

## July 2018

## 奢华假日 - China

“新颖体验比纸醉金迷的奢华更受到中国高端游客的青睐。因此，独特的本地体验是一款旅游产品吸引消费者兴趣的杀手锏。在旅游方式上，定制游可能是未来的增长引擎，因为它迎合了日益显著的个性化需求，同时在此基础上融合了旅行社的行业专长。”

— 陈杨之，高级研究分析师

## June 2018

## Luxury Holidays - China

“Novel experiences are more valued than luxury ones among wealthy Chinese travellers. Therefore, unique local experiences are the key differentiator of a travel product to pique consumer interest. In terms of ways of travel, customised tours can be the future growth point as it caters to the rising need of ...

## 大众体育参与 - China

“快速发展的体育参与市场不仅为体育行业带来了机遇，也为其他行业的品牌带来契机。推出更多种多样的体育活动，让体育变得更有意思，能更大范围地吸引消费者参与，而参与者生成的运动数据不仅能带来积极反馈，还能成为促使用户运动的动力。由于消费者最普遍信任体育明星，所以体育明星代言品牌或许可更有效地塑造品牌形象。”

— 黄一鹤，研究分析师

## May 2018

## Hotels - China

“The rise of home sharing is posing a threat to conventional hotel business as consumers, especially young consumers, are craving unique and authentic experiences. Hotel groups should strengthen their own advantages, such as professional customer services and fitness facilities, to stay competitive in the market. In addition, a clear focus ...

## 酒店 - China

“共享住宿的崛起威胁着传统酒店业务，因为消费者，特别是年轻消费者，渴望独特和地道的体验。酒店集团应强化自身优点，如专业的客户服务和健身设施，以保持市场竞争力。此外，清晰的卖点/定位也可以帮助酒店品牌在激烈的竞争中脱颖而出。”

— 陈杨之，高级研究分析师

## Sports Participation - China

“The fast-growing sports participation market brings opportunities for not only the sports industry but also brands in other categories. Launching more varieties of sports activities and making sport more fun will attract a larger participant base, and sports data created by participants could work as positive feedback as well as ...