

November 2015

航空旅行 - China

“消费者对休闲旅游的需求日益增长，将进一步拉动民航业的发展。然而，由于在中国，假期数量较为有限，中国消费者更有可能是中频或低频旅客。但是，由于中频旅客基数庞大，因而值得作为航空公司重点培养的目标客户群。因此，航空公司需要提高常旅客计划对于这类群体的吸引力，继而提高消费者的忠实度。航空公司需要在常旅客计划奖励机制以及会员如何使用积分或消费者积分方式方面锐意创新。”

— 李浏铃，高级研究分析师

September 2015

Airlines - China

“Chinese consumers place great importance on efficiency when taking flights. They are most likely to pick an airline based on on-time rate, number of connecting flights and the convenience of transportation from the airport/terminal in addition to price and flight time. Furthermore, Chinese consumers are also most willing to ...

June 2015

针对中国游客的营销 - China

“根据英敏特《中国消费者消费习惯——中国，2015年4月》报告，旅游在所有消费者支出中占比11%，是排在住房费用及个人理财和家庭食品之后的第三大重要支出。这表现出了旅游对中国消费者的重要性。”

May 2015

Marketing to Chinese Tourists - China

“According to Mintel’s Chinese Spending Habits – China, April 2015 report, holidays account for 11% of total consumer expenditure, which is the third most important spending after housing and finance and in-home food. This shows the importance of holidays to Chinese consumers.”