



GLOBAL RESILIENCE
NETWORK

GRN Executive Mission to China — AI++ & the Future of Global Travel

Senior tourism leaders | May 28–31, 2026 | Shanghai · Hangzhou · Alibaba HQ



DRAGON TRAIL INTERNATIONAL

- **Dragon Trail Sentiment Reports & Resources**
<https://dragontrail.com/resources/sentiment-reports>
- **8 Outbound Travel Trends of 2025**
<https://dragontrail.com>
- **Webinar Pulse Series**
<https://dragontrail.com/pulse>



FLIGGY — ALIBABA'S TRAVEL PLATFORM

- **Fliggy Platform Overview**
<https://eternityx.com/global-knowledge-hub/media-fliggy>
- **Dragon Trail × Fliggy Webinar**
<https://dragontrail.com/resources/blog/fliggy-summer-travel-2025>



AI & THE ALIBABA DIGITAL ECOSYSTEM

- **China Digital Landscape 2025**
<https://ciw.news>
- **China's AI in 2025**
<https://venturousgroup.com>
- **Agentic Commerce: Chinese Tech Giants' AI Race**
<https://cnbc.com>



CHINESE CONSUMER & MARKET INTELLIGENCE

- **McKinsey — Chinese Consumption Amid the New Reality**
<https://mckinsey.com/cn>
- **ITB China Trends Report**
<https://chinatradingdesk.com>



HISTORY OF HANGZHOU & SHANGHAI

- **Hangzhou: 2,000 Years of Cultural History**
<https://olivierrobert.net>
- **Wikipedia — Hangzhou**
<https://en.wikipedia.org/wiki/Hangzhou>
- **A Brief History of Shanghai**
<https://insightguides.com>

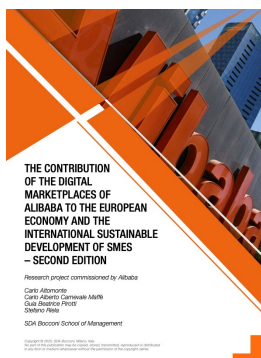
BOOKS WORTH READING

- **The New China Playbook — Keyu Jin**
- **Alibaba: The House That Jack Ma Built — Duncan Clark**
- **AI Superpowers — Kai-Fu Lee**

PODCASTS WORTH FOLLOWING

- **ChinaTalk**
<https://www.chinatalk.media>
- **Beijing to Britain (CBBC)**
<https://www.cbbc.org>
- **Pekingology (CSIS)**
<https://www.csis.org/podcasts/pekingology>

Added Bocconi AI Resource



- **Alibaba commissioned the Bocconi Report.** The second edition of the SDA Bocconi report was presented in Rome at the Chamber of Deputies, and is based on data from the 2022–2024 period. It found that Alibaba's platforms generated €38.6 billion in GDP across the six main EU economies, supporting over 143,000 jobs in 2024 alone.  [SDA Bocconi Report 2025.pdf](#)
- **Bocconi University / UNDP — Human Development Report 2025: A Matter of Choice: People and Possibilities in the Age of AI**
<https://www.undp.org/human-development-report-2025>

This report examines how AI affects productivity, employment, public services, human capability development, and economic transformation. It provides a strong strategic framework for tourism leaders examining AI adoption, digital infrastructure, and human-centred innovation.