

July 2016

假日预定流程 - China

“借力全方位的假日产品，公司有望实现市场份额的进一步增长。为了与在线预订渠道相抗衡，传统旅行社应该将目光锁定在境外游的消费者和高端游客身上——始终致力于提升该群体消费体验。此外，通过鼓励游客拥抱‘说走就走’的旅游模式，参与更多当地娱乐活动，也有望拉动未来收益的增长。”

June 2016

Holiday Booking Process - China

“Companies can gain more market share through providing comprehensive holiday products. To compete with online booking channels, traditional travel agencies need to aim at outbound travellers and premium tourists and focus on improving their consumer experience. Moreover, it is also possible to boost sales revenue through encouraging tourists to take ...

May 2016

旅游度假趋势 - China

“中国旅游市场的未来增长主要来自于渴望通过休闲方式并能亲身体验当地文化的家庭游客的需求。另外，长周末和共享经济将进一步推动中国旅游市场的增长。”

— 高尔特，高级研究分析师

April 2016

Holiday Trends - China

“The future growth of the demand for travel comes from family travellers who are eager to experience immersive local culture in a leisurely way. In addition, long weekends and the sharing economy will further boost the holiday market in China.”

— Gordon Gao, Senior Analyst