

Themed Travelling - China - August 2019

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This report looks at the following areas:

The focus of innovation in themed travel can be expanded from new routes and destinations to sourcing hobby-based activities from people and selling these to travellers. How themed travel can help create new experiences depends on the specific themes applied to trips. Enjoying a slower-paced lifestyle rather than improving sleep quality helps promote health and wellness themed travel. Self-drive tours can harness the lifestyle characteristics of different car brands or car types to create novel lifestyle experiences for consumers to enjoy when they travel.

- Beyond innovation based on travel routes, themed travel can create new themes by sourcing hobby-based activities from people and selling these to travellers
- Health and wellness themed travel: though improving sleep quality is frequently talked about, it is less attractive than the desire to enjoy a slower-paced lifestyle
- Differentiate self-drive tour products: boost overall travel experiences by harnessing the lifestyles different car brands embody



“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 hand.”

– Saskia Zhao, Research Analyst

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