

November 2017

主题公园 - China

“2016年是中国主题公园市场发展中标志性的一年。在这一年，迪士尼乐园在上海开放，标志着国际品牌和本土品牌开始了面对面的竞争。在变革性的市场竞争形势之下，本土品牌需要进一步巩固现有优势，如在较低线级城市的渗透率和灵活定价系统。另一方面，本土品牌也需要培养独特的竞争优势，与国际品牌相抗衡。例如，在园内提供更多的独特食物和餐饮体验，以及融入流行的本土IP。”

— 李玉梅，研究分析师

October 2017

长途 vs 短途假期 - China

“长途和短途假期旅行市场的增速齐齐放缓，但消费者由于获取的假日信息日益增多，其假期目标也更明确，即更偏爱观光和放松。套路化的旅游产品和服务已失宠，消费者如今青睐更多定制和本地化元素以满足其不同的诉求。”

— 黄一鹤，研究分析师

September 2017

Long-haul vs Short-haul Holidays
- China

“While growth rates of both long- and short-haul holiday markets are slowing down, consumers see their holiday goals more clearly with a preference for sightseeing and relaxation, thanks to the greater volume of holiday information they can acquire. Common travel products and services are not attractive any longer, since consumers ...

April 2017

邮轮旅游 - China

“中国国际邮轮市场蓬勃发展。随着越来越多公司和品牌加码入市，提高认知度和建立独特的品牌形象非常重要。品牌有机会挖掘老年消费市场的潜力。为了实现可持续增长，更多目的地应该予以开辟。”

— 徐天韵，高级研究分析师

Theme Parks - China

“In China theme park market, 2016 will be the marker – the year when international theme park brands and domestic brands began to compete directly with the opening of Shanghai Disneyland. Faced with this game-changing competition, domestic brands need to further consolidate their existing advantages, such as penetration in lower ...

March 2017

Cruises - China

“The overseas cruise market is booming in China. With more players joining the competition, driving awareness and establishing unique identities is vital. There is potential for brands to exploit older consumers. To sustain growth, more destinations should be explored.”

– **Terra Xu, Senior Research Analyst**