

January 2019

旅行行业的忠诚度计划 - China

“随着消费者面对着越来越丰富的旅行服务（从共享住宿到共享汽车），及查询比价工具可供选择，忠诚度在旅行市场中的重要性愈发凸显。旅行忠诚度计划不能指望单靠积分奖励就能够长久留住会员；相反的，能够了解并预测消费者的偏好，提供个性定制的福利才是从竞争中脱颖而出的关键。”

— 李玉梅，高级研究分析师

December 2018

Loyalty Programmes in Travelling - China

“Loyalty is more important than ever now in the travel market, as consumers are provided with increasingly diversified travel options, from home rental to car sharing, and price-hunting tools at their disposal. Travel loyalty programmes can't count on the points to keep their members stay with them in the long ...

October 2018

免税店购物 - China

“免税零售商的成功取决于消费场景的延伸和扩展。消费者不再满足于实地的免税购物体验；愉悦的现场体验和后续服务将成为带动消费的关键因素。此外，免税零售商需要对品牌进行精准定位，制定明确的营销策略，提高在消费者中的认知度和客群的忠诚度。”

— 陈泓月，高级研究分析师

September 2018

Shopping in Duty-free Stores - China

“Consuming scenario's extension and expansion determines the success of duty-free retailers. Consumers are no longer only satisfied by the on-site shopping experiences; on-site enjoyment and off-site services will become important to drive purchase. Moreover, duty-

休闲生活 - China

“当今消费者关注个人感受，追求工作和生活的平衡。他们看重感官和浸入式体验，探索休闲产品/服务的多重功能。品牌应为消费者提供展示个性的机会，甚至可以让他们通过品牌语境表达态度。可以在社交媒体分享、惊艳消费者朋友圈的特征都将成为产品/服务的加分项。”

free retailers need to properly position brand as well as set clear marketing strategy to build ...

- 赵鑫宇，初级研究分析师

August 2018

Leisure Time - China

“Consumers nowadays pay attention to personal feelings and try to strike a work-life balance. They place emphasis on sensory and immersive experiences and explore multiple meanings through leisure products and services. Brands should provide opportunities for consumers to express their personalities even publicise their beliefs within brand contexts. What can ...

假日预订流程 - China

“中国游客在假日规划和预订上日趋成熟——大多数承担起主要责任，且预订越来越早。为了应对这一转变，官方销售渠道需要更深入地了解他们，更早地营销促销；住宿可以寻求在整个假日体验中扮演更重要的角色；线下渠道则可以借用‘新零售’的概念。”

- 黄一鹤，研究分析师

July 2018

Holiday Booking Process - China

“Chinese travellers are increasingly mature on holiday planning and booking – most of them take main responsibility and book increasingly early. To deal with such changes, official selling channels need to know them better and promote early, accommodations could seek for playing a more important role in the whole holiday ...

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 ...

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

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 ...

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 ...

April 2018

国内旅游 - China

“国内旅游市场当前的强劲增长归功于更多消费者（大概是低线城市消费者）开始将旅游当做一项常见的休闲活动。‘智能’旅游的发展让国内游客不再依赖真人导游，而旅游预订中介也可以探索作为信息渠道的新机遇。”

March 2018

Domestic Travel - China

“Current robust growth of domestic travel market is contributed by more consumers, presumably those in lower tier cities, start to embrace travelling as a common leisure activity. The development of ‘smart travel’ enables domestic travellers to free from reliance on human tourist guides, and travel booking agencies could explore new ...

出境旅游 - China

" 大多数消费者会出境游，市场未来增长动力来自旅游频次的增加。除自然景观和文化景点等常见卖点外，当地美食小吃可成为下一个亮点，一举‘抓住消费者的胃’。 "

— 黄一鹤，研究分析师

February 2018

Outbound Travel - China

“As the majority of consumers now undertake outbound travel, future growth will be driven by increasing visit frequency. Beyond the common selling points such as natural scenery and cultural attractions, local food could be next thing used to grab consumers’ stomach’.”