

June 2019**针对商务旅行者的营销- 中国 - China**

“2018年商务出差约占中国旅游市场总规模的30%。在中国，商务出差更多由B2C市场推动，而非B2B市场。90后已步入重点高频商务旅客之列。舒适型酒店是消费者选择最多的差旅住宿类型。餐饮已成为出差航班和住宿选择的首要考虑因素之一。这让差旅服务供应商有机会区别于竞争对手。”

— 赵凌波，研究分析师

May 2019**Marketing to Business Travellers - China**

“Business travel in China accounted for about 30% of the total travel market in 2018. Business travel is driven more by the B2C market than the B2B market in China. The post-90s generation have become key frequent business travellers. Mid-scale hotels are the most chosen business travel accommodation. Catering has ...

邮轮旅游- 中国 - China

“尽管邮轮市场目前处于过渡期，但长远来看该市场潜力广阔。品牌要将重点放在保持服务水准、设计独具特色的活动和维持与旅行社的良好合作关系等方面，以达到可持续发展。品牌可将文化、流行主题和保健养生等元素融入船上活动、配套设施和岸上活动中，为消费者提供别出心裁的高端邮轮体验。”

April 2019**Cruises - China**

“Although the cruise market is currently in a transitional period, there is potential for market growth in the long term. It is important for companies to focus on service quality, differentiating activities and forming strong partnerships with travel agencies to achieve sustainable growth. Companies can tap into culture, popular themes ...