

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.”