



基于平台视角看旅游业的新机遇新挑战

A View from Fliggy: New Opportunities and Challenges in Travel

仝 腾

飞猪旅行 副总裁

Tong Teng

Vice President of Fliggy

新趋势：我们认为新周期下有两大不可逆的潮流

New Trends: We see two irreversible shifts in this new cycle.

基本面：旅游消费已成刚需消费

Base: Travel = Necessary Spending

2025年“五一”黄金周，国内出游3.14亿人次，同比增长6.4%
在需求端，中国经济和文旅产业呈现出强大韧性和内生动力

指标	2019年五一	2025年五一	同比变化幅度
出游人次	约1.95亿	约3.14亿	+60%以上
游客消费	约1176.7亿	约1802.7亿	+50%以上

行为层：消费多元化和品质化

Behavior: Diversified & Quality-driven Choices

松弛：躺平 深度 自然 ...
体验：文化 夜间 乡村 ...
自主：小众 爱好 即时 ...



新挑战：供需的结构性错配日益凸显

New Challenges: A growing structural mismatch between supply and demand.

旅游需求强劲 + 线上化率不断提高

Demand: Strong & Digital-first

供需失衡：头部爆单，消费者体验呈现“反规模经济”特征
稀缺时间+有限的高品质成熟资源——“People mountain, people sea”



旅游供给工业化、同质化、商业化

Supply: Standardized, Repetitive, Profit-driven

古镇们的臭豆腐和小商品取代了原生体验
63%的旅行者表示在旅行后感到疲惫；年龄与满意度正相关



“AI + 文旅” 的机遇：品质造就品牌，懂你即是模式

The Opportunity of "AI + Travel & Culture": Quality builds brands, understanding defines the model.

旅行已成为美好生活的刚需

Travel has become a necessity for a better life.

而刚需会成就和沉淀品牌

And necessities shape and strengthen brands.

对同质化模版式旅行的反感，对自由和探索的主张

Growing rejection of standardized, template-driven travel experiences — rising demand for freedom, authenticity, and exploration.

利用科技洞察不断变化的、长尾的、即兴的旅行需求并予以满足

Leverage technology to understand and fulfill evolving, long-tail, and spontaneous travel needs.

旅行供需匹配变得非结构化：长尾、即时、不可预测

Travel supply-demand matching is becoming unstructured: long-tail, real-time, unpredictable.

AI驱动的经营模式成为历史性的战略机会

AI-powered business models represent a historic strategic opportunity.

旅行者视角：随着时代的发展在不断发生变化

The Traveler's Perspective: Evolving with the times.

1.0时代

暂别熟悉的生活区域，
走出去看看，让眼睛去旅行

Step out of the familiar — let your eyes wander



2.0时代

暂别熟悉的生活方式，
渴望深度体验，让身体去旅行

Step out of the familiar — let your body explore



3.0时代

旅行就是生活的一部分

Travel is not an escape, but a way of living.

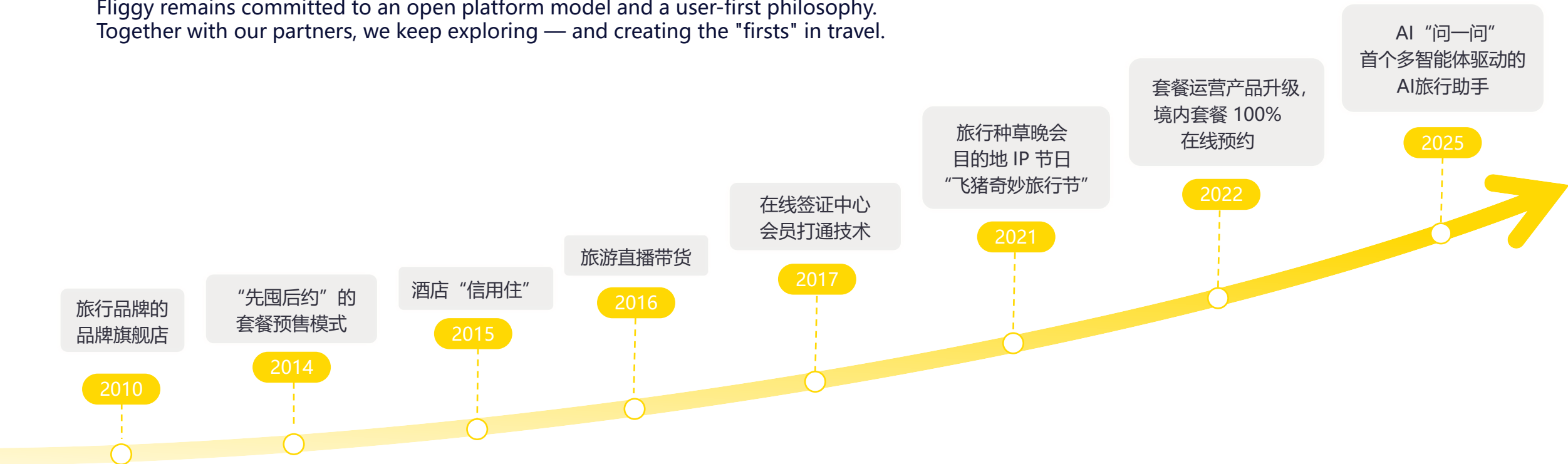


对于旅游从业者，唯一不变的是变化

For travel industry players, the only constant is change.

飞猪始终以开放的平台机制、以用户为中心的理念提供服务，基于此，我们与伙伴一起探索，不断创造旅游业的“第一个”。

Fliggy remains committed to an open platform model and a user-first philosophy. Together with our partners, we keep exploring — and creating the "firsts" in travel.



在线签证中心：可在线办理11国电子签证，为VFS/TLS/BLS三大签证中心提供数字化能力，34个国家的签证办理能够通过线下扫码支付
会员打通技术：阿里巴巴集团与万豪国际酒店集团达成全面战略合作，飞猪F会员与万豪旅享家打通



行业的三个关注点

出境游 入境游 AI + 旅游

Three Industry Focus Areas:
Outbound Travel · Inbound Travel · AI + Travel

出境游市场日趋成熟，从“打卡游”向“深度游”加速转变

Outbound travel is maturing rapidly — shifting from checklist trips → to in-depth journeys.

走出国门的游客正在多起来

More Chinese travelers are going global



2015年-2024年出境游人数

- 2024年，出境旅游总人次达**1.23亿**，同比增长**41.0%**

In 2024, the number of Chinese outbound travelers reached **123M**, a year-on-year increase of **41.0%**.

走出国门的游客脚步正在慢下来

Chinese travelers are slowing down to truly explore

传统跟团游

- 常规的景点
- 固定的行程
- 走马观花式



个性自由行

- 主动搜寻小众目的地
- 一场说走就走的旅行
- 与本地人有更多交流

- 出境自由行游客占比已超**60%**

The proportion of Chinese independent outbound travelers has exceeded **60%**.

- 用户在飞猪搜索“深度体验”“小众目的地”等关键词的频率持续增长，“跟团游”相关搜索量下降

On Fliggy, search frequencies for keywords such as "in-depth experiences" and "off-the-beaten-path destinations" continue to rise, while searches related to "group tours" have declined.

出境游市场需要做好“需求细分”及“个性化供给”

The outbound travel market calls for finer demand segmentation and personalized supply.

千万级 Level-10M

超过**千万**中国游客，每年出境次数超过2次。

10M Chinese travelers go abroad 2+ times per year.

1亿级 Level-100M

中国发放护照**1.6亿**本。

China has issued **160M** passports.

10亿级 Level-1B

中国超过**10亿**人从未出过国。

More than **1B** Chinese have never left the country.

追求个性化

Personalization

- ✓ 频率高
- ✓ 消费水平高
- ✓ 以定制游、自由行为主

期待深度游

Immersion

- ✓ 有经验
- ✓ 消费水平较高
- ✓ 以小团游、自由行为主

看重便利度

Convenience

- ✓ 无经验
- ✓ 在意性价比
- ✓ 以跟团游为主

入境游 - 红利带来行业快速增长期

Inbound Travel – A growth cycle driven by multiple advantages.

76个

政策红利

Policy Momentum

对47个国家实行单方面免签；
与29个国家实行双向互免。

431元

价格优势

Price Competitiveness

飞猪平台内，中国大陆酒店客单价
约431元。日韩965元、欧美超过
1400元。

60项

独特美景

Unique Scenes

中国世界遗产总数已达60项，
居世界前列。

- 今年1-8月，外国人出入境达5126.8万人次，同比上升27.8%；其中免签达1589万人次

From January to August this year, the number of foreigners entering and exiting China reached 51.29M, up 27.8% year-on-year. Among them, 15.89M entries were visa-exempt.

入境游 - 潜力巨大，但依然有很多工作需要持续推进

Inbound Travel - Big potential, long road.

入境游客中，港澳台占80%

80%+ of inbound visitors come from HK/MO/TW, China

2024年入境游人次



港澳台同胞入境游的障碍较少

外国游客最为关注的入境游服务

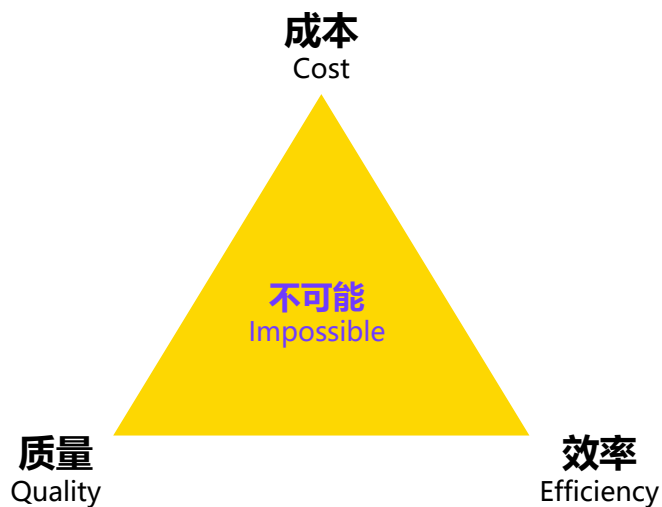
Top inbound tourism services prioritized by foreign tourists:

- 语言服务 Language services
- 支付便利 Payment convenience
- 电信服务 Telecommunications services
- 景区预约 Scenic spot reservations
- 酒店入住 Hotel check-in
- 交通指示牌标注 Transportation signage
- 需实名认证的服务 Services requiring real-name authentication

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旅游是AI应用的绝佳场景，AI是解决旅游“不可能三角”的钥匙

Tourism is an ideal scenario for AI applications, and AI is the key to solving the "impossible trinity" in travel.



服务好、花费少、响应及时（不可兼得）

Good service, low cost, prompt response
— often impossible to achieve all at once.



AI:为游客低成本地提供专业化、有质量的服务

AI: Enables professional, high-quality services for travelers at a lower cost.



我们的思考与实践

How We Think, How We Act

飞猪持续推动乡村旅游，并联手联合国旅游组织深化合作

Fliggy has been actively promoting rural tourism and deepening collaboration with UN Tourism.

- 2022年，飞猪推出“益起寻美”乡村旅游助力计划。目前已培训超6万人次，为多地提供数字化支持。

In 2022, Fliggy launched a rural tourism support program called “益起寻美”. To date, it has trained more than 60,000 people and provided digital assistance to multiple regions.



- 2024年12月，飞猪与联合国旅游组织签署战略合作协议。

In December 2024, Fliggy signed an MOU with UN Tourism.



飞猪携手联合国旅游组织与ITB China共话乡村旅游，助推入境游发展潜能

Fliggy joined hands with UN Tourism and ITB China to discuss rural tourism, promoting the development potential of inbound travel.

- 今年5月，飞猪携手联合国旅游组织、阿里巴巴公益及 ITB China，共同主办“入境游一寻美乡村公益论坛”。
- 论坛聚焦乡村旅游发展，围绕“以旅游促进乡村振兴”展开多场深度对话。
- 论坛汇聚行业专家与各方代表，打造了一个兼具高度与前瞻性的交流与合作平台。



益起寻美乡村旅游爆品打造案例

Case Study: Creating hit products for rural tourism under the "益起寻美" initiative



服务消费时代，我们面临的大趋势与新变化

In the era of service consumption, we are facing major trends and new shifts.

大趋势：服务业增加值占比增加

Major Trend: Rising share of services in GDP

- 人均GDP达到**1.5万美元**，消费结构将加快从商品消费主导向服务消费主导转变。中国人均GDP已超过**1.3万美元**。

When per capita GDP reaches \$15,000, the consumption structure tends to shift rapidly from being goods-driven to service-driven. China's per capita GDP has already surpassed \$13,000.

- 发达国家服务业增加值占GDP比重长期保持在**60%**以上。过去10年，中国服务业增加值比重平均为**54.6%**。

In developed countries, the share of services value-added in GDP has consistently remained above **60%**. Over the past decade, the average share in China was **54.6%**.

新变化：旅游消费成为刚需

New Shift: Tourism consumption has become a necessity

- 2024年，国内游客出游总花费**5.75万亿元**，同比增长**17.1%**。

In 2024, total spending by domestic tourists reached **¥ 5.75 trillion**, representing a year-on-year increase of **17.1%**.



坚定投入大消费

Fliggy is firmly committed to the large-scale consumer market.

- 飞猪、饿了么、淘天——组成阿里中国电商事业群，共享**10亿**活跃用户及超过**4亿**的日活用户

Fliggy, Eleme, and Taotian—now form Alibaba's China e-commerce division, collectively serving over **1B** annual active users and more than **400M** daily active users.

- 推动实物、餐饮、娱乐、文旅**多场景交叉**

Driving **cross-scenario integration** across physical goods, dining, entertainment, and cultural tourism.

- “淘宝大会员”打通飞猪、饿了么，形成一套统一的**大会员体系**

The "Taobao Super Membership" program unifies Fliggy and Eleme into a single, **integrated membership system**.

飞猪接入淘宝一级入口
Fliggy integrated into Taobao's primary entry point



88VIP直通飞猪会员
88VIP directly linked to Fliggy membership



飞猪开展目的地精准营销，助力国际文旅产业繁荣

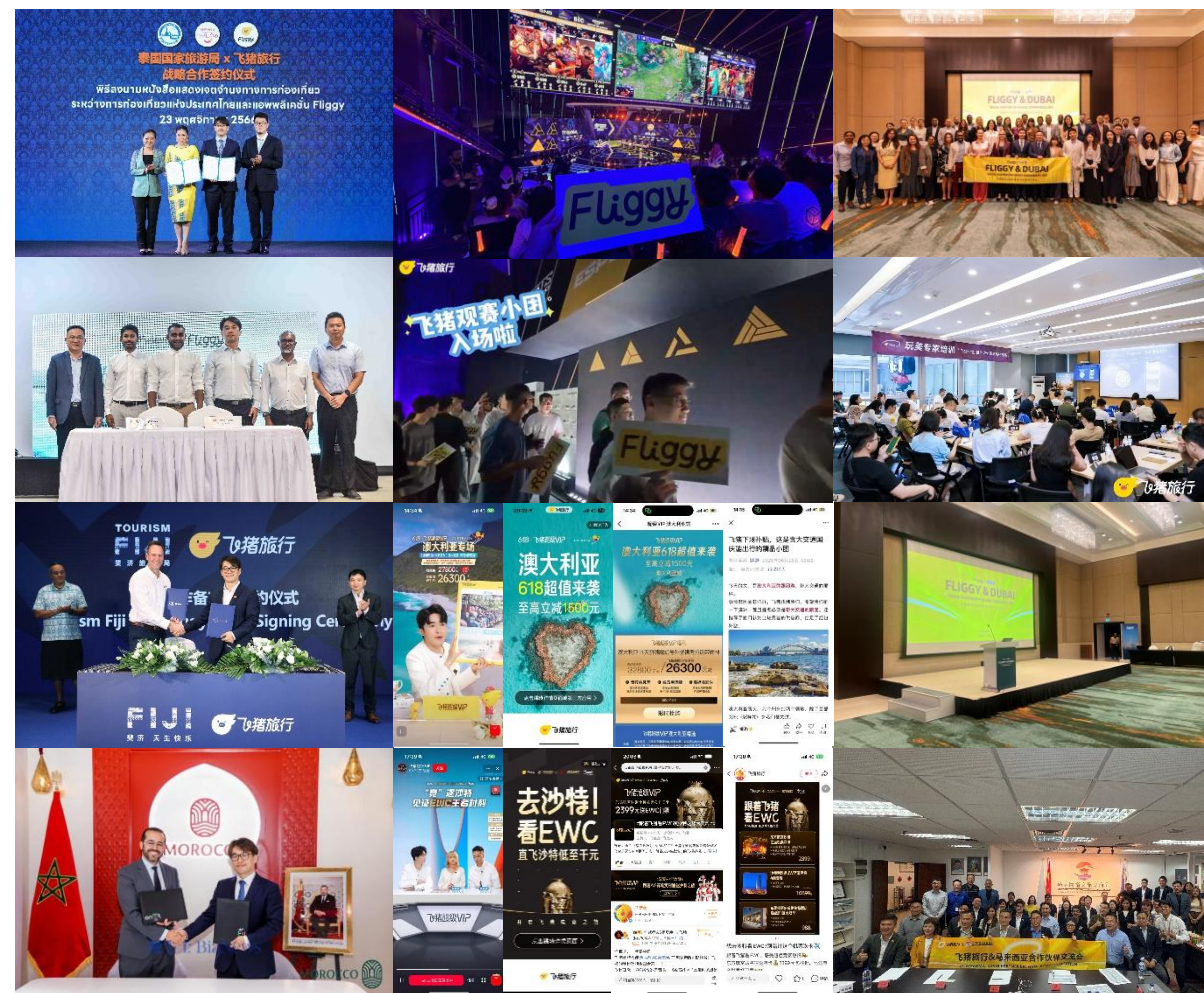
Fliggy conducts destination-specific marketing to support the prosperity of the global tourism industry.

与72个国家/地区旅游局、国际组织密切合作

Collaborating closely with tourism boards and international organizations from 72 countries and regions.



帮助全球目的地链接中国市场，打造年轻品牌、精准吸引潜客



坚定投入AI

Fliggy is firmly committed to investing in AI.

成为AI驱动的智能公司

To become an AI-driven intelligent company.

AI for Efficiency

AI for Experience

AI for Ecosystem

飞猪AI：打造个性化旅行生活的一站式平台

Fliggy AI: Building a one-stop platform for personalized travel lifestyles.

重构“导购→履约→经营→供应链”相互促进的闭环生态

Reshaping an integrated closed-loop ecosystem where "discovery & guidance → fulfillment → operations → supply chain" mutually reinforce each other.



AI+导购
读懂你的心 重塑个性化体验

减少决策成本，提升行前体验
发掘用户需求，精准内容种草

AI+供应链
提效降本构筑服务新生态

减少繁琐人力投入，自动化业务流程
构建一体化服务，深入商家合作新模式

AI+经营
智能技术创造惊喜价格

智能算价引擎，赋能精准定价
精准投放补贴，提升营销转化

AI+履约
7x24智能保障履约服务品质

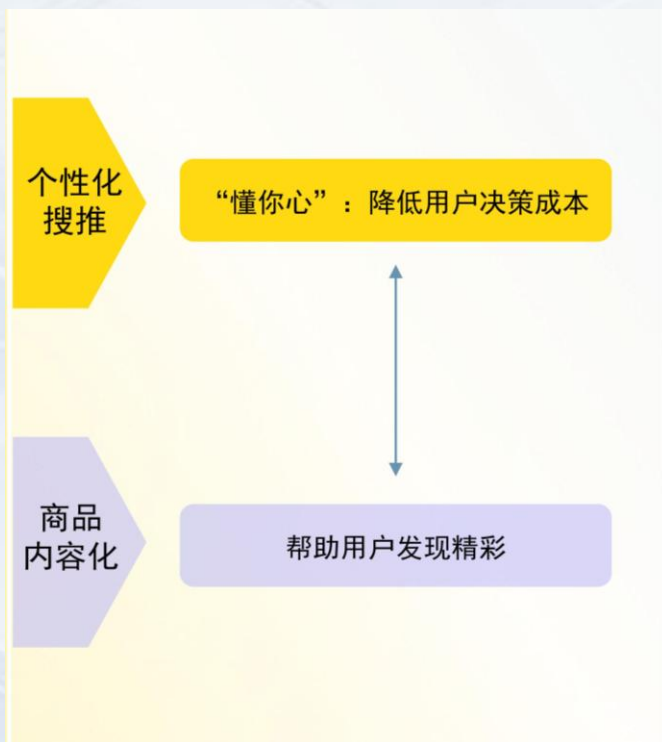
真正听懂需求的智能客服，全天候响应
动态推送履约提醒，及时触达用户

AI + 导购：深度解码用户需求，引领个性化体验

AI + Shopping Guidance: Deeply decoding user needs to deliver personalized experiences.

AI+导购新生态

New AI + Guidance Ecosystem



我们的布局

Our Strategic Layout

相关业务

T0 C产品：AI问一问



T0 B产品：阿里商旅AI



投放-AI生成落地页

- 将广告投放从“人工创意”升级为“AI+数据驱动”系统，设计多套模块化，结合用户标签自动填充文案模块
- 交易转化率提升一倍



活动-AIGC生成素材

- 智能生成落地页，实现落地页+素材的匹配库，联动平台完成流程化的页面上线
- 点击率提升20%



内容工具-小红书笔记创作

- 智能整合评价、POI等数据，引入爆款笔记模型为商家定制化生产，提升内容产出效率和触达范围
- 品牌创作力提升数倍



售前客服
自主砍价
比价Agent
路径规划Agent
个性化场景化搜索增强

AI内容生产和广告营销

更多新应用场景
敬请期待...

AI + 服务&履约：7×24小时智能交互，保障品质

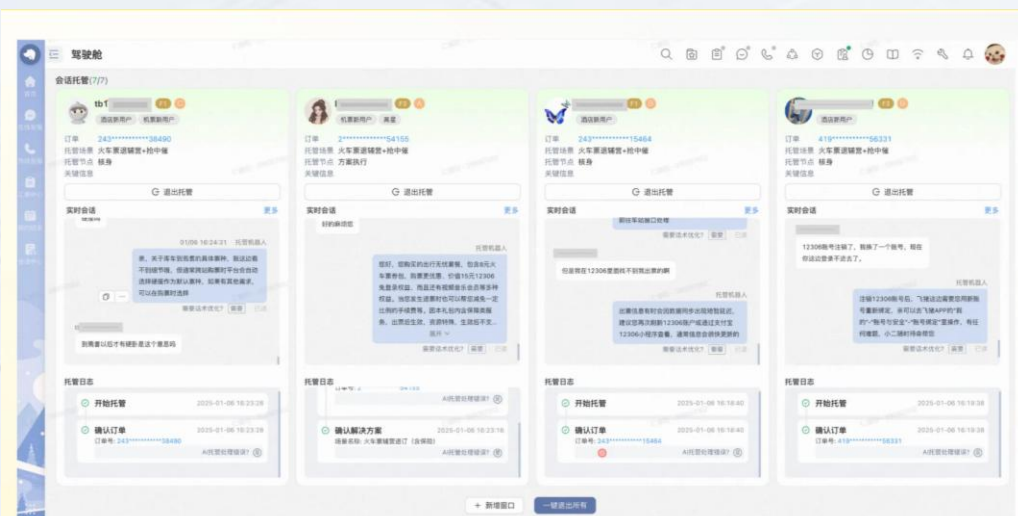
AI + Service & Fulfillment: 24/7 intelligent interaction to ensure service quality.

AI+服务

AI + Service

AI+履约

AI + Fulfillment



热线小蜜
全语音对话互动

在线客服
降低在线客服承接压力

工单自动化
客服无需人工处理工单

酒店到店护航Agent

AI帮助客户沟通海外酒店、
确认预订情况

机票客服Agent

快速处理退改、
报销等客户需求

签证Agent

智能处理异构信息与复杂材料，
提升全链路办签效率

飞猪多智能体驱动的AI产品——“问一问”

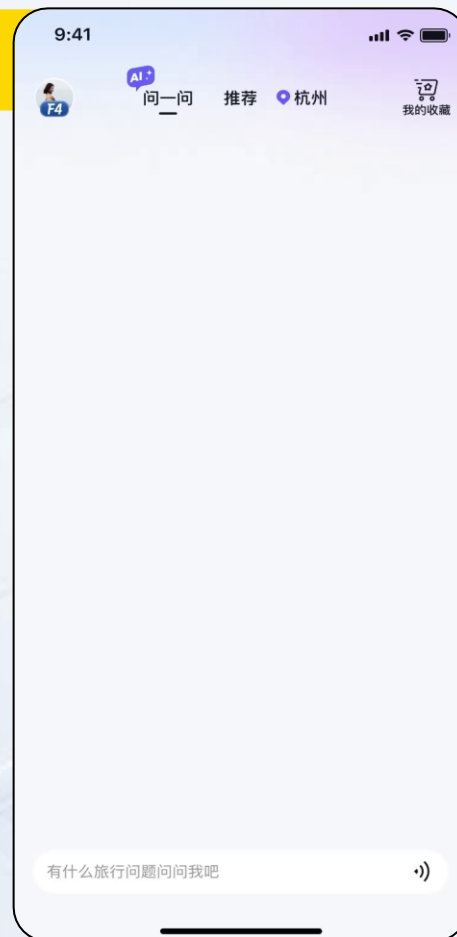
Fliggy's multi-agent driven AI product — "Ask Me"

为游客提供真实、可用的旅行方案；
以及专业级的随身语音导览服务。

*Providing travelers with authentic, practical
travel plans and professional-grade voice-
guided tour services on the go.*

攻略制定

Travel guide
planning



文博讲解

Cultural &
museum
commentary



面向下一代旅行智能的飞猪

Fliggy: Next-gen travel in the AI + culture & tourism era.

- **当下：**科学的审慎乐观

Present: Cautiously optimistic with a scientific mindset

- **长期：**历史性的机遇和饱和式的投入

Long-term: Historic opportunities and intensive investment

- **使命：**打造感动消费者的科技，陪伴你探索全世界的美好生活

Mission: Create technology that moves consumers, empowering you to explore a better life around the world



谢谢。