

March 2021

旅游意见领袖 - China

“消费者希望直接聆听旅游品牌的声音，而非二手消息。道德价值观影响消费者选择“种草”渠道以及购买决策。消费者也希望品牌能够在沟通中保持透明。从文化角度切入，提供旅游“种草”内容，有利于品牌脱颖而出。因为该领域将驱动未来旅行体验，特别是瞄准Z世代人群，但目前尚未着力开发。”

February 2021

年轻人的运动 - China

“虽然运动消费短期内因新冠疫情受到负面影响，保持社交距离措施放宽后，体育产业开始出现复苏。滑雪和冲浪等度假运动是年轻消费者眼中最时髦的运动，预计疫情结束后，将随着运动主题旅游继续盛行而蓬勃发展。同时，较年轻一代逐渐接受用抖音等新媒体观看体育赛事以及获取信息，说明运动产业玩家有望利用这类新兴平台吸引年轻消费者。”

- 陈杨之，高级研究分析师

January 2021

Sports among the Youth - China

“While sports consumption was negatively affected by COVID-19 in the short term, we're seeing recovery of the sports industry as social distancing rules relax. Holiday sports such as skiing/snowboarding and surfing, as the trendiest sports in young consumers' eyes, are expected to boom after the pandemic is over as ...

家庭亲子休闲 - China

“以寓教于乐为主旨的儿童休闲活动能够刺激家庭休闲支出。‘学习’已被广泛解读为构建孩子的知识和智力体系，使得此领域的市场竞争非常激烈。家长对于提升孩子生活能力以及艺术和运动才能的热情，为市场带来了新方向。

育儿目标也在不断演变。除了优秀的学习成绩之外，家长开始更加重视其他方面的培养。这为各品牌打造以孩子身心健康为主旨的创新休闲产品提供了更多可能性，为家庭休闲市场开辟了一片新的蓝海。”

- 高级研究分析师，赵凌波

Travel Influencers - China

“Consumers want to hear directly from travel brands rather than secondary sources. Moral values influence how consumers choose inspiration sources and will have an impact on purchasing decisions. Consumers also demand brands to be transparent in communications. Establishing a specialisation in delivering inspirational marketing contents from a cultural perspective can ...

November 2020

Family Leisure - China

“Powering children’s leisure activities with learning motivates family leisure spending. ‘Learning’ has been intensively interpreted as knowledge and intelligence building for children, making this a crowded field. Leveraging parents’ passion to engage children in the kitchen and develop art and sport skills are new ‘ingredients’ to watch.

Parenting goals are ...

October 2020

Impact of COVID-19 on Travel - China

“Market recovery has been supported by domestic local travel so far. The strong willingness to adopt various types of travel, including domestic and outbound, in the near future suggests robust demand for further recovery.

The travel market will become more consumer-driven after COVID-19. People want to experience quality travel. Though ...

疫情对旅游偏好的影响 - China

“截至目前，旅游市场的复苏主要来自国内本地旅游。消费者有强烈意愿在近期参与各种类型的旅游，包括国内游和出境游。强劲消费需求支持市场进一步恢复。

新冠疫情后，旅游市场将变得更加由消费者主导。人们希望体验高品质旅游。定制化旅游已在市场上兴起，但是消费者比以往对定制化更感兴趣。人们总会有休闲需求，但不同类型休闲活动的优先级正在发生变化。专注于情绪健康能助力旅游商家锁定更多休闲时间和休闲消费预算，鼓励出游。这一点对于在孤独感面前更脆弱的Z世代消费者尤为重要。”