

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.”