



Euromonitor
International

Travel in China

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Trip.com leverages AI for conversion growth and cost efficiency

Trip.com expands into experiential dining to stimulate inbound demand

Shanghai attracts inbound visitors with visa-free policy momentum

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Trip.com anticipated to accelerate AI-powered bookings to boost traveller loyalty

Visa-free policies expected to drive inbound growth from Southeast Asia and beyond

Leisure travel and AI-powered experiences projected to offset business travel stagnation

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Ji Hotel and Atour accelerate outlet growth to reinforce leadership

PRODUCTS

Generative AI redefines the booking product as an adaptive interface

Immersive experiential products extend the platform into destination assets

Policy-enabled service design adapts products for international travellers

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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