

January 2017

### Outbound Travel - China

“Chinese outbound travellers are becoming more demanding than ever before. The most popular outbound travel themes are romantic getaways and family trips. Consumers take their travel inspiration from a variety of sources including films and books, meaning marketers can also leverage various information channels to market travel destinations.”

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### 出境旅游 - China

“中国消费者对出境游的需求空前高涨。最热门的境外游主题是浪漫蜜月/纪念日度假和亲子活动。消费者从各种来源（包括电影和书籍）获取旅游灵感，这意味着营销商也可以通过多种信息渠道进行旅游目的地营销。”

— 李宇静，高级研究分析师