

January 2014

宾馆酒店 - China

近年来中国酒店市场迅速增长，其未来发展前景也不错，但市场竞争也日渐白热化。随着中国商务和休闲旅行人数的增加以及因此导致的新开业酒店数量的大幅上涨，连锁酒店正面临迎合日益多元化的旅行需求和住客差异等问题。

November 2013

航空旅行 - China

2008年至2013年间，中国航空旅客的数量以13.3%的年均复合增长率持续增长，而全球的年均复合增长率仅为4.5%。这意味着对于航空旅行而言，中国仍然会是一个快速发展的市场。鉴于其每年人均航空旅行率较低（0.27，美国为2.6），市场发展潜力巨大。

September 2013

Hotels - China

“China’s hotel market has grown rapidly in recent years, and future growth prospects also look good, but there is also rising competition in the market. While the number of Chinese people travelling for work and leisure has increased, driving the dramatic increase in new hotel openings, hotel chains now face ...

Airlines - China

“China represents a market with both big opportunities and challenges for the airline business. As growth and competition increase at the same time, airlines need to react by being more customer-oriented in terms of service, marketing as well as product design.”