



## James Liang Named Best CEO in Institutional Investor's 2016 All-Asia Executive Team Rankings

July 18, 2016

SHANGHAI, July 18, 2016 /PRNewswire/ -- Institutional Investor recently published its 2016 All-Asia Executive Team Rankings. James Jianzhang Liang, Chairman and Chief Executive Officer of Ctrip.com International, Ltd., ranked as one of the "Best CEOs" in the *Technology, Media, & Telecommunications: Internet* category.

Institutional Investor is a leading international business to business publisher, focused primarily on international finance. The 2016 All-Asia Executive Team Ranking collected opinions from 1,007 portfolio managers and buy-side analysts and 611 sell-side analysts.

The Best CEO award is a well-deserved recognition of James' contributions to Ctrip and China's travel industry. James co-founded Ctrip in 1999, served as CEO between 2000 and 2006, and resumed his role as CEO in 2013. During his first term as CEO, Ctrip revolutionized China's travel industry with the "click-and-brick" business model and became the best known travel brand in China. Since his return, Ctrip launched key strategic initiatives including the transition to mobile, open-platform, and internal incubation for new businesses, transitioning the company into a mobile-focused one-stop travel platform. Under his leadership, the company has also made a series of successful external investments, solidifying its industry leadership. All these efforts have positioned Ctrip well for greater successes in the future.

### **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 travelers 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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