

August 2021

主题公园和游乐园 - China

“消费者对主题公园和游乐园的需求不尽相同，其中玩乐和增进亲情是最主要的因素。此外，亲近大自然也是前往乐园的重要原因，不过该因素尚未得到充分挖掘。乐园可以借助自然元素，与文化营销元素相结合，重新定义季节性活动。”

July 2021

Theme Parks - China

“Consumers visit theme parks to satisfy different needs, with entertainment and family bonding being the popular ones. Beyond these, nature immersion is an important motivation to visit parks but it is yet underdeveloped. Nature elements can help parks redefine “seasonal” events and can be married with culture marketing.”

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June 2021

亲子旅游 - China

“亲子旅游细分竞争升级，在该领域胜出并非易事。实现增长需要更成熟复杂的营销组合矩阵。增进家庭关系和放松是驱动消费者参与亲子旅游的重要原因。在开发面向家庭游客的旅游“种草”营销内容时，互动式学习活动将成为重要的新元素。”

- 赵凌波，高级研究分析师

May 2021

Family Holidays - China

“The family holiday segment is not low-hanging fruit because market competition is escalating. Harvesting growth in this segment calls for a more sophisticated marketing mix design. Family bonding and relaxation will be key motivators for family holidaymakers. Interactive learning activities will evolve into a new and important element when developing ...