

Announcement

In response to recent public attention concerning cooperation between the Cambodia Tourism Board (CTB) and Trip.com, CTB respectfully informs the public as follows:

1. The Cooperation Agreement between CTB and Trip.com is strictly limited to tourism advertising activities for the period from 1 September 2025 to 31 March 2026. This cooperation forms part of CTB's contribution to the Cambodia–China Tourism Year 2025, as jointly designated by the leaders of both countries on 17 April 2025.
2. CTB and Trip.com have mutually agreed to suspend the planned advertising activities on Trip.com Group's affiliated platforms until a more appropriate time.
3. CTB confirms that, under this Agreement or any other form of cooperation, it has not requested, received, accessed, stored, processed, or shared any personal data relating to tourists.
4. CTB remains firmly committed to promoting a safe, secure, and welcoming environment for all visitors to the Kingdom of Cambodia and to upholding responsible and transparent tourism promotion practices.

Phnom Penh, 26 December 2025

