

# Perspectives on Ctrip Group's business strategy and effect in 2024 from financial data and green practice

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**Abstract.** Against the dual dropout of the continuous recovery of the global tourism industry and the goal of carbon neutrality, how online travel platforms balance economic benefits and environmental responsibilities has become a key issue in the industry. Focusing on the business performance of Trip.com Group in 2024, this paper conducts an in-depth analysis from the dual dimensions of financial data and green environmental protection practices. Financially, in 2024, Trip.com Group's net revenue was approximately 53.377 billion yuan, a year-on-year increase of about 19.78%, and its net profit attributable to the parent company was approximately 17.067 billion yuan, a year-on-year increase of about 72.08%. All core business segments experienced varying degrees of growth. In terms of green environmental protection, Trip.com actively implemented a sustainable development strategy, introduced the "Low-Carbon Hotel Standard", and drove over 16 million users to choose low-carbon travel. Through a study of the correlation between the two, this paper reveals Trip.com's exploration of an environmentally friendly development model while pursuing economic growth, providing a reference for the development of the online travel industry.

**Keywords:** Ctrip Group, financial data, green environmental protection, business strategy

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## 1. Introduction

Under the dual background of the sustainable recovery of global tourism and the goal of carbon neutrality, how to balance economic benefits and environmental responsibilities of online travel platforms has become the core issue of the industry [1]. As a leading enterprise in the online travel industry in China, Ctrip Group showed strong financial performance and positive green practices in 2024, which provided an important reference for the industry. This paper takes Ctrip Group as the research object, deeply analyzes its business strategy and effect in 2024 from two dimensions of financial data and green environmental protection practice, and discusses the synergistic relationship between economic benefits and sustainable development.

In 2024, the total revenue of Ctrip Group exceeded 53 billion yuan, a year-on-year increase of nearly 20%, showing strong profitability. This achievement not only benefits from the recovery of the global tourism market but also depends on Ctrip's continuous investment in resource integration, service optimization and technological innovation. At the same time, Ctrip put environmental protection into the core of its strategy, and launched the "low-carbon hotel standard", with a cumulative impact of over 16 million people. These measures not only highlight Ctrip's sense of social responsibility but also provide a practical model for the green transformation of the industry.

By analyzing Ctrip's financial data and green practice, this paper reveals the mutual promotion mechanism between them: green measures enhance brand image and user loyalty and indirectly promote financial growth; The steady financial performance provides financial support for green technology research and development and project landing. In addition, the article compares the differences between Ctrip and domestic and foreign competitors (such as Booking, Flying Pig, Meituan, etc.) in financial growth and environmental protection actions, points out Ctrip's first-mover advantage in green strategy, and also discusses its challenges in international market expansion and competition in emerging platforms.

The significance of the research lies in that, on the one hand, it provides reference for online travel enterprises to explore the synergistic path of economic benefits and environmental friendliness; on the other hand, it provides an empirical basis for policymakers to promote the sustainable development of the industry. In the future, Ctrip needs to further deepen green innovation and optimize its global layout so as to consolidate its leading position in the industry and achieve win-win economic, social and environmental benefits.

## 2. Analysis of financial data of Ctrip Group in 2024

### 2.1. General financial situation

In 2024, Ctrip's net revenue was about 53.377 billion yuan, a year-on-year increase of about 19.78%; The net profit of returning to the mother was about 17.067 billion yuan, a year-on-year increase of about 72.08%. This achievement reflects Ctrip's outstanding achievements in market expansion and cost control. According to the quarterly data, the net revenue in the fourth quarter was about 12.768 billion yuan, up about 23.5% year-on-year, and the net profit returned to the mother was about 2.157 billion yuan, up about 66.31% year-on-year. Although it was affected by seasonality, it grew strongly year-on-year, showing the resilience and vitality of the business [2].

### 2.2. Business segment revenue analysis

Benefiting from the recovery and growth of the tourism market, Ctrip's revenue of 53.3 billion yuan has reached an all-time high. From the data point of view, Ctrip almost handed in excellent answers in 2024.

In 2024, the revenue from accommodation booking was about 21.6 billion yuan, up 25% year-on-year, and the revenue in the fourth quarter was about 5.2 billion yuan, up 33% year-on-year. This is due to the recovery of the domestic tourism market, the increased willingness of consumers to travel and the increased demand for accommodation; at the same time, Ctrip attracts more users to choose its platform to book accommodation by optimizing hotel resource integration and improving service quality [3].

The annual traffic ticketing revenue was about 20.3 billion yuan, up 10% year-on-year, and the revenue in the fourth quarter was about 4.8 billion yuan, up 16% year-on-year. With the improvement of transportation infrastructure and the increase of travel, the demand for ticketing has steadily increased. With its rich ticketing resources and convenient booking system, Ctrip has maintained steady growth in this field.

The annual tourism and holiday business revenue was about 4.3 billion yuan, up 38% year-on-year, and the revenue in the fourth quarter was about 870 million yuan, up 24% year-on-year. The demand of the tourism and holiday market is diversified and personalized. Ctrip has launched a wealth of tourist routes and special products to meet the needs of different users and promote the rapid growth of this business.

The annual business travel management revenue was about 2.5 billion yuan, up 11% year-on-year, and the revenue in the fourth quarter was about 720 million yuan, up 11% year-on-year. With the recovery of business activities of enterprises, the business travel market is gradually picking up. Ctrip provides customized travel solutions for enterprises to improve service efficiency and quality and maintain stable business growth.

## 3. Ctrip Group's green environmental protection practice in 2024

### 3.1. Green strategy and objectives

Ctrip promotes sustainable development with the strategy of "four friendliness among environment, family, society and relevant parties" as the core, puts "environmental friendliness" in the first place, and sets the goal of achieving carbon neutrality in 2050. Through a series of concrete measures, we will promote the green transformation of the tourism industry and actively fulfill our social responsibilities while realizing our own commercial value. The formulation of this strategy not only conforms to the global trend of environmental protection, but also reflects Ctrip's role as an industry leader.

### 3.2. Major green initiatives and achievements

In 2024, Ctrip actively promoted the concept of low-carbon travel, successfully driving 16 million users to participate in environmental protection travel, and more than 90% of them tried low-carbon travel for the first time. The platform guides users to reduce carbon emissions during travel through various measures, such as recommending new energy car rental services to users and encouraging them to take public transport. In order to reduce the participation threshold of users, Ctrip has also cooperated with new energy car rental companies to launch preferential car rental schemes so that more travelers can choose environmentally friendly travel modes at a lower cost. These measures have effectively promoted the popularization of the concept of green travel and demonstrated the practical achievements of enterprises in the field of sustainable development.

In 2023, Ctrip launched the "low-carbon hotel standard". By evaluating the energy consumption data and environmental protection measures of the cooperative hotels, the carbon emission threshold was set, and the hotels that met the standard were certified as "low-carbon hotels" [4]. By 2024, more than 1,500 hotel partners have been shortlisted for the standard, and the order volume of the first batch of hotels has increased by 43% month-on-month, which fully reflects the market's recognition of green accommodation. In order to continuously promote the development of the industry, Ctrip not only established a strict dynamic

evaluation mechanism, but also provided all-round publicity support for the shortlisted hotels through multi-dimensional measures such as platform traffic tilt, exclusive label display and environmental protection theme marketing, which effectively improved the market exposure and brand premium ability of low-carbon hotels. This series of measures not only helps hotels reduce operating costs but also promotes the transformation and upgrading of the entire accommodation industry to a green and low-carbon direction, providing innovative practice samples for the sustainable development of tourism [5].

Ctrip fully implements the concept of green environmental protection in its business operations, and realizes energy conservation and emission reduction through a number of innovative measures. In terms of hardware facilities, the company's data center is strictly equipped with energy efficiency standards, and all of them adopt energy-efficient equipment with a China energy efficiency index above Grade 2; with the innovative installation of photovoltaic power generation facilities in office buildings, the annual power generation in 2023 exceeded 70,000 kWh, effectively reducing traditional energy consumption. In terms of intelligent management, the office deployed an intelligent light control system to realize automatic power failure in an unmanned state through induction technology. Only the Shanghai headquarters saved 2.6 million kWh of electricity, equivalent to reducing 1.79 million tons of carbon emissions; at the same time, the office lighting system will be upgraded in an all-round way, and 12,571 sets of LED lamps will be transformed, which is expected to save 640,000 kWh of electricity every year, equivalent to reducing 500,000 tons of carbon emissions. In addition, Ctrip also actively carries out various forms of green office publicity activities, enhances employees' environmental awareness through environmental protection knowledge training and energy-saving competitions, creates a green corporate culture with full participation, and deeply integrates the concept of sustainable development into all aspects of the daily operation of enterprises. These measures not only greatly reduce the carbon footprint of enterprise operations but also set a model for green offices for the industry.

## 4. Comparative analysis of Ctrip and its competitors

### 4.1. Overview of main competitors

Ctrip faces competition from platforms such as Flying Pig, Meituan and TikTok in China, and has established rivals such as Booking and Expedia in the international market. Flying pig is backed by Ali and has strong resources and technical support; Meituan has accumulated a large number of users by virtue of the high-frequency consumption scene of local life services; TikTok used the advantages of short video and live broadcast to get involved in the wine travel business; Booking and Expedia have been deeply involved in the international market for many years, and have a mature operating model and a broad customer base [6].

### 4.2. Comparison of financial data

In the first quarter of 2024, Booking's total revenue was \$4.4 billion, Expedia's total revenue was \$2.9 billion and Ctrip's was \$1.6 billion [7]. In absolute terms, the first two are far ahead of Ctrip, but in the high-growth market, Ctrip's revenue growth rate in the first quarter reached 29%, higher than Booking's 16.9% and Expedia's 8.4% [8]. In China, Ctrip's net revenue in 2024 was about 53.377 billion yuan. Although Feizhu, Meituan and TikTok did not publish separate revenue data for the wine travel business, Meituan diverted Ctrip from accommodation booking and other businesses by virtue of high-frequency consumption scenarios. In 2023, TikTok's GMV of wine tourism reached 60 billion yuan, which developed rapidly, impacting Ctrip's market share.

### 4.3. Comparison of green environmental protection measures

Ctrip launched the "low-carbon hotel standard" to drive low-carbon travel for over 16 million users; Booking cooperated with Travalyst to release the "sustainable travel" logo, and it is planned that 50% of orders will be sustainable products in 2027; Flying Pig, Meituan and TikTok have relatively few actions in environmental protection, and have not yet formed a systematic green strategy and large-scale green action like Ctrip.

### 4.4. Comparison of market strategies

Ctrip focuses on the tourism business, strengthens the advantages of the supply chain through the business ecology of "flow-data-algorithm" and binds cooperation with hotel groups; Flying Pig focuses on connecting consumers with upstream suppliers and expanding business with Ali resources. Meituan relies on the local life service scene, focusing on sinking markets and low-end wine travel services; TikTok conducts content marketing through short videos and live broadcasts to attract young users; Booking and Expedia occupy a large share of the international market by virtue of their international layout and brand advantages.

## 5. Correlation analysis between financial data and environmental protection

### 5.1. The positive impact of green environmental protection on finance

Ctrip has effectively enhanced its brand image and attracted more and more consumers who pay attention to environmental protection by practicing the concept of green environmental protection. This kind of consumer prefers enterprises with social responsibility, which makes the order volume of low-carbon hotels increase significantly and directly drives the business income to increase. Nowadays, the concept of environmental protection has become an important advantage for Ctrip to attract users. When selecting tourism products, users not only pay attention to prices and services, but also pay more and more attention to the sustainable development practices of enterprises, which further enhances user loyalty.

At the same time, the green operation measures implemented by Ctrip have also brought significant cost reduction effects. The positive impact of Ctrip's practice of the green environmental protection concept on finance can be further confirmed by empirical research in international academic circles. Gill & Sharma's research published in the Journal of Sustainable Tourism, based on the panel data of more than 200 enterprises in the global tourism industry, found through multiple regression analysis that the investment intensity of the environmental dimension (E) in ESG practice has a significant positive correlation with financial performance indicators (such as operating income growth rate and net profit rate). Especially for tourism platform enterprises, the financial gain effect brought by environmental practice is more prominent, which is related to the actual case of Ctrip.

From the perspective of income increase, the study points out that when tourism enterprises actively disclose environmental protection measures and launch low-carbon products, they can effectively attract "environmental-oriented consumers"—such consumers are willing to pay a premium of 5%-15% for sustainable tourism products, and their willingness to repurchase is more than 20% higher than that of ordinary consumers. Ctrip is grasping this trend. By promoting low-carbon hotels, carbon-neutral travel routes and other environmental protection products, it accurately meets such consumer demand, making the average annual growth rate of low-carbon hotel orders exceed 35%, which directly promotes the income of tourism products. At the same time, the study also confirms that the environmental protection practice of enterprises will form a "brand differentiation advantage" and reduce the price sensitivity of users, which also explains why Ctrip's environmental protection concept can enhance user loyalty and make users prefer its platform instead of just paying attention to price factors [9].

### 5.2. Financial support for green development

Ctrip's stable financial situation has provided continuous and sufficient financial guarantees for the practice of environmental protection. Relying on the financial strength accumulated by business growth, Ctrip accurately invested funds in low-carbon technology research and development and green projects, such as setting up a special research and development team, developing carbon emission measurement tools for the tourism industry, and providing users with carbon footprint inquiry services. At the same time, we will invest funds to promote the construction of "low-carbon hotel" evaluation system, and attract over 10,000 cooperative hotels to join low-carbon certification by subsidizing hotel energy-saving renovation and providing free green operation guidance, so as to drive energy consumption reduction and emission reduction in accommodation.

## 6. Technological innovation promotes Ctrip's operation

### 6.1. Big data and artificial intelligence applications

Ctrip deeply digs into the value of big data and builds a multi-dimensional user portrait system, which not only covers travel preferences and consumption habits but also includes detailed information such as user historical order feedback, browsing time, and seasonal travel rules. Based on this, its precise marketing has achieved "thousands of people and thousands of faces", such as pushing the rights and interests of airport VIP rooms for high-frequency business travelers, hotel discounts for night flights, and giving priority to recommending joint tickets for accommodation and scenic spots with perfect parent-child facilities for family tourists, greatly improving the marketing reach efficiency.

At the application level of artificial intelligence, Ctrip's AI customer service system has the ability to cope with multiple scenarios and can handle common problems such as ticket changes, hotel cancellations, itinerary consultations, etc. The response time is controlled in seconds, and the customer service pressure can be diverted by over 70% during peak hours. At the same time, AI can also dynamically adjust services in combination with real-time data, automatically remind users of flight changes in case of bad weather, and recommend alternatives. In the recommendation of tourism products, the big data algorithm will comprehensively analyze the user behavior data and market trends. For example, according to the record of a user searching for "island vacation" many times and preferring niche destinations, the semi-free package of unpopular islands will be recommended

first, and the local special experience projects will increase the product recommendation conversion rate by more than 30% compared with the traditional methods, effectively enhancing the user's willingness to book [10].

## 6.2. Online and offline integration technology

Ctrip breaks the service boundary with online and offline integration technology and builds a full-scenario service ecosystem. On the online side, after booking offline travel activities on the Ctrip APP, users can get an exclusive electronic travel itinerary, which contains information such as a voice guide of scenic spots and a traffic connection guide. After arriving at the destination, you can listen to the in-depth explanation by scanning the QR code through the intelligent navigation equipment in the scenic spot, and you can also query the location of convenient facilities, such as restaurants and toilets, in real time to solve the problem of "information fault" in traditional tourism.

In terms of offline layout, Ctrip has set up offline experience stores in the business districts of several core cities across the country. The stores are equipped with professional travel consultants, who can customize personalized itineraries according to users' needs, such as recommending slow-paced recreational routes for elderly tourists and designing extreme sports-themed travel plans for young people. At the same time, the experience store provides an online product physical display service, and users can view the hotel room model and tourism equipment samples on the spot, intuitively understand the product details and reduce decision-making concerns. In addition, the experience store also supports offline modification and confirmation of online booking orders, forming a closed loop of "online booking-offline experience-full service", further enhancing users' trust in the Ctrip brand and increasing the repurchase rate of users around the offline experience store by 25%.

## 7. Conclusion

In the context of the rapid recovery of the tourism industry, Ctrip has realized the continuous expansion of its business scale through innovative business strategies, and actively explored effective paths for sustainable development. Its characteristic lies in transforming the concept of environmental protection into concrete business practice, which not only meets the growing demand of consumers for environmental protection, but also creates new market growth points. By establishing an industrial environmental protection standard system, it not only enhances its own brand image, but also promotes the green upgrade of the entire industrial chain. In terms of operation management, the wide application of intelligent technology not only optimizes the service quality, but also realizes the efficient utilization of resources, showing the supporting role of technological innovation in sustainable development. In the face of fierce market competition, this differentiated development model has won a unique competitive advantage for enterprises.

In the long run, this development idea of giving consideration to economic benefits and environmental benefits not only applies to the tourism industry, but also provides reference experience for the transformation and upgrading of other service fields. In the future, Ctrip should continue to deepen the green environmental protection strategy, increase investment in green technology research and development and sustainable tourism product innovation, further improve the layout of the green industrial chain, optimize global business strategy, expand the international territory by taking advantage of brands and resources, and enhance the right to speak internationally. Face the competition of emerging platforms, give full play to professional accumulation, tap the demand for segmentation, and create a unique service ecosystem. At the same time, in the face of fierce market competition, continue to optimize business strategies, improve service quality and user experience, and consolidate market position. In the international market, strengthen market expansion and brand building to enhance international competitiveness; in view of the competition of emerging platforms, we should give full play to our professional advantages and strengthen differentiated competition. Set an example for the sustainable development of the online travel industry and realize the coordinated development of economy, society and environment.

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