

## February 2022

## 网络文学 - China

“网络文学已经发展为大众娱乐，该市场用户增长放缓，渗透率较高。未来，留存用户和鼓励活跃用户将比招揽新用户更重要。企业应辨明不同的推广方式对吸引、留存并‘激活’用户的作用。如今，该市场主要依赖小说改编来创收。小说IP可以利用虚拟偶像等多种方式实现商业化。”

- 赵凌波，高级研究分析师

## January 2022

## Online Literature - China

"The online literature market has become a mature mass entertainment and sees slower user growth and high penetration. Looking ahead, maintaining users and motivating active usage will be more important than recruiting new users. Players need to clarify how different advertising efforts can play a role in user recruitment, retention ...

## 夜生活 - China

“夜间外出休闲活动迎来两个新兴趋势：消费者在夜间运动健身，以及学习和拓展兴趣。文化活动是经典的休息日休闲选择，如今消费者把参与文化活动的热情衍生到工作日夜晚。居家夜生活方面，家居香氛、慰藉食品和酒类品牌可利用改善心情主题抓住增长潜力。”

- 赵凌波，高级研究分析师

## December 2021

## Night Life - China

Nightlife sees two emerging trends in out-of-home leisure. Consumers are investing time in fitness and personal learning at night. Cultural activities, a classic choice for non-workdays, are now also enjoyed on workday nights. For home nightlife, home fragrance, comfort food, and alcohol can capture growth potential by leveraging the mood-lifting ...

## September 2021

## 冬季度假 - China

“滑雪和一价全包式度假村是冬季度假值得把握的机会。滑雪可以通过打造团队活动更好地回应消费者需求。此外，品牌需要根据滑雪目标人群定制营销组合，因为不同的消费人群对滑雪具有挑战性的形象看法各异。度假村的魅力来自便利性和丰富的活动，而不是高端宣称。”

- 赵凌波，高级研究分析师

## August 2021

## Winter Holidays - China

“Skiing and all-inclusive resorts are opportunities to watch in winter holidays. Skiing can better respond to consumer needs by featuring group activities instead of solo ones. Skiing also needs a tailored marketing mix, as different consumer groups have differing takes on its perception of being challenging. All-inclusive resorts can improve ...

July 2021

## Theme Parks - China

“Consumers visit theme parks to satisfy different needs, with entertainment and family bonding being the popular ones. Beyond these, nature immersion is an important motivation to visit parks but it is yet underdeveloped. Nature elements can help parks redefine “seasonal” events and can be married with culture marketing.”

— ...

June 2021

## 亲子旅游 - China

“亲子旅游细分竞争升级，在该领域胜出并非易事。实现增长需要更成熟复杂的营销组合矩阵。增进家庭关系和放松是驱动消费者参与亲子旅游的重要原因。在开发面向家庭游客的旅游“种草”营销内容时，互动式学习活动将成为重要的新元素。”

— 赵凌波，高级研究分析师

May 2021

## Family Holidays - China

“The family holiday segment is not low-hanging fruit because market competition is escalating. Harvesting growth in this segment calls for a more sophisticated marketing mix design. Family bonding and relaxation will be key motivators for family holidaymakers. Interactive learning activities will evolve into a new and important element when developing ...

## 主题公园和游乐园 - China

“消费者对主题公园和游乐园的需求不尽相同，其中玩乐和增进亲情是最主要的因素。此外，亲近大自然也是前往乐园的重要原因，不过该因素尚未得到充分挖掘。乐园可以借助自然元素，与文化营销元素相结合，重新定义季节性活动。”

## 度假趋势 - China

“自然风光将成为推动周末消费的主要引擎。新冠疫情后，消费者更渴望利用休闲时光亲近自然。

性价比和负责任的消费能吸引大众参与旅游度假。对Z世代来说，平价亲民变得越来越重要。相比价格因素，旅游预算更高的亲子家庭更看重负责任消费，相关主题活动能吸引高预算的亲子游客。”

— 赵凌波，高级研究分析师

### March 2021

#### Holiday Trends - China

“Nature will be a key driver to capture holiday consumption during weekends because consumers crave being close to nature in their leisure time after COVID-19.

Price-quality balance and responsible consumption can motivate holiday participation. Affordability has become more important to encourage purchasing among Gen-Zers. Activities inspired by responsible consumption can ...

#### 自驾旅游 - China

“自驾游将继续助力旅游复苏。长途自驾游是游客量增长的驱动力。热衷自驾游的游客对这一旅游方式有更高期待。他们参与自驾游主要是为了调节情绪。独行游客群体日渐兴起，但尚未获得相应的市场关注。自驾游能很好地贴合消费者追求独处时光、调节心情的需求，因此定位该群体能带来更多机遇。”

— 赵凌波，高级研究分析师

### February 2021

#### Self-guided Auto Tours - China

“Self-drive tours will continue to fuel the travel market’s recovery. Long-haul self-driving is a pillar of traveller volume growth. The most enthusiastic consumers demonstrate sophisticated expectations for self-drive tours. Managing emotional wellbeing is their major motivation for participation. There is an opportunity to target solo self-drive consumers, an emerging but ...