



Fliggy:

Your gateway to China's outbound Travelers

13th World Congress of Snow and Mountain and Wellness Tourism

@Andorra, 26/03/2026

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Introduction of Alibaba
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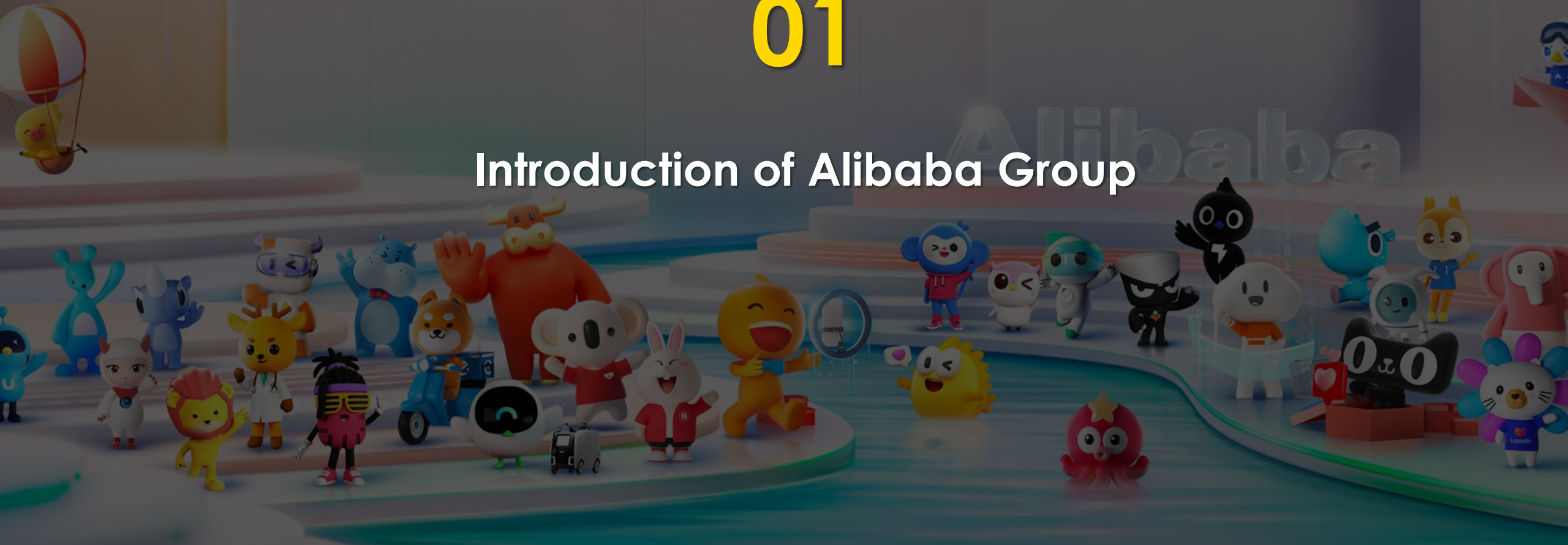
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Winter Sports & Outbound
Chinese Travelers Trends

To make it easy to do business anywhere

01

Introduction of Alibaba Group



Alibaba Group Structure



Alibaba China E-Commerce Group

E-commerce



Fliggy

Instant Retail

淘宝闪购



Wholesale

1688

Alibaba International Digital Commerce Group

Retail

AliExpress

Lazada

trendyol

Daraz

Wholesale

Alibaba.com

Cloud Intelligence Group

阿里云

Others



Ant Group



Alibaba's Cross-Sector Leadership

Alibaba has established itself as a market leader across multiple sectors that shape users' everyday life.



E-commerce

1B+

Registered Users

380M+

DAU



Payment

1.7B+

Consumers

66

Markets



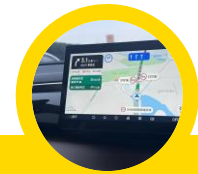
Entertainment

Level-1

Online Video Platform

NO.1

Live Event Ticketing Platform



Transportation

800M+

MAU

200M+

DAU*

*2025 May Day Holiday DAU Peak

To make it easy to do business anywhere

02

Introduction of Fliggy



About Fliggy...

Fliggy, established in 2016, is a comprehensive **online travel platform** under Alibaba Group.

Fliggy offers domestic and international transportation, hotel accommodations, attraction tickets, destination activities, and travel-related services, creating effortless, enjoyable, and trustworthy journeys for **500M+** registered users, over **60%** of the active users were born after 1990.



25K+

Domestic & International
Direct Flight Routes



8M+

Train Routes



1.5M+

Hotels & Homestays



8K+

Scenic Spots &
Amusement Parks



2K+

Cities with Local
Travel Products Sold



4M

Car Rental

Fliggy's Leadership in Outbound Independent Travel:

No.1 in outbound independent travel market share **43%**

Proportion of young travelers choosing Fliggy for their first trip **88.3%**

No.1 in visa-processing market share **59.4%**

No.1 in telecommunication services market share **49.4%**

No.1 in local entertainment market share **46.2%**



The diagram illustrates the relationship between Travel Data and Digital Lifestyle Data. On the left, a large yellow circle labeled "Travel Data" contains six yellow rounded rectangles with the following text: "User Attributes", "Travel Frequency", "FIT & Group Tour", "Hotel & Airline Preference", "Interested Destination", and "Tourism Consumption Power". An arrow points from this circle to a central area. In the center, there is a yellow rounded rectangle with a white bird icon (Weibo). Surrounding this central icon are twelve Chinese app logos arranged in two rows: Taobao, Tmall, WeChat, Alipay, QQ, and others. Below the logos are three dots "...". An arrow points from the central area to a large yellow circle on the right labeled "Digital Lifestyle Data". This circle contains five yellow rounded rectangles with the following text: "E-commerce & Shopping", "Lifestyle & Entertainment", "Payment & Transportation", "Contents & Social", and "Interests & Hobbies".

Fliggy's Portfolio Companies:

The future of travel is shaped by openness. Through **strategic investments**, Fliggy brings together like-minded partners to explore how digital technology can improve industry efficiency and create a vibrant cultural tourism ecosystem.



03

Winter Sports & Outbound Travelers Trends

Winter sports drive growth

Riding the excitement of the **2026 Winter Olympics**, domestic ice and snow tourism orders have more than tripled year-on-year (YoY).

Top Winter Sports destinations :

China:

Changbai Mountain
Songhua Lake
Yabuli
Chongli
Jiangjun Mountain

International :

Japan
Austria
France
Italy
Switzerland
Georgia



Mountains & Movies: Spotlight on movie locations

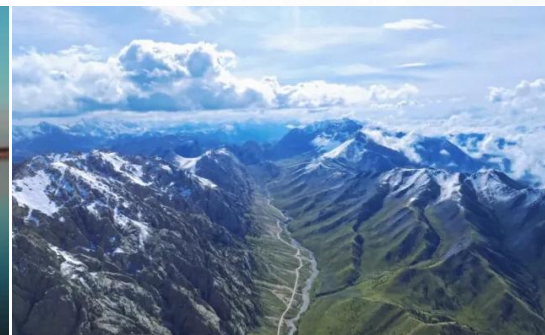
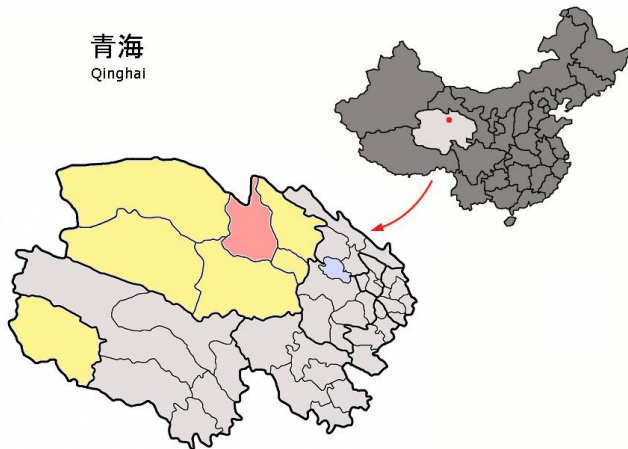
Hotel room nights grew 100% YoY on filming locations of the movie “**PEAGASUS 3**” :

- **GARZÊ** (Sichuan) 加尔泽:
- and
- **DELINGHA** (Qinghai) 德令哈:

四川
Sichuan

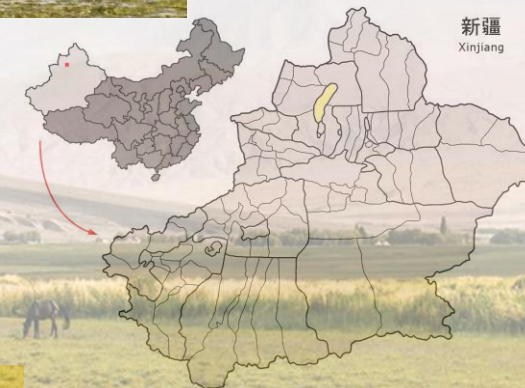


青海
Qinghai



“**BIAOREN: Wind Rises in the Desert**”
filming in
KARAMAY
(Xinjiang) 克拉玛依

新疆
Xinjiang



Chinese Outbound Travelers Trend: Self-guided Planning & Flexible Itineraries

Self-Guided Planning

Self-guided Preparation: Access to diverse UGC content and information channels builds confidence in independent travel planning.



Tool Empowerment: Mastery of travel tools (navigation, translation apps) enhances efficiency and self-reliance.



Rejecting Rigidity: Opting out of rigid group tours to prioritize flexibility and personalization.



Flexible Itineraries

Flexible Time and Location Selection: Users split bookings into cancellable hotel stays to avoid rigid schedules.

Flexible Itinerary Booking: To avoid cancellation or modification losses, itineraries are usually not completely fixed but kept somewhat flexible.





THANK YOU

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