

**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 ...

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December 2021**

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度假趋势 - 中国 - 2021年3月