


THE CHINA REOPENING

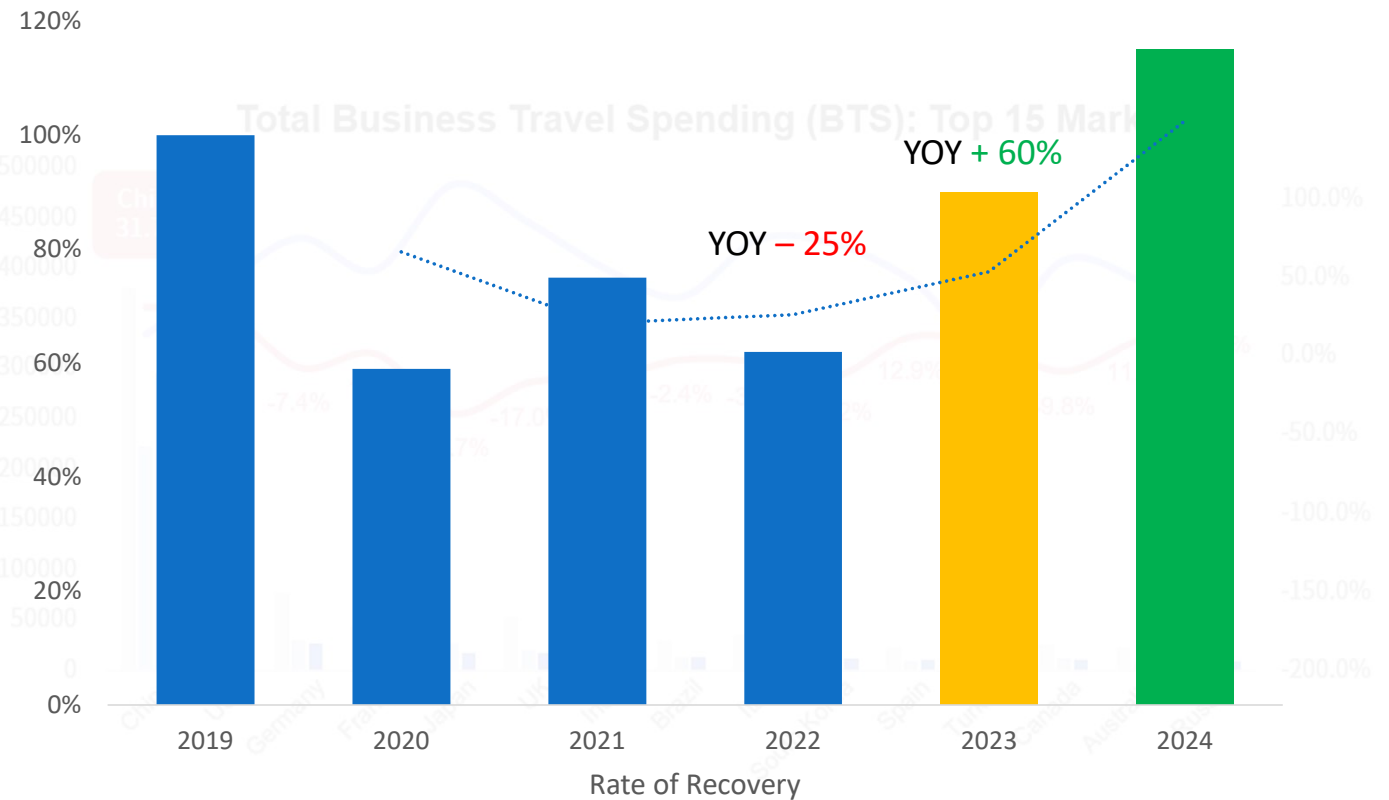
By: Sherwin Dai



China's BTS Market & Impact of COVID-19

Country		Total BTS (\$Millions USD)	Annual Growth in BTS
China		\$286,895	6%
United States		\$213,381	42%
Germany		\$41,128	71%
France		\$33,544	69%
Japan		\$27,257	80%
United Kingdom		\$26,815	63%
India		\$23,045	57%
Brazil		\$20,127	52%
Italy		\$19,203	73%
South Korea		\$18,075	32%

Source: gbta-bti-report



The Grand Re-opening of China



Source: Passengers wait at Shanghai Hongqiao Railway Station ahead of May Day holiday on April 28 in Shanghai. VCG VIA GETTY IMAGES

The Demand is here and ready to go UP



VS



Daily **1.25 million** border control

59.2% vs 2019

MOM **+87%** Trip.com overseas bookings

40% vs 2019

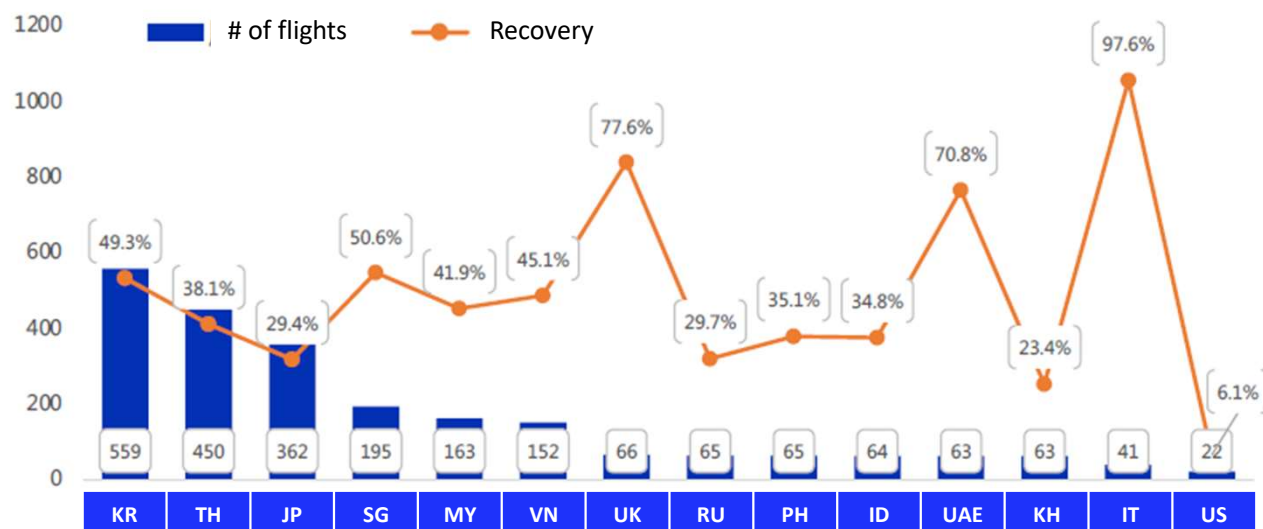
Demand recovers stronger in Asia

% Change in ticket sales for flights to China for May-September travel period

Comparison years	Region of Origin					
	Africa	Asia Pacific	Europe	Middle East	Latin America	North America
2022 vs 2019	-86.1%	-96.8%	-93.8%	-91.4%	-97.0%	-92.4%
2023 vs 2022	245.9%	1059.3%	630.2%	698.3%	1557.4%	319.9%
2023 vs 2019	-52.0%	-62.9%	-55.0%	-31.3%	-50.7%	-67.9%
2023 share of 2019	48.0%	37.1%	45.0%	68.7%	49.3%	32.1%

Source: IATA Sustainability and Economics, using data from DDS for tickets purchased in January-April of each year.

of flights to major oversea regions, week 22 year 2023



Source: General Administration of Civil Aviation of China (CAAC)

2023 Trip.Biz Top 10 International Routes

PVG – SIN

PEK – SIN

PVG – NRT

PVG – ICN

PVG – DMK

PVG – SFO

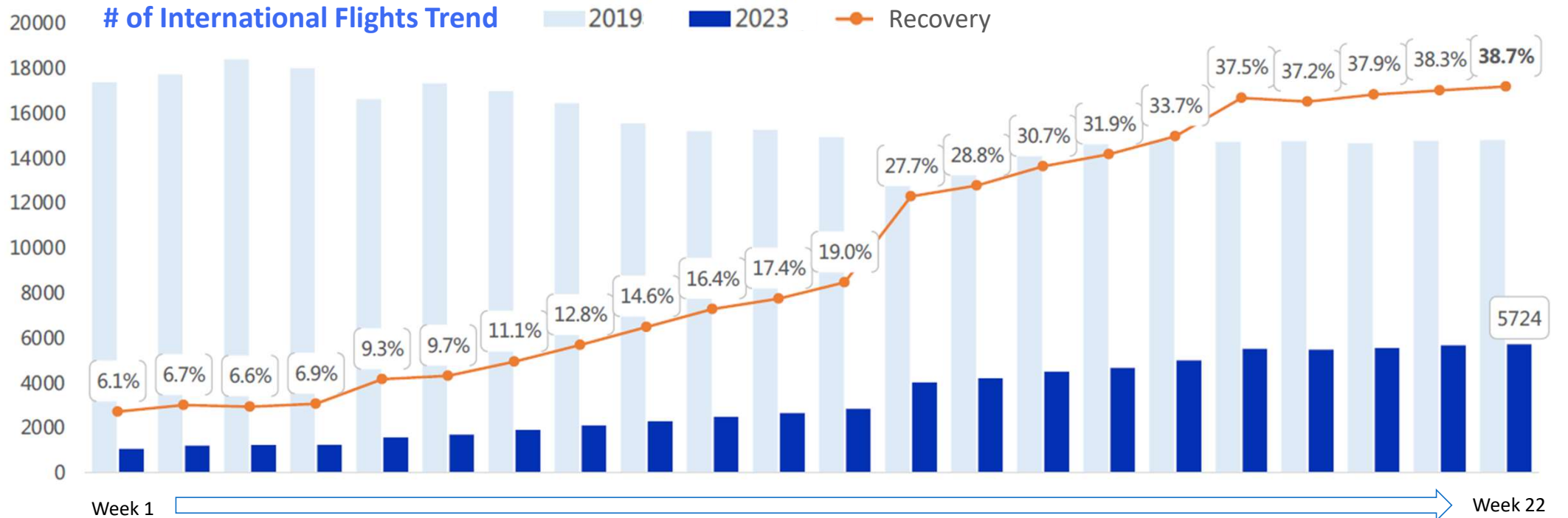
PVG – BKK

PVG – KUL

SHA – GMP

PVG – CDG

The Supply is keeping the actual sales DOWN



Source: General Administration of Civil Aviation of China (CAAC)

Key Factors

Fare

Geo-
political

Staffing

The Prediction

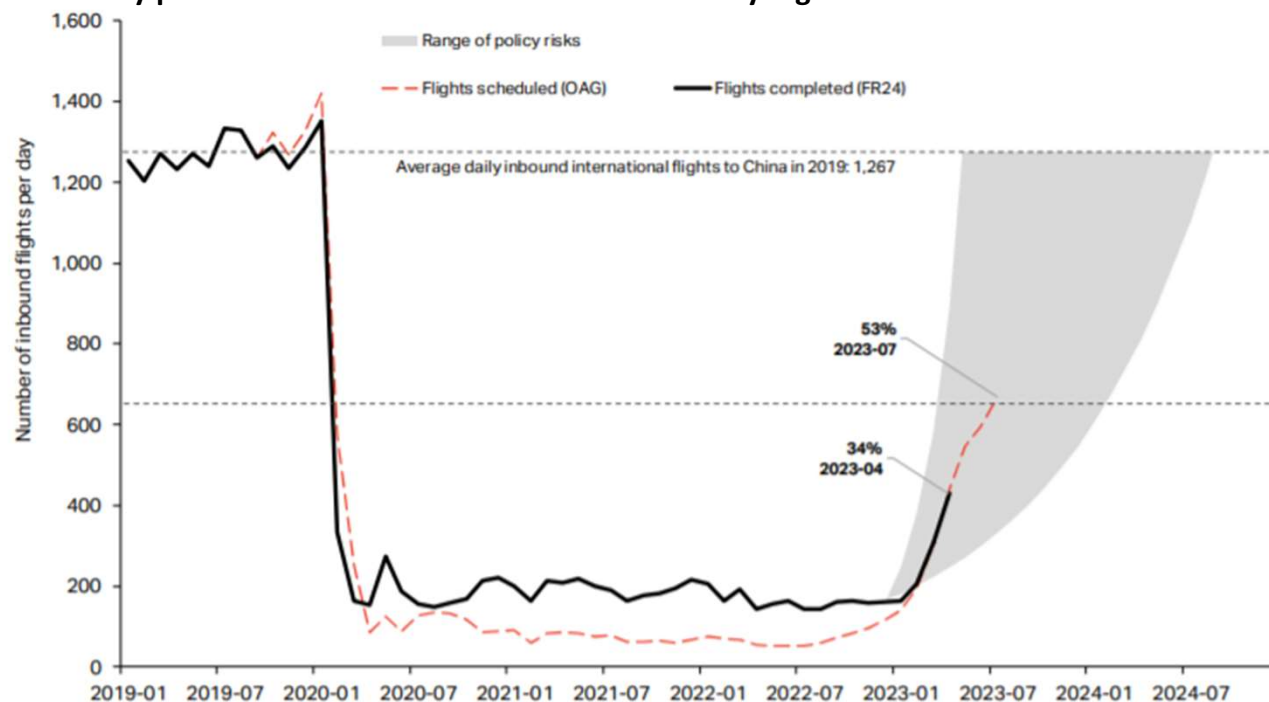


Airline capacity recovery profiles for inbound flights to China, % of share of 2019 flights

Recovery Profiles	Apr 2023	Jul 2023	Sep 2023	Dec 2024	Mar 2024	Sep 2024	Average daily flights added each month for full recovery
Schedule-based recovery trend	34%	53%	65%	87%	>100%	>100%	95+ flights
Downside risk	19%	26%	32%	43%	53%	>100%	60+ flights

Source: IATA Sustainability and Economics, using data from FlightRadar24 under license, OAG.

Recovery profile of China's international inbound daily flights



Prediction:

1. Oversea travel is expected to recover to 2019 level by mid 2024
2. Geo-political stress is an uncontrollable factor
3. The pattern of business travel would be different for China inbound & outbound, because the change of FDI

About the Speaker



- **Hometown** Foshan, Guangdong China
- **Join Trip.com in** Jul. 2017
- **Existing role** – Global Partnership and Global Sales
- **Past roles-** Sales, Client success, Partnership and Project management
- **Education** in Northwestern University, Kellogg School of Management, Evanston, US
- **Hobbies** - Skiing (*not being able to get a good skiing for 3 years already)



Sherwin Dai

Director of Global Strategy

Linkedin: <https://www.linkedin.com/in/xingling-sherwin-dai-1814b836/>

Email: xinglingdai@trip.com