

Winter Holidays - China - February 2020

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“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**

This report looks at the following areas:

- Quietude, a wellness-themed currency to promote ice and snow holidays
- Consumers want tourism experiences that tell an authentic local story
- Ski gear brands: use a lifestyle DNA to establish professional image in skiing

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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