

March 2021

旅游意见领袖 - China

“消费者希望直接聆听旅游品牌的声音，而非二手消息。道德价值观影响消费者选择“种草”渠道以及购买决策。消费者也希望品牌能够在沟通中保持透明。从文化角度切入，提供旅游“种草”内容，有利于品牌脱颖而出。因为该领域将驱动未来旅行体验，特别是瞄准Z世代人群，但目前尚未着力开发。”

February 2021

年轻人的运动 - China

“虽然运动消费短期内因新冠疫情受到负面影响，保持社交距离措施放宽后，体育产业开始出现复苏。滑雪和冲浪等度假运动是年轻消费者眼中最时髦的运动，预计疫情结束后，将随着运动主题旅游继续盛行而蓬勃发展。同时，较年轻一代逐渐接受用抖音等新媒体观看体育赛事以及获取信息，说明运动产业玩家有望利用这类新兴平台吸引年轻消费者。”

— 陈杨之，高级研究分析师

January 2021

Sports among the Youth - China

“While sports consumption was negatively affected by COVID-19 in the short term, we're seeing recovery of the sports industry as social distancing rules relax. Holiday sports such as skiing/snowboarding and surfing, as the trendiest sports in young consumers' eyes, are expected to boom after the pandemic is over as ...

Travel Influencers - China

“Consumers want to hear directly from travel brands rather than secondary sources. Moral values influence how consumers choose inspiration sources and will have an impact on purchasing decisions. Consumers also demand brands to be transparent in communications. Establishing a specialisation in delivering inspirational marketing contents from a cultural perspective can ...

家庭亲子休闲 - China

“以寓教于乐为主旨的儿童休闲活动能够刺激家庭休闲支出。‘学习’已被广泛解读为构建孩子的知识和智力体系，使得此领域的市场竞争非常激烈。家长对于提升孩子生活能力以及艺术和运动才能的热情，为市场带来了新方向。

育儿目标也在不断演变。除了优秀的学习成绩之外，家长开始更加重视其他方面的培养。这为各品牌打造以孩子身心健康为主旨的创新休闲产品提供了更多可能性，为家庭休闲市场开辟了一片新的蓝海。”

— 高级研究分析师，赵凌波

November 2020

Family Leisure - China

“Powering children’s leisure activities with learning motivates family leisure spending. ‘Learning’ has been intensively interpreted as knowledge and intelligence building for children, making this a crowded field. Leveraging parents’ passion to engage children in the kitchen and develop art and sport skills are new ‘ingredients’ to watch.

Parenting goals are ...

疫情对旅游偏好的影响 - China

“截至目前，旅游市场的复苏主要来自国内本地旅游。消费者有强烈意愿在近期参与各种类型的旅游，包括国内游和出境游。强劲消费需求支持市场进一步恢复。

新冠疫情后，旅游市场将变得更加由消费者主导。人们希望体验高品质旅游。定制化旅游已在市场上兴起，但是消费者比以往对定制化更感兴趣。人们总会有休闲需求，但不同类型休闲活动的优先级正在发生变化。专注于情绪健康能助力旅游商家锁定更多休闲时间和休闲消费预算，鼓励出游。这一点对于在孤独感面前更脆弱的Z世代消费者尤为重要。”

October 2020

Impact of COVID-19 on Travel - China

“Market recovery has been supported by domestic local travel so far. The strong willingness to adopt various types of travel, including domestic and outbound, in the near future suggests robust demand for further recovery.

The travel market will become more consumer-driven after COVID-19. People want to experience quality travel. Though ...

疫情对休闲方式的影响 - China

“相比居家休闲，疫情对外出休闲的冲击更大。近期，包含许多线上活动的居家休闲将驱动整体品类复苏。外出休闲（尤其是娱乐活动）难以恢复到疫情爆发前的消费水平，因为消费者对休闲消费更谨慎，以及对休闲活动内容与参与方式的偏好发生变化。

August 2020

Impact of COVID-19 on Consumers' Leisure Time - China

“COVID-19 hit more severely the out-of-home leisure segment than the in-home. In the near future, in-home leisure which includes many online activities will drive the sector’s recovery. The out-of-home segment, particularly entertainment activities, will find it difficult to return to pre-outbreak consumption levels. This is due to consumers’ prudence in ...

July 2020

音乐节 - China

“线下现场音乐演出重启后，音乐节的上座率很难迎来反弹，因为现场表演在消费者的休闲时间安排上优先级降

Music Festivals - China

“Music festivals are not likely to see rebound of attendance when offline live music performances

低。为了音乐节的长期可持续发展，音乐节运营商将需要全面“复盘”商业策略。这不能完全归咎于新冠疫情，因为许多挑战在疫情前早已存在。

音乐节运营商可考虑重设音乐节定位，将其设定为有助于提升家人或朋友间的亲密度、放松又有趣的假日活动，目标消费人群可延伸至有孩子的家庭。

由于音乐是广受青睐的休闲爱好，音乐节作为以音乐为灵感的休闲活动仍可为营销目的服务。英敏特认为，音乐节特别适合营销高科技产品，因为两者有许多共通之处。

— 赵凌波，高级研究分析师

resume, given that consumers will deprioritise live performances in leisure time. Music festival operators will need an overhaul of business strategy for sustainability in the long-run. This cannot totally be attributed to the outbreak of ...

June 2020

针对年长游客的营销 (含新冠疫情分析) - China

“中老年人未来将成为旅游市场上的重要消费群体，不仅是因为中老年人口增长及其旅游频率，更重要的原因是该群体是疫情过后率先进行旅游的消费群体，因为他们拥有更稳定的可支配收入。新冠疫情让中老年游客暂停了旅游活动，但这不会改变该群体对旅游的渴望。

品牌针对中老年人进行营销时，需要将该群体描绘成年轻又充满活力的形象，摆脱该群体年老体弱、依赖他人的刻板印象。”

- 赵凌波，高级分析师——2020年4月30日

May 2020

Marketing to Senior Travellers (Incl Impact of COVID) - China

“Seniors will become an important consumer group in the future travel market, not only because the growth in the population of seniors and their travel frequency, but more importantly because they are among the first group of consumers to pick up travel after COVID-19, due to more stable disposable income ...

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

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

Travel and Leisure - China

原味的体验。”

— 赵凌波，研究分析师

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 ...