

October 2017**长途 vs 短途假期 - China**

“长途和短途假期旅行市场的增速齐齐放缓，但消费者由于获取的假日信息日益增多，其假期目标也更明确，即更偏爱观光和放松。套路化的旅游产品和服务已失宠，消费者如今青睐更多定制和本地化元素以满足其不同的诉求。”

— 黄一鹤，研究分析师

September 2017**Long-haul vs Short-haul Holidays
- China**

“While growth rates of both long- and short-haul holiday markets are slowing down, consumers see their holiday goals more clearly with a preference for sightseeing and relaxation, thanks to the greater volume of holiday information they can acquire. Common travel products and services are not attractive any longer, since consumers ...