

April 2017

邮轮旅游 - China

“中国国际邮轮市场蓬勃发展。随着越来越多公司和品牌加码入市，提高认知度和建立独特的品牌形象非常重要。品牌有机会挖掘老年消费市场的潜力。为了实现可持续增长，更多目的地应该予以开辟。”

— 徐天韵，高级研究分析师

March 2017

Cruises - China

“The overseas cruise market is booming in China. With more players joining the competition, driving awareness and establishing unique identities is vital. There is potential for brands to exploit older consumers. To sustain growth, more destinations should be explored.”

— Terra Xu, Senior Research Analyst