

May 2021

度假趋势 - China

“自然风光将成为推动周末消费的主要引擎。新冠疫情后，消费者更渴望利用休闲时光亲近自然。”

性价比和负责任的消费能吸引大众参与旅游度假。对Z世代来说，平价亲民变得越来越重要。相比价格因素，旅游预算更高的亲子家庭更看重负责任消费，相关主题活动能吸引高预算的亲子游客。”

— 赵凌波，高级研究分析师

March 2021

Holiday Trends - China

“Nature will be a key driver to capture holiday consumption during weekends because consumers crave being close to nature in their leisure time after COVID-19.

Price-quality balance and responsible consumption can motivate holiday participation. Affordability has become more important to encourage purchasing among Gen-Zers. Activities inspired by responsible consumption can ...

自驾旅游 - China

“自驾游将继续助力旅游复苏。长途自驾游是游客量增长的驱动力。热衷自驾游的游客对这一旅游方式有更高期待。他们参与自驾游主要是为了调节情绪。独行游客群体日渐兴起，但尚未获得相应的市场关注。自驾游能很好地贴合消费者追求独处时光、调节心情的需求，因此定位该群体能带来更多机遇。”

— 赵凌波，高级研究分析师

February 2021

Self-guided Auto Tours - China

“Self-drive tours will continue to fuel the travel market's recovery. Long-haul self-driving is a pillar of traveller volume growth. The most enthusiastic consumers demonstrate sophisticated expectations for self-drive tours. Managing emotional wellbeing is their major motivation for participation. There is an opportunity to target solo self-drive consumers, an emerging but ...