

The 20th UN Tourism / PATA Forum on Tourism Trends and Outlook *The Next Frontier: Travel Trends in the Age of Artificial Intelligence*

19-21 October 2026, Guilin, China

GENERAL INFORMATION NOTE

as of 03 Sept. 2026

VENUE

Shangri-La Hotel Guilin

111 Huan Cheng Bei Er Lu, Guilin, Guangxi 541004, China

Tel: (86 773) 269 8888 | Fax: (86 773) 269 8887

Website: www.shangri-la.com/guilin/shangrila



TRANSPORTATION AND TRANSFER

All participants will be provided with transportation between **Guilin Liangjiang International Airport** and the forum hotel. To arrange a transfer, participants are requested to submit their flight details via the **Registration Link** no later than **30 September 2026**. A dedicated forum counter at the airport will welcome all arriving participants and provide them with an information kit. Transportation to social functions will also be arranged.



Participants with more international flight options may also consider travelling via **Guangzhou Baiyun International Airport** or **Hong Kong International Airport** and continuing to Guilin by **high-speed train** (approximately 2–3 hours from Guangzhou and 3–4 hours from Hong Kong). Transfer from **Guilin Railway Station** to the forum hotel can be arranged by the host. Participants travelling by this route are requested to indicate their arrival details at the registration link so that the host team can coordinate the transfer accordingly.

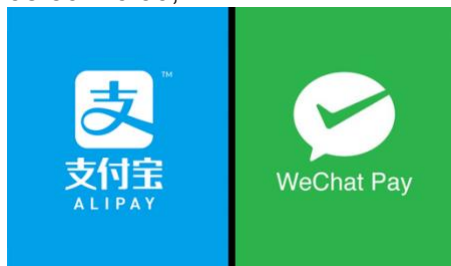
VISA REQUIREMENTS

All visitors holding valid passports are required to obtain a visa for entry into China, unless their country of origin is covered by China's visa-free entry policy. Visas may be obtained from

Chinese embassies and consulates abroad. Participants are advised to check their visa requirements and apply well in advance of the Forum.

CURRENCY AND PAYMENT

The official currency of China is the **Renminbi (RMB) or yuan (¥)**. Banknotes are available in denominations of RMB 1, 5, 10, 20, 50 and 100. As an approximate reference, 1 US dollar equals approximately RMB 6.9 and 1 euro approximately RMB 7.9. Participants are advised to check current exchange rates before departure. International credit cards are accepted at major hotels, restaurants and retail establishments. Most banks operate Monday to Friday, 08:30–16:00, with some branches also open on weekends.



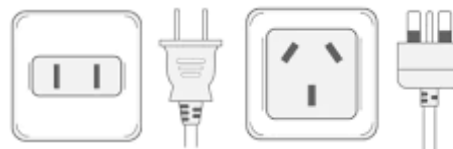
China has one of the world's most advanced digital payment ecosystems. Mobile payment platforms such as **WeChat Pay** and **Alipay** are widely accepted across hotels, restaurants, transport, retail and tourist sites, and are often the **preferred or only payment option** at **smaller establishments**. International delegates are strongly advised to set up and link these applications to an international bank card prior to departure, as this will make daily transactions more seamless and convenient throughout their stay in China.

TIME ZONE

China Standard Time (CST) is **UTC+8**, eight hours ahead of Greenwich Mean Time (GMT).

VOLTAGE

Electric power in China is supplied at 220–240 volts, 50 Hz AC. Participants travelling from countries with different electrical standards are advised to bring an appropriate power adaptor.



CLIMATE

October is one of Guilin's most pleasant seasons. Autumn brings clear skies, reduced rainfall and comfortable temperatures, with average daily temperatures ranging from **14°C to 24°C**. Light layers and a jacket for evenings are recommended. Participants should expect mostly dry weather and excellent conditions for the technical tours.

HEALTH

Immunization certificates are not normally required for entry into China. Participants with specific health requirements or questions are advised to consult their national health authority or a travel medicine specialist prior to travel.

DRESS CODE

Business attire is required for all official Forum sessions. Smart casual dress is appropriate for the social functions. Delegates are warmly encouraged to wear their **national or traditional costume**, which is equally welcome at all Forum sessions. The technical tour dress code is **smart casual**; comfortable walking shoes are strongly recommended.

ACCOMMODATION

Discounted room rates have been arranged for Forum participants at the following hotels. Participants are responsible for making and funding their own hotel reservations.

Shangri-La Hotel Guilin (Conference Venue)

111 Huan Cheng Bei Er Lu, Guilin, Guangxi 541004, China

Tel: (86 773) 269 8888 | Website: www.shangri-la.com/guilin/shangrila

Deluxe Room (King or Twin): **RMB 730 per night** (approx. US\$ 100 / € 92)

Please quote “UN Tourism/PATA Forum 2026” when booking to access the discounted rate.

City Comfort Inn Guilin (Budget Option)

6 Huan Cheng Bei Er Lu, Guilin, Guangxi 541004, China

Tel: (86 773) 211 3888

Standard Room: **RMB 188 per night** (approx. US\$ 26 / € 23)

Note: Room rates are indicative and subject to confirmation closer to the Forum. Participants are advised to book early, as October is Guilin’s peak autumn travel season.

REGISTRATION

Attendance at the Forum is **free of charge** for delegates from UN Tourism Member States and Affiliate Members, PATA members, full-time university students enrolled in tourism programmes, and academics and practitioners presenting at or attending the Forum. Hotel accommodation and travel costs are the responsibility of individual participants.

Participants are requested to register via the [Link](#) no later than **30 September 2026**.

TECHNICAL TOUR

The technical tour will be held on **21 & 22 October 2026**, following the close of the Forum, organized by the Guilin Municipal Bureau of Culture, Radio, Television and Tourism.

Option A: Guilin City Tour (afternoon, same-day return)
— for participants departing on 21 October.



Option B: Lijiang River Cruise to Yangshuo (afternoon departure on 21 Oct, overnight stay, return to Guilin on 22 Oct) — including the Impression Liu Sanjie evening performance.

Option C: Longsheng Rice Terrace (afternoon departure on 21 Oct, overnight stay, return to Guilin on 22 Oct) — a FAO GIAHS site and UN Tourism Best Tourism Village.



The technical tours may be adjusted, and the confirmed tour details will be announced as early as possible. Further details on each tour will be provided after the registration is completed.

SOCIAL PROGRAMME

A **Welcome Dinner** will be hosted for all participants on the evening of 20 October, courtesy of the Guilin Municipal People's Government. Further details on the programme of social activities will be communicated in due course.

Signature Coffee Break

Beyond refreshments, the coffee break has been specially designed every year by the host city of Guilin to showcase local flavours, traditional snacks and elements of intangible cultural heritage. Participants are invited to experience Guilin's culture, creativity and hospitality through carefully selected products and artistic expressions.

OFFICIAL LANGUAGES

The official languages of the Forum are **English and Chinese**. Simultaneous interpretation between both languages will be provided throughout all sessions.

ABOUT GUILIN

Guilin is one of China's most celebrated cities, with a history spanning over 2,100 years. Located in the northeast of the Guangxi Zhuang Autonomous Region, it is renowned worldwide for its spectacular karst landscape — a scenery of limestone peaks, winding rivers, and emerald-green waters that has inspired Chinese art and poetry for centuries.

The city has a population of approximately 5.4 million, including significant communities of the Zhuang, Yao, Hui, Miao and Dong ethnic groups. Guilin enjoys a subtropical climate with an average annual temperature of 19°C and has consistently ranked among China's leading cities for air quality and environmental protection.

Guilin's airport offers direct and connecting services to major cities across mainland China and to international destinations including Singapore, Malaysia, Republic of Korea, Thailand, and Hong Kong SAR. The city is also a key stop on China's Golden Route itinerary (Beijing – Xi'an – Shanghai – Guilin – Hong Kong).

Beyond its natural heritage, Guilin has in recent years invested significantly in cultural and tourism infrastructure. Longsheng Rice Terraces, a UNESCO Cultural Heritage site and a UN Tourism Best Tourism Village, and the Lijiang River, a national scenic area, are among its most visited attractions.

FORUM COORDINATORS

For enquiries related to the Forum, please contact the relevant coordinator:

UN Tourism

LI Yang (Mr), Programme Officer
ZHANG Tianji (Mr), Programme Officer
Regional Department for Asia and the Pacific
UN Tourism, Poeta Joan Maragall 42
Madrid 28020, Spain
Email: rdap@untourism.int

The Hong Kong Polytechnic University

Lisa Gao (Dr)

PATA

Prapon Kongsiripipat (Mr)
Senior Manager, Project Management
Pacific Asia Travel Association (PATA)
Unit 908, 9th FL, True Digital Park Unicorn Building
111 Sukhumvit Road, Bang Chak, Phra Khanong
Bangkok 10260, Thailand
Email: prapon@pata.org

Host City: Guilin

Shirley YANG (Ms),

Associate Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University
17 Science Museum Road, TST East
Kowloon, Hong Kong SAR
Email: lisa.gao@polyu.edu.hk

Deputy Section Chief, International Exchange and
Cooperation Department of
Guilin Municipal Bureau of Culture,
Radio, Television and Tourism
Gongyuan Bei Road, Lingui District
Guilin, Guangxi, PRC
Email: guilinshirley@126.com