

October 2018

免税店购物 - China

“免税零售商的成功取决于消费场景的延伸和扩展。消费者不再满足于实地的免税购物体验；愉悦的现场体验和后续服务将成为带动消费的关键因素。此外，免税零售商需要对品牌进行精准定位，制定明确的营销策略，提高在消费者中的认知度和客群的忠诚度。”

— 陈泓月，高级研究分析师

September 2018

Shopping in Duty-free Stores - China

“Consuming scenario’s extension and expansion determines the success of duty-free retailers. Consumers are no longer only satisfied by the on-site shopping experiences; on-site enjoyment and off-site services will become important to drive purchase. Moreover, duty-free retailers need to properly position brand as well as set clear marketing strategy to build ...

休闲生活 - China

“当今消费者关注个人感受，追求工作和生活的平衡。他们看重感官和沉浸式体验，探索休闲产品/服务的多重功能。品牌应为消费者提供展示个性的机会，甚至可以让他们通过品牌语境表达态度。可以在社交媒体分享、惊艳消费者朋友圈的特征都将成为产品/服务的加分项。”

— 赵鑫宇，初级研究分析师

August 2018

Leisure Time - China

“Consumers nowadays pay attention to personal feelings and try to strike a work-life balance. They place emphasis on sensory and immersive experiences and explore multiple meanings through leisure products and services. Brands should provide opportunities for consumers to express their personalities even publicise their beliefs within brand contexts. What can ...

假日预订流程 - China

“中国游客在假日规划和预订上日趋成熟——大多数承担起主要责任，且预订越来越早。为了应对这一转变，官方销售渠道需要更深入地了解他们，更早地营销促销；住宿可以寻求在整个假日体验中扮演更重要的角色；线下渠道则可以借用‘新零售’的概念。”

— 黄一鹤，研究分析师

July 2018

Holiday Booking Process - China

“Chinese travellers are increasingly mature on holiday planning and booking – most of them take main responsibility and book increasingly early. To deal with such changes, official selling channels need to know them better and promote early, accommodations could seek for playing a more important role in the whole holiday ...