

March 2019

针对中国游客的营销 - China

“购物无法大力激发消费者出国旅游。旅游服务供应商可以利用文化探索、当地体验、食物和游乐园来吸引中国消费者。”

– 赵凌波，研究分析师

February 2019

Marketing to Chinese Tourists - China

“Shopping cannot strongly motivate consumers to visit an outbound destination. Travel service providers can leverage cultural discovery, local experience, food and amusement parks to attract Chinese consumers.”

– Saskia Zhao, Research Analyst