



Commercial Strategy

CONFERENCE



China, AI Technology & The Future of Travel in Asia Pacific



Gary Bowerman

Asia Travel Markets Analyst, Phocuswright
Co-Founder & Host, The South East Asia Travel Show



Commercial Strategy
CONFERENCE

SINGAPORE

14-15 MAY 2026

“China is a tourism superpower that impacts airlines, hotels, STRs and the entire travel chain far beyond the volume of its visitors to a destination”



PALGRAVE POCKET CONSULTANTS ARE CONCISE, AUTHORITATIVE GUIDES THAT PROVIDE ACTIONABLE SOLUTIONS TO SPECIFIC, HIGH-LEVEL BUSINESS PROBLEMS

"Gary Bowerman offers a wide range of insightful snapshots illustrating the multi-faceted reality of China's outbound tourism, which has already changed the rules of global tourism and will continue to do so in the coming years."

—**DR WOLFGANG GEORG ARLT**, Director, China Outbound Tourism Research Institute (COTRI)

"Every tourism board in the world must court the Chinese tourist dollar in the coming years. Bowerman explains why in stunning fashion."

—**SAM CHAMBERS**, Editor, *Asia Cruise News*

"In his efficient, knowledgeable guide, Bowerman casts a light on fast-changing trends, tensions, and opportunities presented by the planet's largest source of new travelers."

—**EVAN OSNOS**, former China correspondent for *The New Yorker*, author of *Age of Ambition*

"Bowerman's account makes clear how crucial it is for any business that benefits from tourism to understand the major trends taking shape in this travel revolution."

—**LIZ FLORA**, Editor, *Jing Daily*

The New Chinese Traveler offers a fascinating explanation of the emerging trends and developments of Chinese outbound travel, alongside the motivations, desires, and expectations of Chinese leisure and business travelers. Featuring on-the-ground interviews, this valuable book helps business executives around the world to better understand the complexities and challenges of Chinese outbound travel, and create and deliver their own products and services that will meet the requirements of tech-savvy Chinese travellers.

GARY BOWERMAN is Co-Founder and Director of Scribes of the Orient, an Asia-based marketing and communications agency. He previously held key positions at leading travel, trade, and consumer publishing companies in the UK, and spent two years as Editor in Chief of *Shanghai Business Review*. Bowerman has worked closely with travel and tourism brands in China, across Asia, and worldwide.

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THE NEW CHINESE TRAVELER

GARY BOWERMAN

THE NEW CHINESE TRAVELER

BUSINESS OPPORTUNITIES FROM THE CHINESE TRAVEL REVOLUTION



GARY BOWERMAN

PALGRAVE
POCKET
CONSULTANTS

“China is the fulcrum of a new tourism world order”



South East Asia's Travel & Lifestyle Revolution is Made in China

Live-streaming

C-Beauty

F&B Brands

Drone Shows

Dancing Robots

EVs

SuperApps

Social Commerce

QR Payments

Smartphones

Gaming

Animated Movies

Ugly-Cute Toys

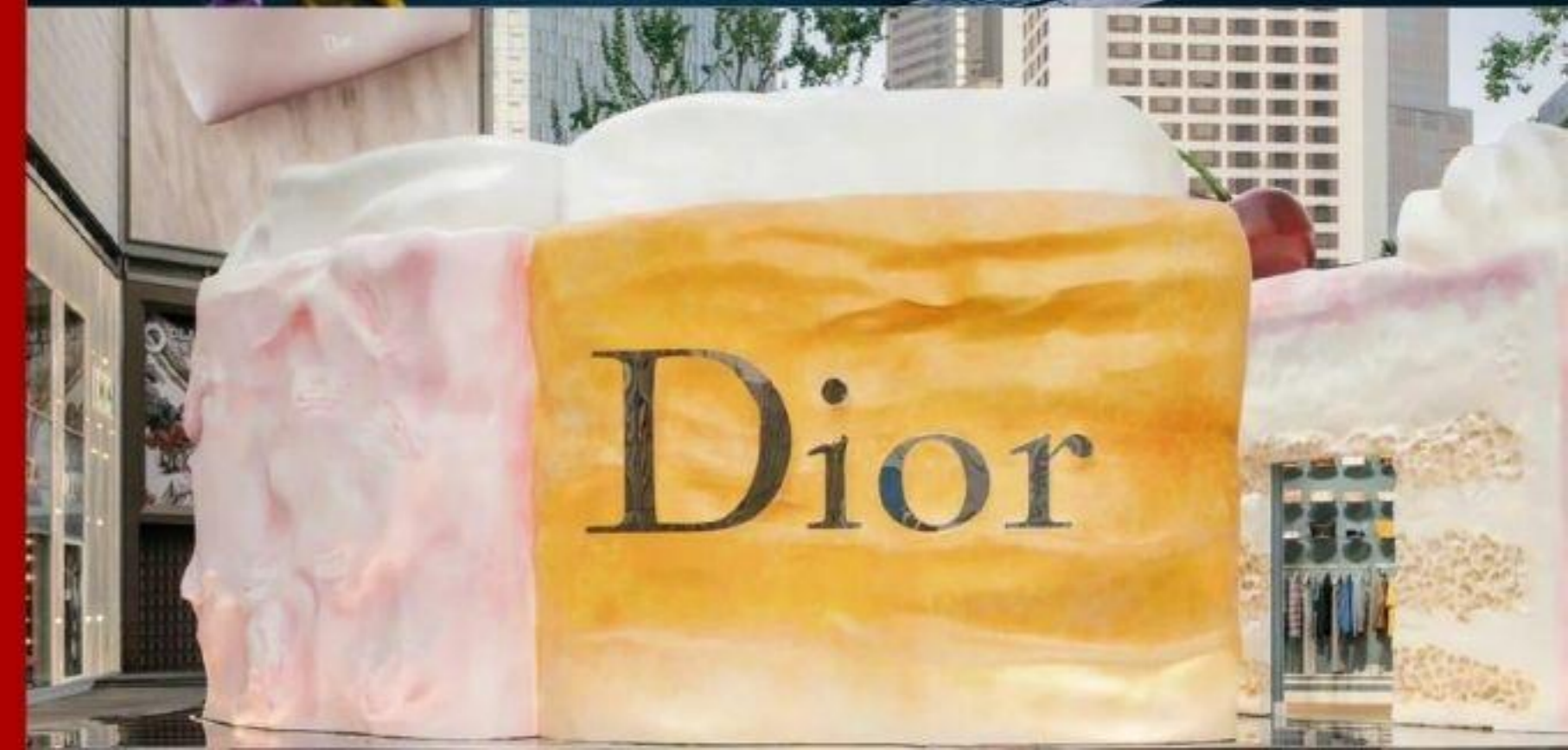
E-commerce

Singles' Day

Flying Cars

Autonomous Ride-hailing

LLMs



AND EVERY DAY
IS...
DAY ONE



Even...



at night!

The lifestyle economy can...



Transform the mood of entire cities



**“In the fast-growing
‘Joy Economy’
consumers prioritize
leisure experiences that spark
creativity, nostalgia and play.”**






CHINA'S

ELECTROTECH

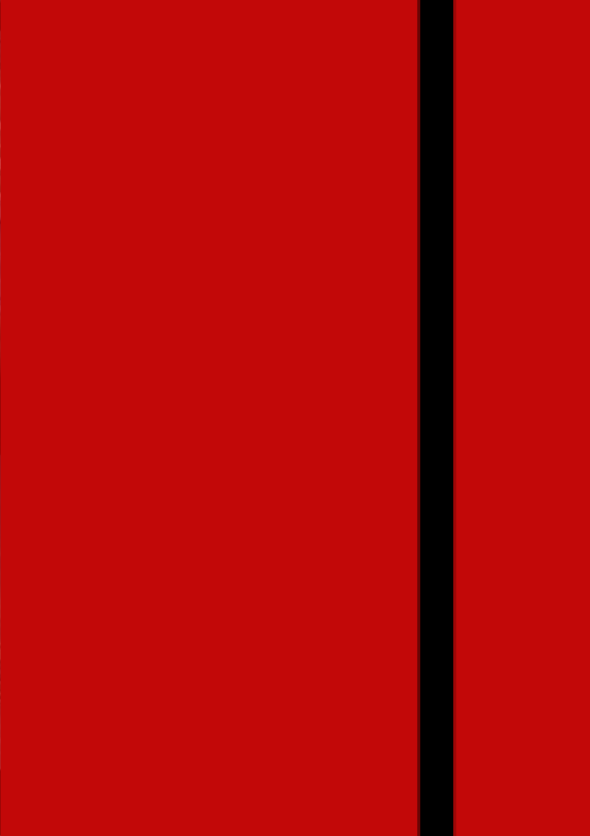


TRAVEL ECONOMY





2026 IS...
DEPLOYMENT
YEAR ONE



“WE WILL LAUNCH NEW COOPERATION INITIATIVES ACROSS THE FIELDS OF GREEN DEVELOPMENT, AI, THE DIGITAL ECONOMY, HEALTH, TOURISM AND AGRICULTURE, AVIATION AND AEROSPACE, AND THE LOW-ALTITUDE ECONOMY... AND USE CULTURE AND TOURISM TO EMPOWER ECONOMIC AND SOCIAL DEVELOPMENT.”

”



18:31

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Seedance 2.0

Seedance 2.0 adopts a unified multimodal audio-video joint generation architecture that supports text, image, audio, and video inputs, leading to the most comprehensive multimodal content reference and editing capabilities in the industry.

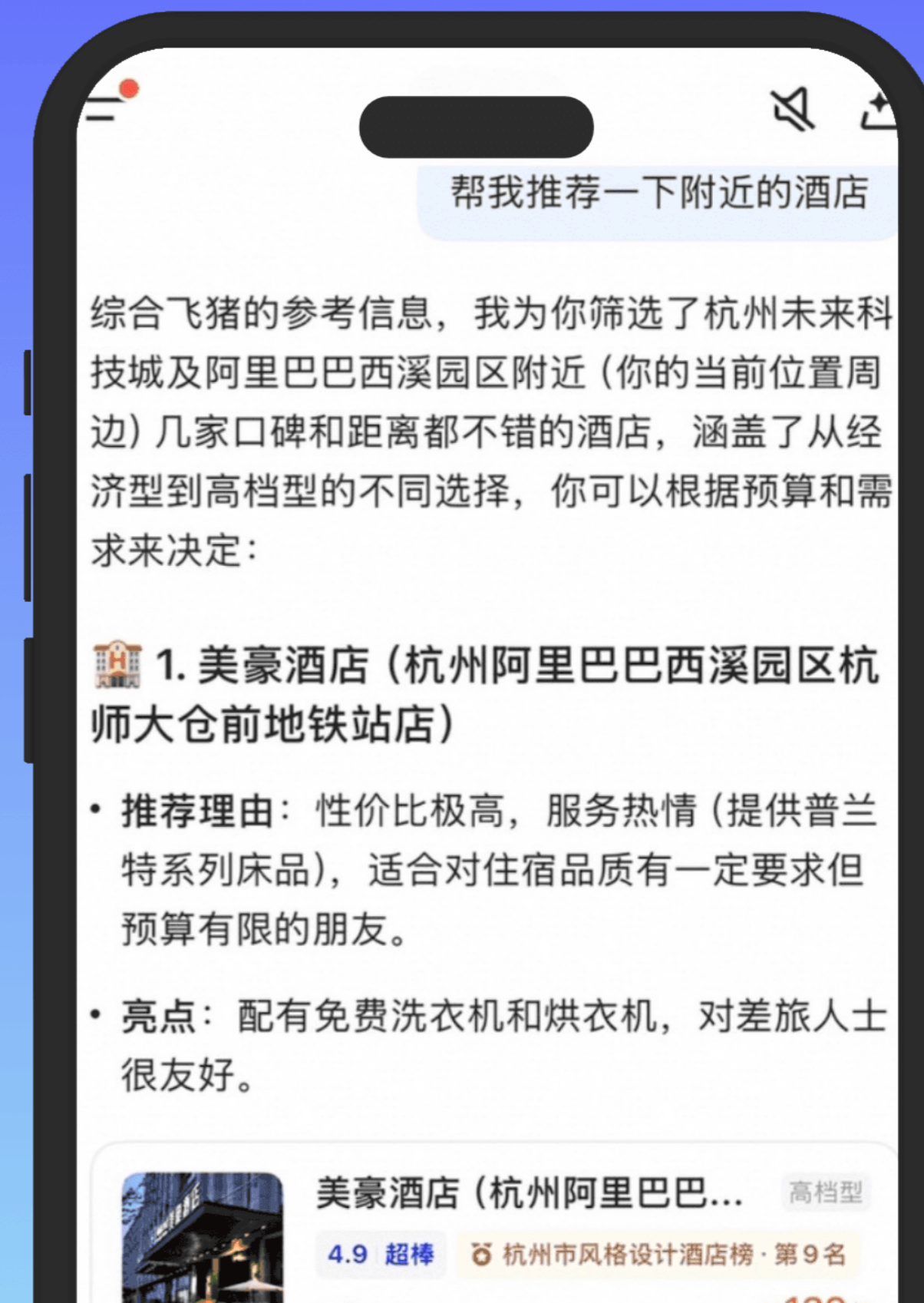
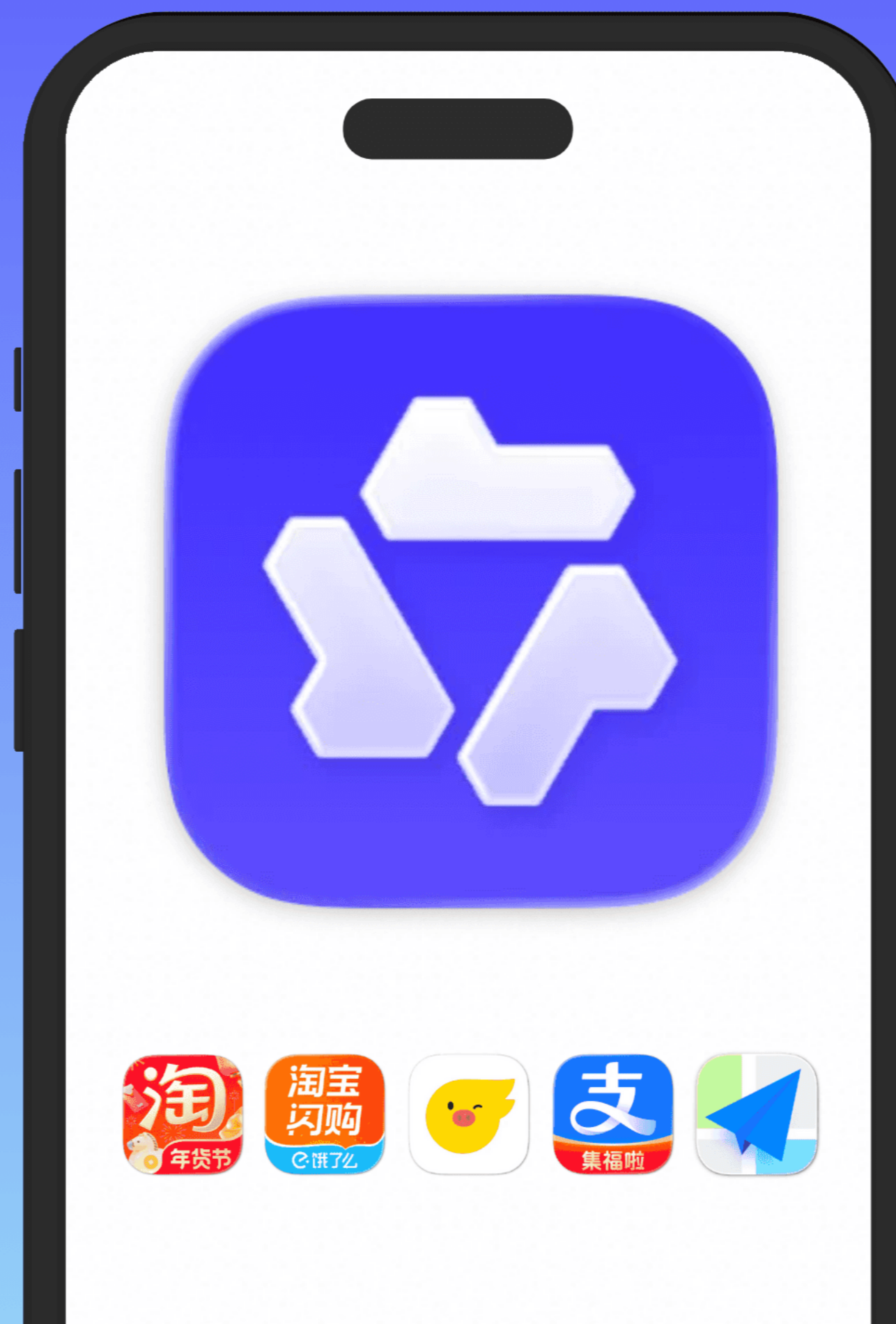
Ride your imagination

Capture every fleeting spark. Let's gallop into reality.



Alibaba's Qwen App Powers Agentic AI

Automating Everyday Activities Across Commerce, Travel, Payments, and Productivity Within a Single Interface





“A Comprehensive Consumption Platform”

- **Taobao**
- **Tmall**
- **Ele.Me**
- **Amap**
- **Alipay**
- **Fliggy**





“The Qwen studio is an AI Assistant for Everyone.

It’s free to use, open to all and ready to help with creativity, and endless possibilities.”



GEELY

中国首款原生开发Robotaxi原型车

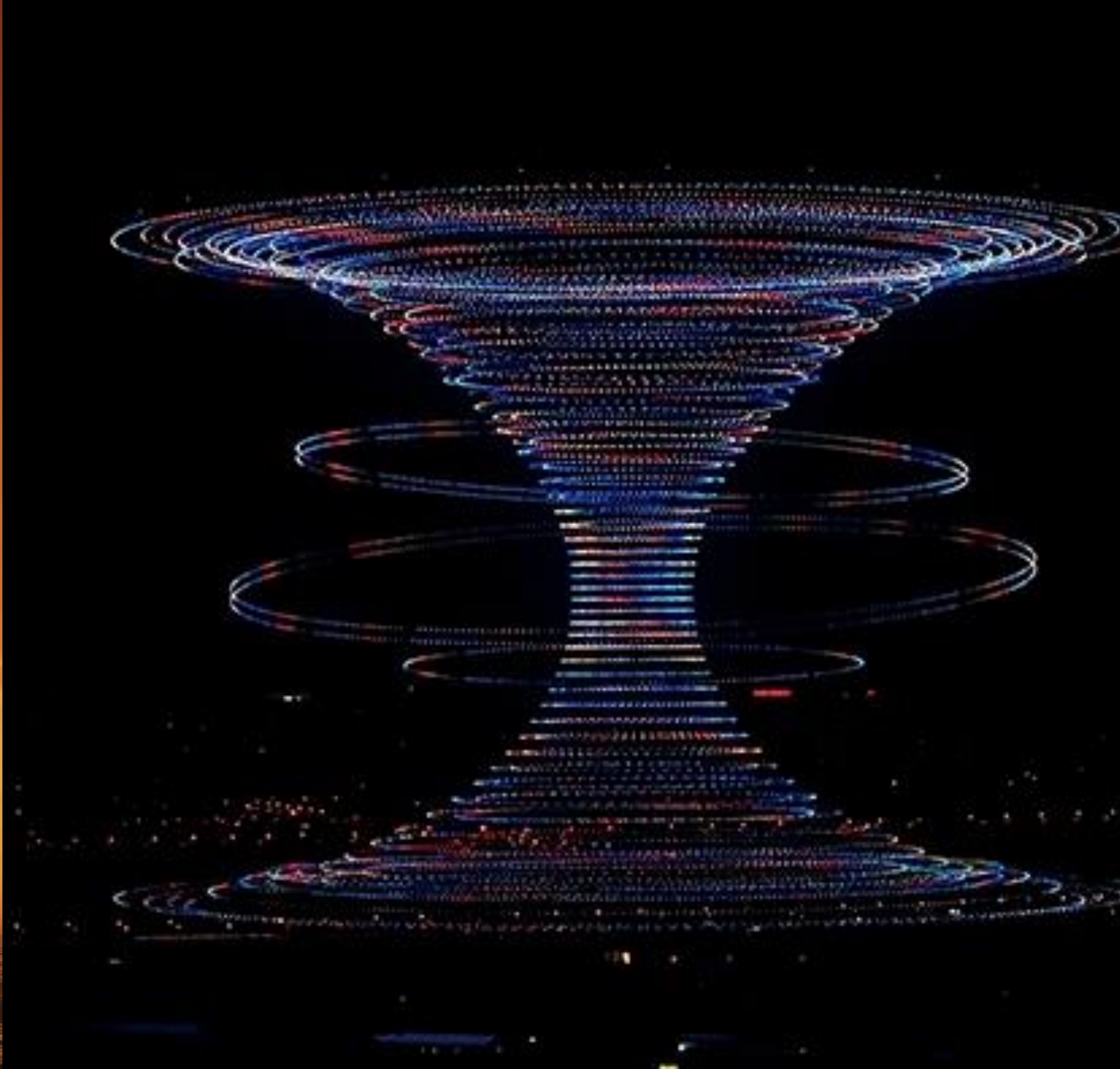
China's first purpose-built Robotaxi prototype

Eva Cab



AI in Motion

XPENG Physical AI 'Immersive'
China Tour 2026



The low-altitude economy has...



Multiple applications for hotels...

Think of this bridge...



... as your hotel



"A Tourism Eco-system"

- **Glass Skywalk**
- **Elevated Cafe**
 - **Bungee**
- **Drone Tourism**
- **Hiking & Cycling**
- **Photography Tours**
 - **Paragliding**
- **Water Screen Light Show**

Self-drive adventures are ...



Revolutionising couples' tourism



Demand for self-drive tourism continues to diversify

More destinations are incorporating car and campervan rental campaigns into their marketing budgets

- Full itinerary control

- Cities, coasts and countryside

- Greater availability of EVs

- Extremely videogenic

Total. Travel. Freedom.



COUPLES

COUPLE X COUPLES

FAMILIES

MULTI-GENERATIONAL FAMILIES

BLENDED TRAVELLERS

FRIENDS & COLLEAGUES

SOLO TRAVELLERS

SILVER ADVENTURERS

LIVE-STREAMERS & INFLUENCERS



GARY BOWERMAN

re:set strategies // Founding Partner

The South East Asia Travel Show // Co-Host

Phocuswright // Asia Travel Markets Analyst

Asia Travel Re:Set // Managing Director

The New Chinese Traveler // Author



Gary Bowerman

Asia Travel & Consumer
Markets Analyst | Visitor Ec...





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