

## December 2014

### 假日预订流程 - China

“今非昔日，随着中国游客更常旅游出行，他们不再只是匆匆赶去景点购物拍照。旅游假日对于他们而言是逃离忙碌生活、释放压力的方式。他们更享受舒缓愉悦的假日，在目的地待上更长时间以充分领略当地文化和美食。这种‘慢旅行’和体验式度假生活已悄然兴起。此外，许多繁忙的旅游者青睐通过更高效快速的方式计划、预订假日，而不是被淹没在大量的在线信息中。因此，旅行社可以利用定制旅游信息或假日旅游套餐以满足中国游客不断变化的需求。”

## October 2014

### Holiday Booking Process - China

“Operators have started to expand their portfolios considerably either from online services or physical entity into mobile apps platform. Today mobile sites and apps are being designed to feature simple and fast search and booking tools, backed up by attractive options such as one-off deals and mobile-exclusive promotions.”

## March 2014

### 旅游度假 - China

中国消费者旅游度假市场增长显著，这主要归功于中国政府对出境游限制的放宽、增加国民休闲时间政策的出台、中国中产阶级的崛起，以及中国居民可支配收入的提高。

## February 2014

### Holidays - China

“Chinese travellers are now more complicated than they were in previous years; holiday operators/destinations therefore need to identify and map out the diverse needs and wants of Chinese travellers from different demographics and typologies in order to be able to offer them customised holiday products and services.”