

Forum on Tourism Trends and Outlook

The Next Frontier: Travel Trends in the Age of Artificial Intelligence

19–21 October 2026 · Guilin, China



	19 Oct Monday	20 Oct Tuesday	21 Oct Wednesday
08:00		Registration	
09:00	Arrival day No sessions scheduled. The Forum opens on Tuesday with the Opening Ceremony.	Opening Ceremony World Tourism Barometer	Industry Outlook: China's 2030 Vision Fireside Chat: Trends to Culture Technical Session 1: Data Systems
10:00		Keynote: Travel in the Age of AI Group Photo · Coffee Break	Coffee Break Spotlight: Digital Dunhuang
11:00		High-level Roundtable: Tourism Policies	Technical Session 2: AI and Communities
12:00			Closing Ceremony
12:30		Lunch	Lunch
14:00		Dialogue: Platforms and AI	Technical Tours depart Three options — see below
15:00	Registration Lobby, ground floor of the hotel	Panel 1: Redefining Travel Decisions Coffee Break	
16:00		Research Insights: Greater Bay Area Panel 2: Decoding the Chinese Traveller	
18:00		Welcome Dinner · 20th Anniversary Tribute Hosted by Guilin Municipal People's Government · Traditional / Smart Casual	

Technical Tours

OPTION 1 · 21 OCT
Guilin City Tour
Afternoon, returning to the hotel

OPTION 2 · 21–22 OCT
Yangshuo · Lijiang River Cruise
Overnight, with evening performance

OPTION 3 · 21–22 OCT
Longsheng Rice Terraces
Overnight · Best Tourism Village

Please register our 20th UN Tourism/PATA Forum through the QR code below

