

March 2014

旅游度假 - China

中国消费者旅游度假市场增长显著，这主要归功于中国政府对出境游限制的放宽、增加国民休闲时间政策的出台、中国中产阶级的崛起，以及中国居民可支配收入的提高。

February 2014

Holidays - China

“Chinese travellers are now more complicated than they were in previous years; holiday operators/destinations therefore need to identify and map out the diverse needs and wants of Chinese travellers from different demographics and typologies in order to be able to offer them customised holiday products and services.”

针对20多岁年轻消费者的营销 - China

由于中国幅员辽阔，不同地区的经济发展程度不同，所以20多岁年轻消费者很多元，不得将其视为单一的消费群。中国不同地区的多样性，使得中国的20多岁年轻消费者与其他国家的20多岁年轻消费者截然不同。然而，中国的20多岁年轻消费者与全球各地同年龄的消费者的共同点是擅长高科技：他们都接触到了高科技产品、电子产品和无线网路，借助网路更加了解世界。

January 2014

Marketing to Consumers in their 20s - China

“The rising cost of living, particularly within the larger cities, has only served to contribute to the financial pressure on the twentysomethings. As a result, many have yet to break free from the parental home and find their own financial independence, or to appreciate the importance of balancing spending between ...