

February 2023

酒店 - China

“2018年，中国酒店的市场容量因单体酒店扩容而开始萎缩，同时在新冠疫情的冲击下，大量中小型酒店倒闭，而越来越多的舒适型酒店引领市场复苏趋势。酒店可进行数字化和自动化转型，以提高运营效率并对冲人手短缺和成本增加的风险。舒适型酒店可着眼于餐饮服务和客房设施升级，高档型酒店/豪华型酒店则可针对高预算消费者（如有孩子和宠物的家庭）提供高品质的个人护理产品以及健康、解压和娱乐服务。”

January 2023

Hotels - China

“China's hotel volume started to shrink in 2018 due to the scale enlargement of individual hotels, and has been hugely impacted by the COVID pandemic, with a great number of small-to-medium hotels closing down while the growing number of mid-scale hotels led the market recovery trend. Hotels are advised to ...

December 2022

旅游度假趋势 - China

“2022年上半年新一轮疫情爆发，假日旅游市场的恢复受到抑制。然而，英敏特发现消费者的旅游出行意愿和预算呈积极趋势，尤其是有宠物的家庭、有孩子的家庭和30-39岁的高收入女性。消费者有兴趣参与主题短途旅游或本地旅游，其主要动机是为了释放压力并亲近大自然。民宿和帐篷露营商家应相应地升级或调整其产品和服务，同时充分利用小红书等平台进行营销，以有效触及目标消费者。OTA需要调整其战略和商业模式，以满足消费者在短途旅游和本地休闲旅游中的新兴需求。”

— 刘倩雯，高级研究分析师

Holiday Trends - China

“The holiday market's recovery is suppressed due to the massive COVID resurgence in the first half-year of 2022. However, we see positive trends in consumers' willingness and budgets for travel, especially among households with pets, children and high-income women aged 30-39. Consumers are motivated by themed short-haul or local travel ...