

## February 2023

### 酒店 - China

“2018年，中国酒店的市场容量因单体酒店扩容而开始萎缩，同时在新冠疫情的冲击下，大量中小型酒店倒闭，而越来越多的舒适型酒店引领市场复苏趋势。酒店可进行数字化和自动化转型，以提高运营效率并对冲人手短缺和成本增加的风险。舒适型酒店可着眼于餐饮服务和客房设施升级，高档型酒店/豪华型酒店则可针对高预算消费者（如有孩子和宠物的家庭）提供高品质的个人护理产品以及健康、解压和娱乐服务。”

## January 2023

### Hotels - China

“China’s hotel volume started to shrink in 2018 due to the scale enlargement of individual hotels, and has been hugely impacted by the COVID pandemic, with a great number of small-to-medium hotels closing down while the growing number of mid-scale hotels led the market recovery trend. Hotels are advised to ...

## December 2022

### 旅游度假趋势 - China

“2022年上半年新一轮疫情爆发，假日旅游市场的恢复受到抑制。然而，英敏特发现消费者的旅游出行意愿和预算呈积极趋势，尤其是有宠物的家庭、有孩子的家庭和30-39岁的高收入女性。消费者有兴趣参与主题短途旅游或本地旅游，其主要动机是为了释放压力并亲近大自然。民宿和帐篷露营商家应相应地升级或调整其产品和服务，同时充分利用小红书等平台进行营销，以有效触及目标消费者。OTA需要调整其战略和商业模式，以满足消费者在短途旅游和本地休闲旅游中的新兴需求。”

— 刘倩雯，高级研究分析师

### Holiday Trends - China

“The holiday market’s recovery is suppressed due to the massive COVID resurgence in the first half-year of 2022. However, we see positive trends in consumers’ willingness and budgets for travel, especially among households with pets, children and high-income women aged 30-39. Consumers are motivated by themed short-haul or local travel ...

## September 2022

### 针对年轻人的旅游营销 - China

“在疫情得到控制、旅游限制放宽之后，18-39岁的年轻消费者将成为旅游度假市场复苏的驱动力，尤其是对长途旅游和出境旅游而言。对于18-24岁的年轻消费者，露营是一种可享受大自然的平价休闲选择，不会造成太多的经济负担。具有高端或奢华定位的度假产品可以考虑借力极限

运动，因为在消费者看来，极限运动是代表了奢华体验。”

## August 2022

### Marketing to Young Travellers - China

“Young consumers aged 18-39 will be the driving force in the recovery of the holiday market – especially the long-haul and outbound – when the pandemic is under control and travel restrictions are relaxed. For the young 18-24s, camping is more of a budget leisure choice to enjoy nature which ...

## June 2022

### 中老年休闲生活 - China

“健身、线上社群与旅游品牌目前拥有巨大的市场潜力。创新商业模式需要跟上新兴中老年人群体的步伐，满足他们对高质量休闲生活的追求，让他们能同时获取享受和自尊双重追求的休闲生活。与此同时，新冠疫情的爆发导致休闲市场面临不可预测的停业难题。在这个史无前例、充满不确定性的时期，各品牌或需采取能够线上线下吸引各类中老年消费者细分的服务模式。”

— 侯彦，高级研究分析师

### Seniors' Leisure Time - China

“The market shows great potential for brands in fitness, online community and travelling. Innovative business models need to keep up with the emerging seniors seeking high-quality leisure life where both treats and self-esteem needs can be fulfilled. At the same time, the market is being tested by the unpredictable closures ...

## May 2022

### 亲子休闲 - China

“室内园艺尚为品牌可挖掘的休闲市场空白领域。家长——特别是一线城市的家长生活忙碌，外出享受大自然的选择有限。他们可尝试在家或去其他休闲场所和孩子一同享受大自然。休闲品牌开发新品（如IP联名产品）和休闲活动时，可融入室内园艺方面的元素。”

— 侯彦，高级研究分析师

## March 2022

### Leisure Time of Young Families - China

### 户外爱好者 - China

“为吸引主流消费者，户外活动体验应让人感到舒适放松，帮助消费者与家人朋友增进感情、释放压力。随着露



## Travel and Leisure - China

“Indoor gardening is a white space for brands in the leisure market to exploit. Parents – especially those living in tier 1 cities – who have busy schedules and limited options for natural outings can explore opportunities to embrace nature while bonding with their children at home or visiting other ...

营/精致露营逐渐发展为一种健康生活方式，这项活动将越来越受欢迎，这也提醒了品牌要在新产品中融入生活方式方面的元素（如手工艺制作）。小众户外活动的发展潜力巨大。品牌可针对寻求新鲜有趣体验的年轻一代精准营销，社交媒体、流行文化和运动员明星都可作为强有力的工具来吸引年轻消费者。”

– 顾菁，品类总监

**February 2022**

**The Outdoor Consumer - China**