism Session at ITB China 2026 Conference, we look forward to engaging with global travel professionals and sharing practical insights

onaligning policy momentum, technological innovation, and destination content development, better understanding international travelers' needs, and strengthening the global appeal of China's tourism products and services.

Lydia Li, Deputy General Manager, Messe Berlin China, said:

"Inbound tourism is one of the key content priorities of ITB China 2026. We are delighted to collaborate with Trip.com Group on the China Inbound Tourism session. With its long-standing experience in the travel market and its perspectives across platform development, destination cooperation, and international communication, Trip.com Group's participation will add further depth to this year's Conference discussions and help travel professionals from China and abroad better understand the shifts, opportunities, and cooperation pathways emerging in China's inbound tourism market."

【Conference Schedule】 【Visitor Registration】

ITB China 2026 will take place from **26 to 28 May** at the **Shanghai World Expo Exhibition & Convention Center**. **Free visitor registration will close on 24 May.** Travel professionals are encouraged to complete their registration early , attend the Conference sessions on site, and connect face to face with tourism destinations, travel service providers, and industry partners from around the world.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person, or hybrid format alike. ITB China, the premier marketplace for China's travel industry, is scheduled for 26 to 28 May 2026, in Shanghai. ITB India will take place in Mumbai from September 2 to 4, 2026. ITB Asia will be held in Singapore from 21 to 23 October 2026, covering the APAC market. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 16 to 18, 2027.

More details are available at Homepage

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