

## January 2017

### Outbound Travel - China

“Chinese outbound travellers are becoming more demanding than ever before. The most popular outbound travel themes are romantic getaways and family trips. Consumers take their travel inspiration from a variety of sources including films and books, meaning marketers can also leverage various information channels to market travel destinations.”

— ...

## July 2016

### 假日预定流程 - China

“借力全方位的假日产品，公司有望实现市场份额的进一步增长。为了与在线预订渠道相抗衡，传统旅行社应该将目光锁定在境外游的消费者和高端游客身上——始终致力于提升该群体消费体验。此外，通过鼓励游客拥抱‘说走就走’的旅游模式，参与更多当地娱乐活动，也有望拉动未来收益的增长。”

## June 2016

### Holiday Booking Process - China

“Companies can gain more market share through providing comprehensive holiday products. To compete with online booking channels, traditional travel agencies need to aim at outbound travellers and premium tourists and focus on improving their consumer experience. Moreover, it is also possible to boost sales revenue through encouraging tourists to take ...

## May 2016

### 旅游度假趋势 - China

“中国旅游市场的未来增长主要来自于渴望通过休闲方式并能亲身体验当地文化的家庭游客的需求。另外，长周末和共享经济将进一步推动中国旅游市场的增长。”

— 高尔特，高级研究分析师

## April 2016

### 出境旅游 - China

“中国消费者对出境游的需求空前高涨。最热门的境外游主题是浪漫蜜月/纪念日度假和亲子活动。消费者从各种来源（包括电影和书籍）获取旅游灵感，这意味着营销商也可以通过多种信息渠道进行旅游目的地营销。”

— 李宇静，高级研究分析师

### Holiday Trends - China

“The future growth of the demand for travel comes from family travellers who are eager to experience immersive local culture in a leisurely way. In addition, long weekends and the sharing economy will further boost the holiday market in China.”

– Gordon Gao, Senior Analyst

### January 2016

#### 酒店 - China

“在低端经济型酒店和高端豪华酒店的拉动下，中国酒店行业近年来增长迅猛，未来增长前景也相当乐观。各公司竞争激烈，尤其是经济型连锁酒店和在线旅行社。”

#### Hotels - China

“The hotel industry in China has grown rapidly in recent years, thanks to the development of the low-end budget hotels segment and the high-end luxury hotels segment. Projections for future growth are also positive. Competition among companies is extremely fierce, especially among economy hotel chains and online travel agents.”