

## 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’.”