July 2020

音乐节 - China

“线下现场音乐演出重启后，音乐节的上座率很难迎来反弹，因为现场表演在消费者的休闲时间安排上优先级降低。为了音乐节的长期可持续发展，音乐节运营商将需要全面“复盘”商业策略。这不能完全归咎于新冠疫情，因为许多挑战在疫情前早已存在。

音乐节运营商可考虑重设音乐节定位，将其设定为有助于提升家人或朋友间的亲密度、放松又有趣的假日活动，目标消费人群可延伸至有孩子的家庭。

由于音乐是广受青睐的休闲爱好，音乐节作为以音乐为灵感的休闲活动仍可为营销目的服务。英敏特认为，音乐节特别适合营销高科技产品，因为两者有许多共通之处。

– 赵凌波，高级研究分析师

Music Festivals - China

“Music festivals are not likely to see rebound of attendance when offline live music performances resume, given that consumers will deprioritise live performances in leisure time. Music festival operators will need an overhaul of business strategy for sustainability in the long-run. This cannot totally be attributed to the outbreak of ...

June 2020

针对年长游客的营销 (含新冠疫情分析) - China

“中老年人未来将成为旅游市场上的重要消费群体，不仅是因为中老年人口增长及其旅游频率，更重要的原因是该群体是疫情过后率先进行旅游的消费群体，因为他们拥有更稳定的可支配收入。新冠疫情让中老年游客暂停了旅游活动，但这不会改变该群体对旅游的渴望。

品牌针对中老年人进行营销时，需要将该群体描绘成年轻又充满活力的形象，摆脱该群体年老体弱、依赖他人的刻板印象。”

- 赵凌波，高级分析师——2020年4月30日

May 2020

Marketing to Senior Travellers (Incl Impact of COVID) - China

“Seniors will become an important consumer group in the future travel market, not only because the growth in the population of seniors and their travel frequency, but more importantly because they are among the first group of consumers to pick up travel after COVID-19, due to more stable disposable income ...

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