

### March 2020

#### 冬季度假 - China

“过去5年，当地生活方式、文化民俗和冬季运动将寒冷的气候转变为受欢迎的旅游资源。为了保持冰雪度假目的地的吸引力，旅游景区在开发度假目的地时，不应失去原汁原味的体验。”

— 赵凌波，研究分析师

#### Winter Holidays - China

“Local lifestyle, culture and winter sports have turned the icy weather into popular tourism resources over the past five years. To maintain the attractiveness of ice and snow destinations, tourism sites shouldn't lose their authenticity when commercialising holiday destinations.”

— Saskia Zhao, Research Analyst

### February 2020

#### 手工艺爱好者 - China

“在中国，手工艺产业是正在兴起的新型休闲活动。为了进一步提高消费者的参与度，品牌可以将手工艺项目定位为有助于促进个人发展和提高社会效益的活动，例如，将制作手工艺品作为学习新技能、庆祝特殊日子、体验当地文化和表达道德情操的一种方式。”

— 刘文诗，研究分析师

#### The Arts and Crafts Consumer - China

“The arts and crafts industry is emerging as a new type of leisure activity in China. To further increase consumer involvement, brands can position arts and crafts projects as facilitators of personal and social gain, such as making crafts projects as a way to learn new skills, celebrate unique moments ...