

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 ...