

Trip.com Group™

**Trip.com Group
Country Retreats**



One-Stop Travel Service Provider

Trip.com Group™

Our 40,000 employees across 117 offices in 39 countries provide localized and convenient one-stop travel services for travelers worldwide.



40,000
employees



35
service languages



6
brands



1,500,000
partners



600
airline partners



220
countries & regions within business coverage



40
countries & regions where we run offices



Business coverage

US	UK	Israel	France	Greece
Brazil	Ireland	Saudi Arabia	Finland	Poland
Canada	Netherlands	Thailand	Spain	Russia
Mexico	Belgium	Vietnam	Italy	Turkey
Singapore	Switzerland	Malaysia	Austria	UAE
Indonesia	Denmark	Portugal	German	
Mainland China	Philippines	Hong Kong, China	Sweden	

Sustainability Strategy

Trip.com Group™

Trip.com Group's Sustainability strategy promotes four main initiatives:
environmentally-focused, family-friendly, community-friendly, and stakeholder-friendly

Environmental

Social

Governance

Environmentally focused

Lower-carbon travel products
GSTC hotels



Family friendly

Childcare subsidies
Hybrid work



Community friendly

Trip.com Group Country Retreats
Global Travel SOS Service



Stakeholder friendly

Creating value for partners
Promoting more sustainable travel



Trip.com Group's Country Retreats Boost Rural Revitalization

Our Story | In July 2021, Trip.com Group launched its first Country Retreat in Jinzhai County of Anhui Province in East China.

Trip.com Group Country Retreats aims to revitalize rural communities by building five-star accommodation and service facilities. Our approach blends high standards with smart internet marketing, creating a seamless journey from discovery to experience to sharing.

This is our first philanthropic project aimed at revitalizing rural tourism. Within just 14 months, it has increased nearby homestays, leading to an overall 30% increase in pricing for local lodging and tourism products.

Additionally, the project added over USD 165,000 to the community's income by supporting local agriculture, promoting cultural heritage, and collaborating with local residents.

"Five Focuses"

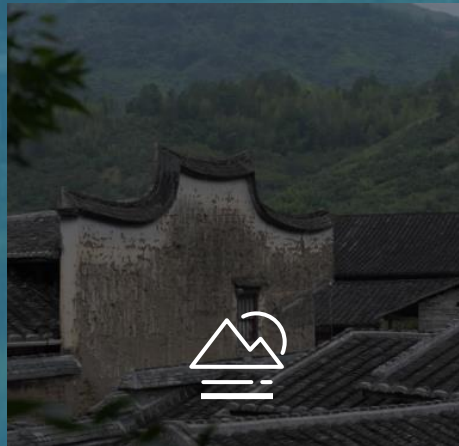
Trip.com Group™

A Slice of Nature



Agricultural
experiences

Scenic Escapes



Live amidst nature

Cultural Immersion



Explore local
culture

Rustic Dining



Savory countryside
cuisine

Community Support



Empowering local
communities

Community-friendly

Trip.com Group™

Trip.com Group's Country Retreats allow homestay guests to engage in activities that celebrate local culture, providing an immersive experience in local traditions. The Retreats promotes local specialties and sells local product, boosting employment among villagers, and supports wildlife conservation and cultural exchange.



Traditional herder's milk tea making
(Nalati River Valley Grassland Branch)

In 2024, the initiative helped increase average annual income per person by over USD 5,500, delivering over USD 161 million in direct economic value.

The program further explores local culture and specialties, designing unique cultural souvenirs tailored to each retreat's location.



Grape vine weaving
(Fujian Yongtai Chixi Branch)

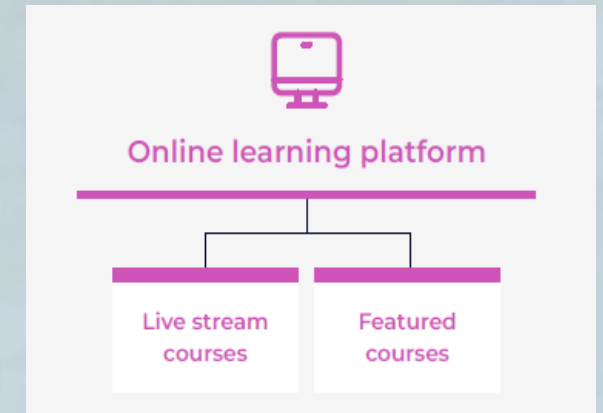
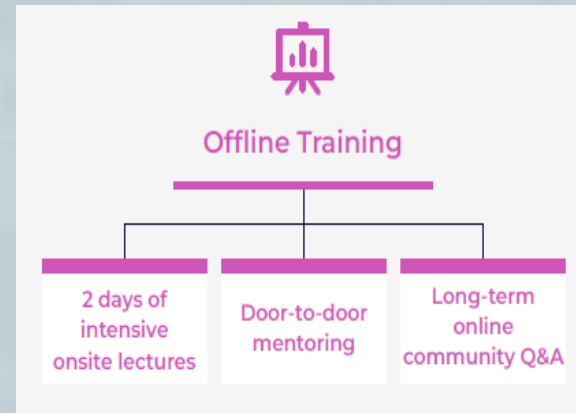
Rural Talent Cultivation

Trip.com Group™

Rural talent cultivation is a pivotal component of Trip.com Group's strategy for revitalizing rural tourism. Trip.com Group's Rural Revitalization Academy trained at least 10,000 people in one year, including 786 talent training sessions. In addition, new live streaming and online boutique courses were introduced to drive the sales of rural agricultural products.



Training Session Held Offline



To Persue The Perfect Trip for a Better World



Trip.com Group Country Retreats