

January 2020

家庭休闲 - China

“单身经济和宠物经济正在改变中国城市家庭结构，因此休闲市场将需要关注更多元化的家庭形式。品牌需要以更贴心周到的服务来应对，以确保能适应各种不同的休闲偏好和新需求。”

— 赵凌波，研究分析师

主题公园和游乐园 - China

“据估计，主题公园和游乐园的游客量增速将放缓，但仍将保持健康增长。该市场将日趋成熟。建立知名品牌对未来的竞争力至关重要。园区品牌可以利用IP（知识产权）衍生产品来增加收入，例如融合IP故事情节。消费者对学习知识的热情为创新的园区内游乐项目和零售场所提供了可能性。”

— 赵凌波，研究分析师

December 2019

夜生活 - China

“中国夜生活市场不小也有强大增长潜力，但目前的市场供给仍然有限。各行各业的夜生活，包括餐饮、娱乐、购物、运动健身和文化类活动，都有大展拳脚的机会。总体来说，中国消费者夜间大多想要放松或减压，但如今的夜生活有更多体验活动和新乐趣。具体而言，英敏特在夜间旅游和文化活动（艺术和表演）中看到致胜良机。”

— 牛钰，品类总监

November 2019

Theme Parks and Amusement Parks - China

“Theme parks and amusement parks are estimated to see slower but still healthy growth in terms of visitor volume. The market will become more mature. Establishing a well-known brand will be critical for future competitiveness. Park brands can leverage products that source inspiration from parks' IPs to grow sales, such ...

Night Life - China

“The China night life market is a big market with potential to grow, but current supplies are still limited. All walks of night life, including dining, entertaining, shopping, exercise/sports and cultural related, have seen opportunities to grow. Overall Chinese consumers mostly want to be relaxed or de-stressed but there ...

October 2019

航空旅行 - China

“得益于利好的市场条件，2019-2024年总航空客运量预计将保持稳健增长。归功于消费者对出境游的热情，国际航线细分的增速预计将高于国内航线细分的增速。高铁在国内短途旅行上相当有竞争力，但航空公司可开发主题航班，在飞行体验上创新，并吸引潜在消费者。航空公司有望通过令人放松的机舱体验和健康的飞机餐来提高非票务营收，但机上娱乐并不能吸引消费者多付钱。”

September 2019

Airlines - China

“Given the positive market conditions, total air passenger volume is estimated to maintain steady growth in 2019-24. Driven by consumers' passion for outbound travel, the international segment is expected to see faster passenger growth than the domestic. High-speed trains are very competitive on domestic short-distance trips, while airlines can capitalise ...

主题旅行 - China

“由于消费者受个人兴趣爱好驱动而尝试主题旅游，定制化已成为这类旅游产品的核心DNA。这意味着，设计精妙的主题旅游可以作为定制旅游的“原材料”，但另一方面，主题旅游很难实现规模经济效应。主题旅游的创新重点可以从新路线、新目的地延伸至大众兴趣类活动，向游客售卖体验。主题旅游如何打造新的旅游体验取决于旅游产品具体选用的主题。享受慢节奏的生活方式更有助于吸引消费者尝试健康养生主题旅游，而非改善睡眠质量。自驾游产品可以利用不同的汽车品牌或车型代表的生活方式让消费者在旅途中享受新奇的生活方式。”

— 赵凌波，研究分析师

Themed Travelling - China

“With consumers motivated by personal hobbies to try themed travel, customisation is part of the ‘DNA’ of this product. This means well-design themed travel can serve as an ingredient for customised travel on one hand, but it is difficult for themed travel to enjoy economy of scale on the other ...

August 2019

高端酒店 - China

“过去5年，高端酒店市场一直稳步上升。该市场前景乐观，并且预计在2019-2024年期间将以6.0%的年均复合增长率增长。高端酒店正在利用独特的设计、智能客房和健康服务来实现差异化。高端酒店品牌或许还可以针对消费者与他人进行线下交流的愿望，开发相关服务，从而让自己脱颖而出。销售以酒店独特设计为灵感来源的创意产品，是高端酒店获利的另一机会。”

— 赵凌波，研究分析师

July 2019

Premium Hotels - China

“The premium hotel segment has seen steady growth over the past five years. The segment outlook is positive and it is estimated to grow at a CAGR of 6.0% between 2019-24. Premium hotels are harnessing unique designs, smart rooms and wellness to differentiate. Premium brands may also differentiate themselves ...

June 2019

针对商务旅行者的营销- 中国 - China

“2018年商务出差约占中国旅游市场总规模的30%。在中国，商务出差更多由B2C市场推动，而非B2B市场。90后已步入重点高频商务旅客之列。舒适型酒店是消费者选择最多的差旅住宿类型。餐饮已成为出差航班和住宿选择的首要考虑因素之一。这让差旅服务供应商有机会区别于竞争对手。”

— 赵凌波，研究分析师

May 2019

Marketing to Business Travellers - China

“Business travel in China accounted for about 30% of the total travel market in 2018. Business travel is driven more by the B2C market than the B2B market in China. The post-90s generation have become key frequent business travellers. Mid-scale hotels are the most chosen business travel accommodation. Catering has ...

邮轮旅游- 中国 - China

“尽管邮轮市场目前处于过渡期，但长远来看该市场潜力广阔。品牌要将重点放在保持服务水准、设计独具特色的活动和维持与旅行社的良好合作关系等方面，以达到可持续发展。品牌可将文化、流行主题和保健养生等元素融入船上活动、配套设施和岸上活动中，为消费者提供别出心裁的高端邮轮体验。”

April 2019

Cruises - China

“Although the cruise market is currently in a transitional period, there is potential for market growth in the long term. It is important for companies to focus on service quality, differentiating activities and forming strong partnerships with travel agencies to achieve sustainable growth. Companies can tap into culture, popular themes ...

March 2019

针对中国游客的营销 - China

“购物无法大力激发消费者出国旅游。旅游服务供应商可以利用文化探索、当地体验、食物和游乐园来吸引中国消费者。”

— 赵凌波，研究分析师

February 2019

Marketing to Chinese Tourists - China

“Shopping cannot strongly motivate consumers to visit an outbound destination. Travel service providers can leverage cultural discovery, local experience, food and amusement parks to attract Chinese consumers.”

— **Saskia Zhao, Research Analyst**