



## Ctrip Named Silkroad's Official Sponsor and Exclusive Travel Services Provider

April 2, 2018

SHANGHAI, China, April 02, 2018 (GLOBE NEWSWIRE) -- A new partnership recently announced between Ctrip, the largest online travel agent in Asia and the second largest in the world, and Silkroad, the global collective of artists and educators founded by cellist Yo-Yo Ma, will support music and learning programs in communities around the world.



Silkroad



Silkroad



Silkroad



Silkroad-Abu Dhabi Festival Preview



Silkroad

As Silkroad's official sponsor and exclusive travel services provider, Ctrip will be an essential partner in the organization's mission to spark radical cultural collaboration and passion-driven learning while working towards a more hopeful world.

Founded in 1999, Ctrip has rapidly become one of the world's leading providers of travel services. Four years after its founding, Ctrip successfully listed on the NASDAQ and now is a part of the NASDAQ-100 index – a stock market index made up of 104 equity securities issued by 100 of the largest non-financial companies listed on the NASDAQ. Today Ctrip services many of the growing Chinese outbound travel. According to "2017 China Outbound Tourism Travel Report" published by Ctrip and China Tourism Academy (CTA), a specialized institute under China National Tourism Administration (CNTA), there were 130 million Chinese outbound trips, growing at 7% year-on-year.

Just one year before Ctrip's founding, Yo-Yo Ma conceived of Silkroad as a way to show that even as rapid globalization results in division, it also brings about extraordinary possibilities for working together. Seeking to understand this dynamic, he began to learn about the historical Silk Road, recognizing in it a model for productive cultural collaboration, for the exchange of ideas and tradition alongside commerce and innovation. And in a radical experiment, he brought together musicians from the lands of the Silk Road to create a new artistic idiom, a musical language founded in difference that could serve as a metaphor for the benefits of a more connected world.

Today, these Grammy Award-winning artists seek out and practice radical cultural collaboration in many forms, creating and performing new music, leading professional development and musician training workshops, creating residency programs in schools, museums, and communities, and experimenting with new media.

Eduardo A. Braniff, Silkroad's executive director, said, "As I learned about Ctrip, I realized how closely aligned Silkroad's ambition to bring the world closer together is with Ctrip's culture and mission. It's what makes this partnership ideal."

Bourne Sun, senior vice president of Ctrip Group, said, "It is a great honor for us to be able to work with Silkroad and Yo-Yo Ma, supporting their high artistic standards while enhancing collaboration around the globe. Silkroad's audience is ideal for us: they are heavily centered in the US, and highly educated."

#### **About Ctrip.com International, Ltd.**

Ctrip.com International, Ltd. is a leading travel service provider of accommodation reservation, transportation ticketing, packaged tours and corporate travel management in China. It is the largest online consolidator of accommodations and transportation tickets in China in terms of transaction volume. Ctrip enables business and leisure travellers to make informed and cost-effective bookings by aggregating comprehensive travel related information and offering its services through an advanced transaction and service platform consisting of its mobile apps, Internet websites and centralized, toll-free, 24-hour customer service center. Ctrip also helps customers book vacation packages and guided tours. In addition, through its corporate travel management services, Ctrip helps corporate clients effectively manage their travel requirements. Since its inception in 1999, Ctrip has

experienced substantial growth and become one of the best-known travel brands in China.

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