

2024 CONNECTION Survey Result

2024洞天汇调研结果

Part A

Background

背景

2024清明假期出入境旅游人数接近2019年同期水平

The number of inbound and outbound tourists during the 2024 Qingming holiday is close to the level of the same period in 2019



港澳居民返乡祭祖、探亲访友、观光购物等需求增加，东南亚等近程市场的海外侨胞入境人数上升明显

The demand for Hong Kong and Macao residents to return to their hometowns to worship their ancestors, visit relatives and friends, and go sightseeing and shopping has increased, and the number of overseas Chinese from Southeast Asia and other short-distance markets entering for tourism has increased significantly.

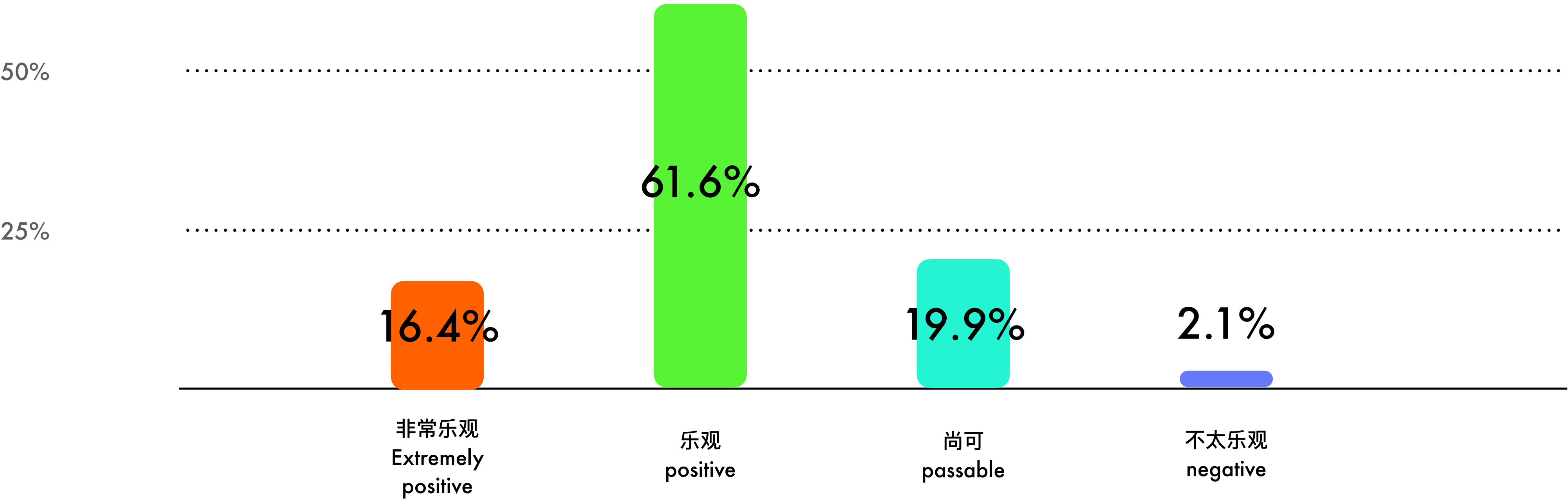
出境游方面，日本、泰国、韩国、中国香港、马来西亚、新加坡、澳大利亚、中国澳门、印度尼西亚、阿联酋等是热门目的地

In terms of outbound travel, Japan, Thailand, South Korea, Hong Kong, Malaysia, Singapore, Australia, Macau, Indonesia and the United Arab Emirates are popular destinations.

对于高端旅游的未来，我们也听到了一些声音

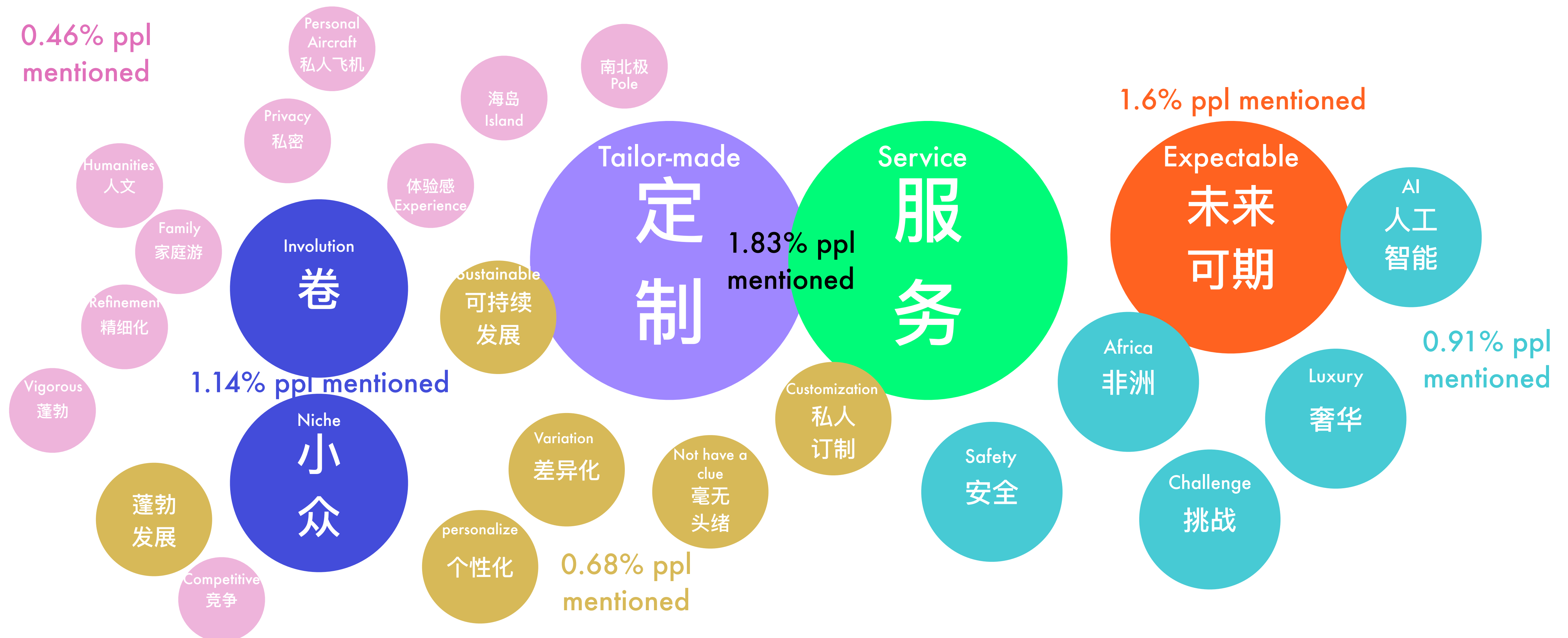
We've also heard some voices about the future of high-end travel

146 来自有效买家问卷调查
From the effective survey to the buyers



提到未来2年的高端旅游展望，什么词语、内容会第一时间进入您的脑海？

When it comes to the outlook for high-end tourism in the next two years, what words and content will first come to mind?

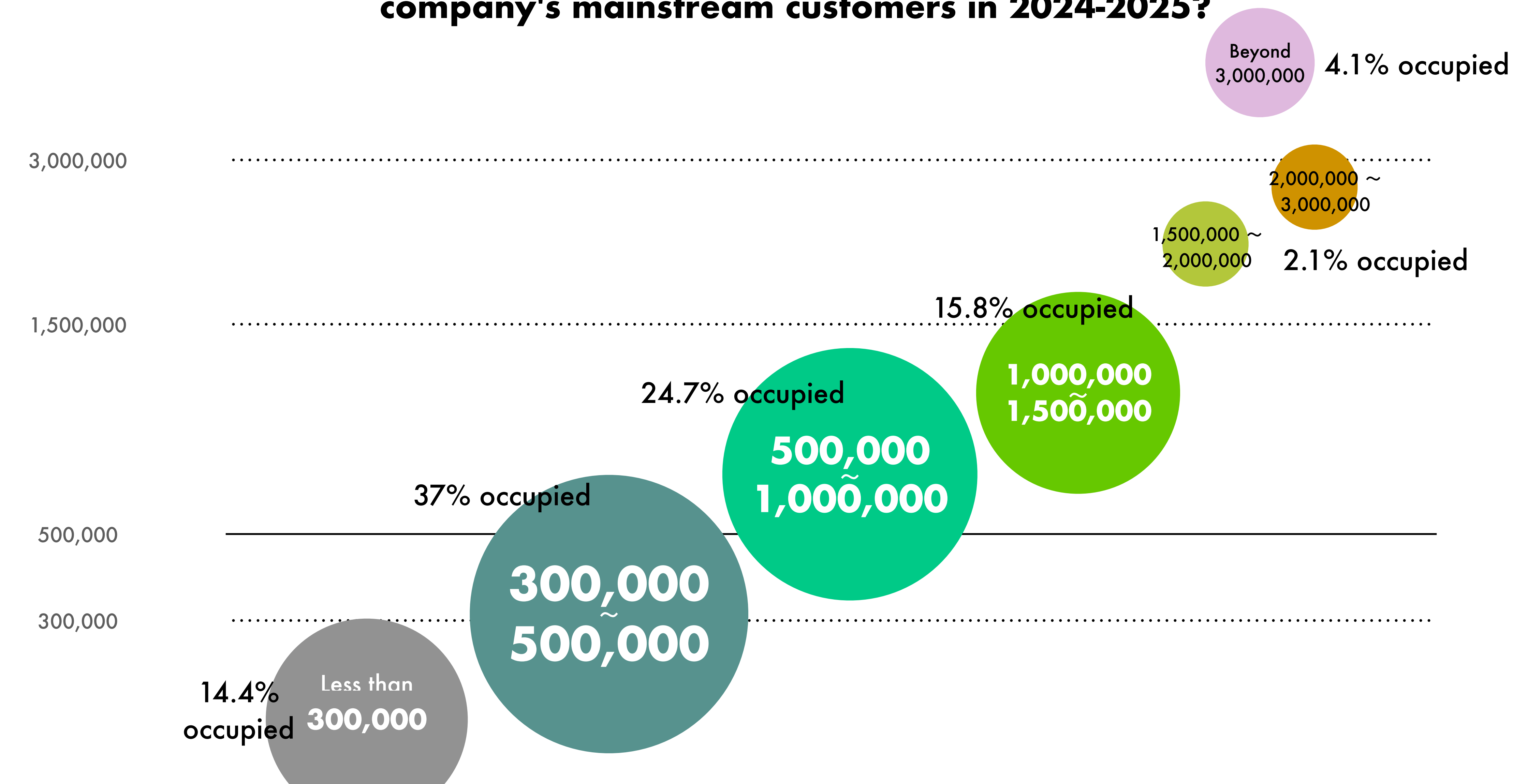


Part B

Let's talk about the business

2024-2025年，贵公司主流客户的年度家庭旅游总预算预计约为？

What is the expected total annual family travel budget for your company's mainstream customers in 2024-2025?



2024-2025年，您预计贵公司主流客户群的年出境次数为？

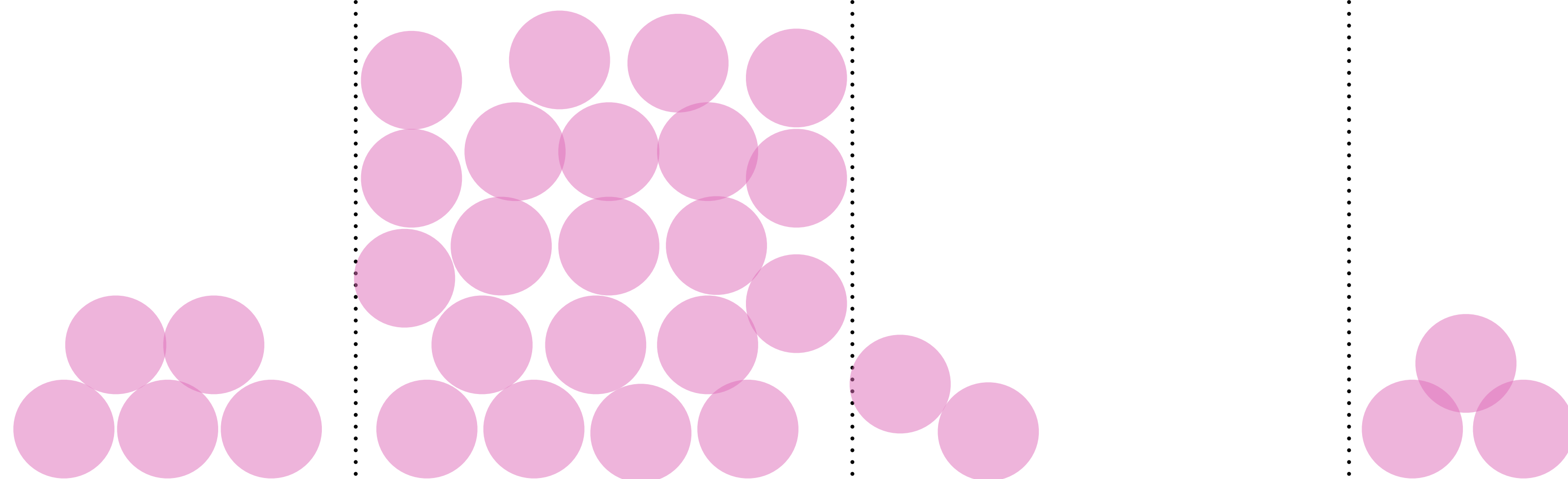
What is the estimated times of outbound travel for your company's mainstream customers in 2024-2025?

22.6%

63%

6.2%

8.2%



1~2 times 次

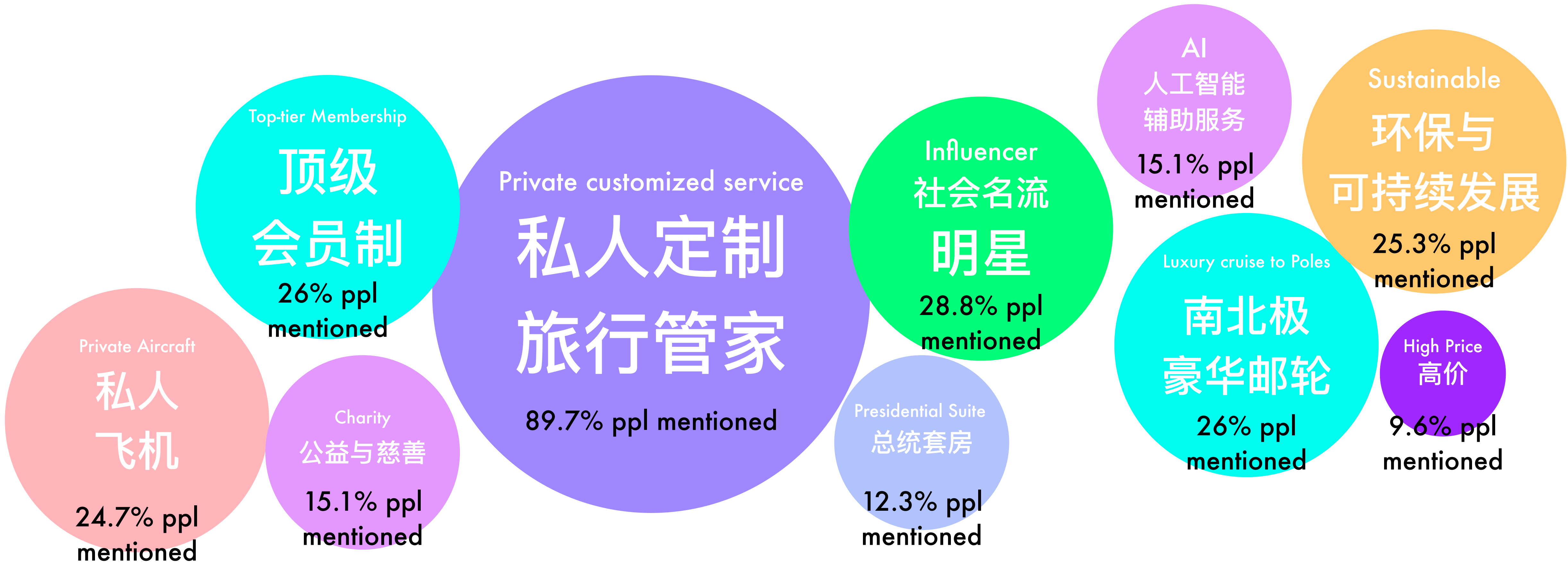
3~4 times 次

5~6 times 次

over 6 times 次

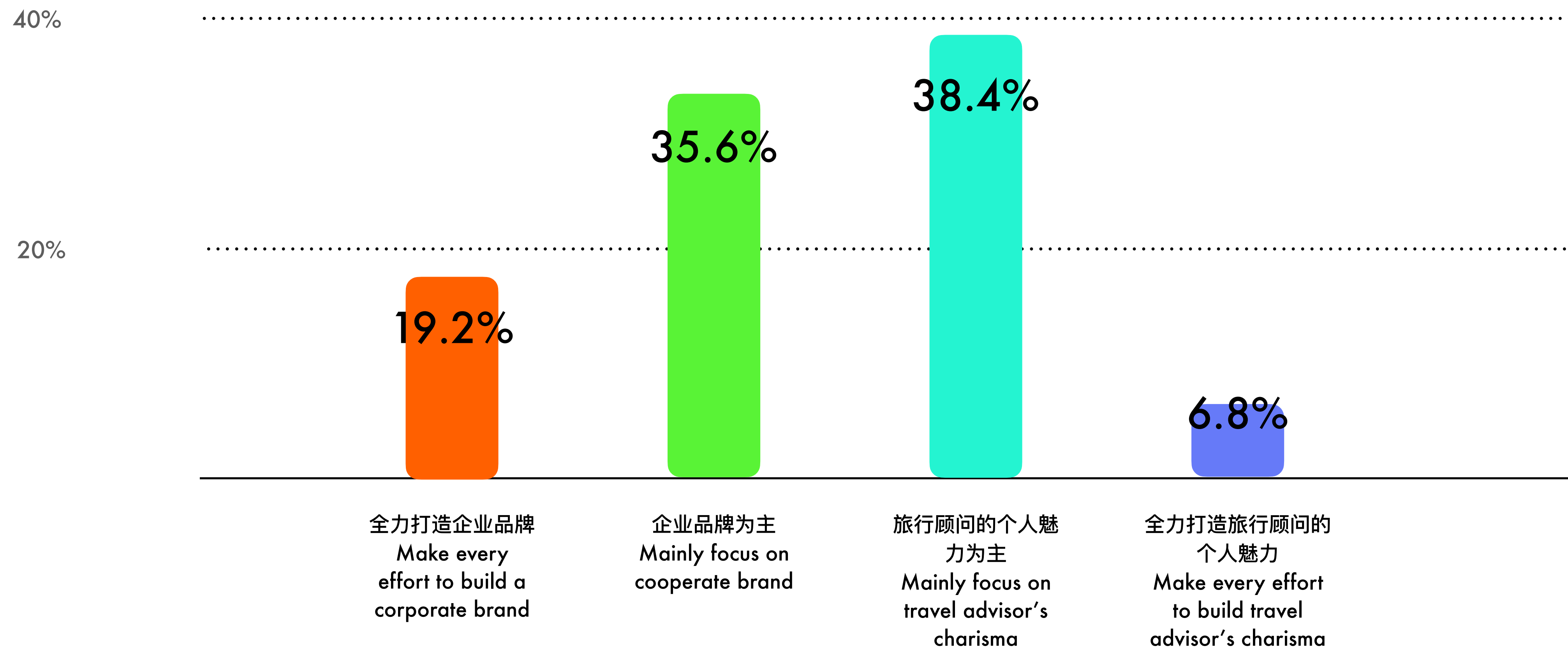
在贵公司的宣传中，您认为突出以下哪些项目可以提升贵公司的高端旅游形象？

Which of the following options do you think will be highlighted in your company's pitch to enhance your company's high-end tourism image?



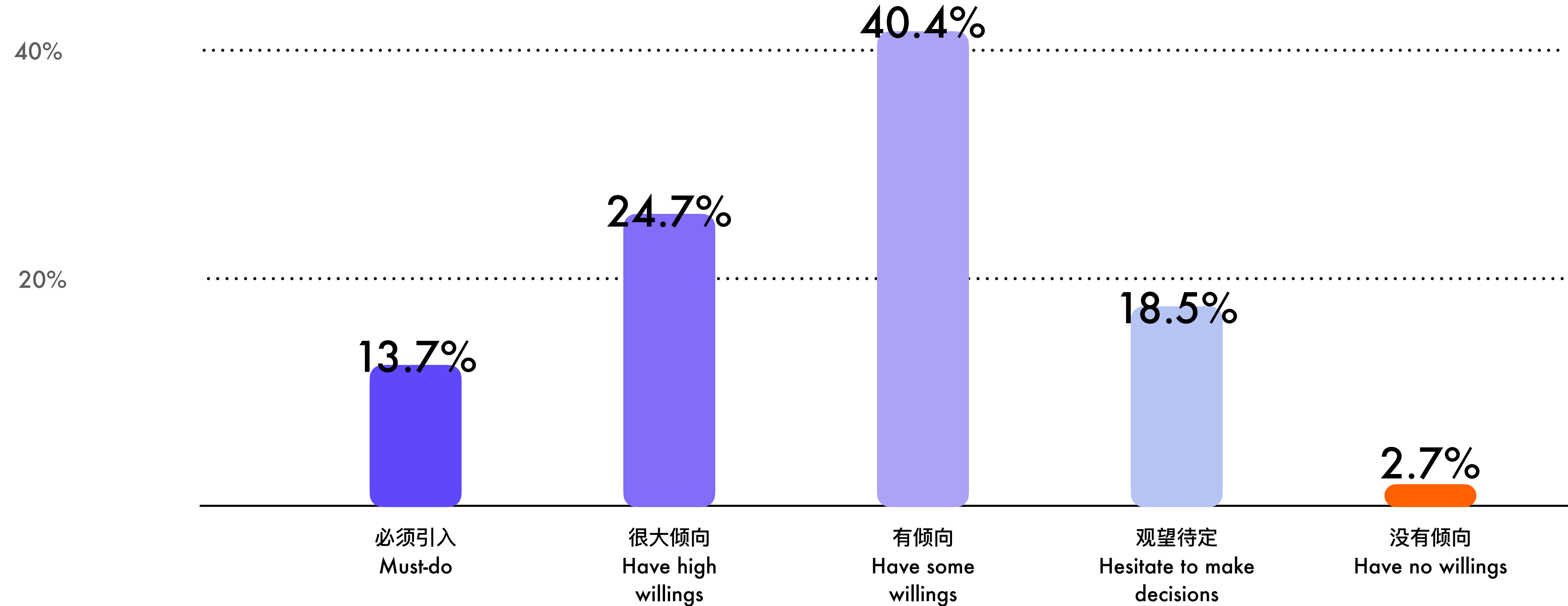
在「企业品牌」与「旅行顾问的个人魅力」之间，贵公司未来会？

Between "corporate brand" and "travel advisor's charisma", how will your company develop in the future?



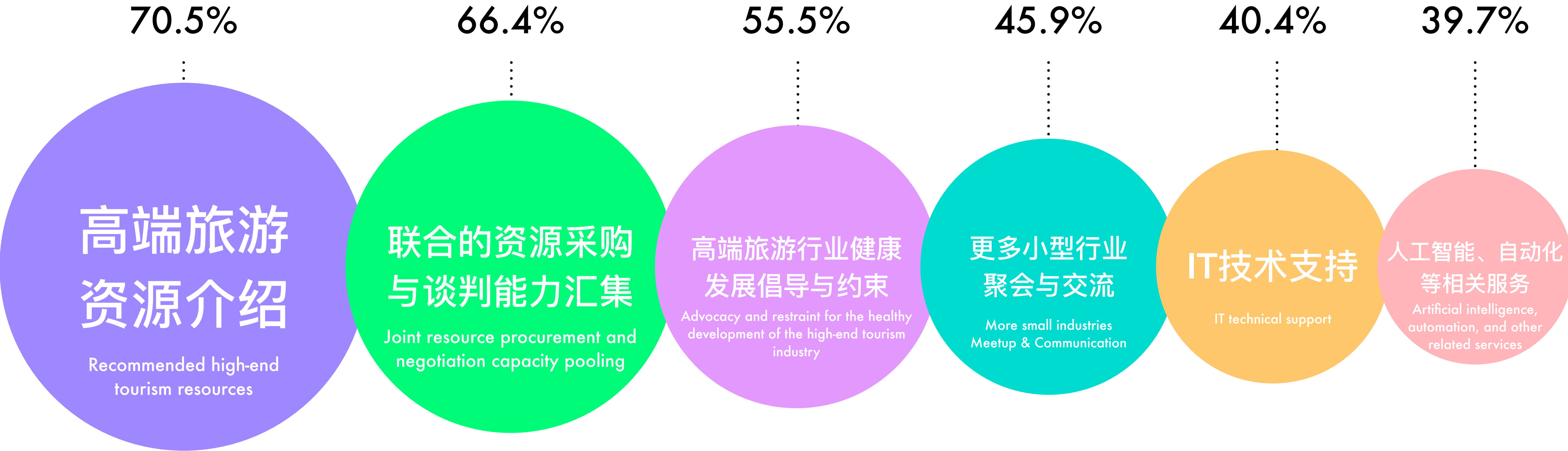
贵公司现在或未来在产品或服务中引入「人工智能」、「自动化」等的倾向性？

Your company's current or future tendency to introduce "artificial intelligence", "automation", etc. into its products and services



您希望洞天能提供哪些产品或服务？

What products or services would you like to acquire from DONG?

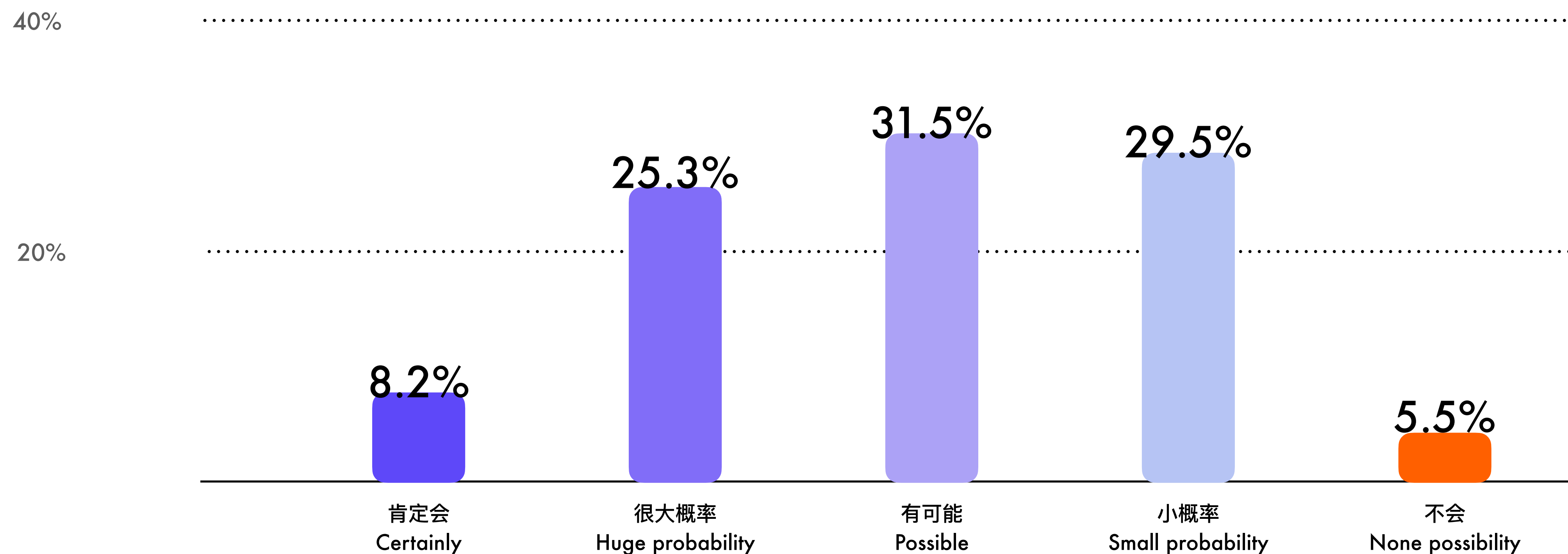


Part C

Let's talk about the products

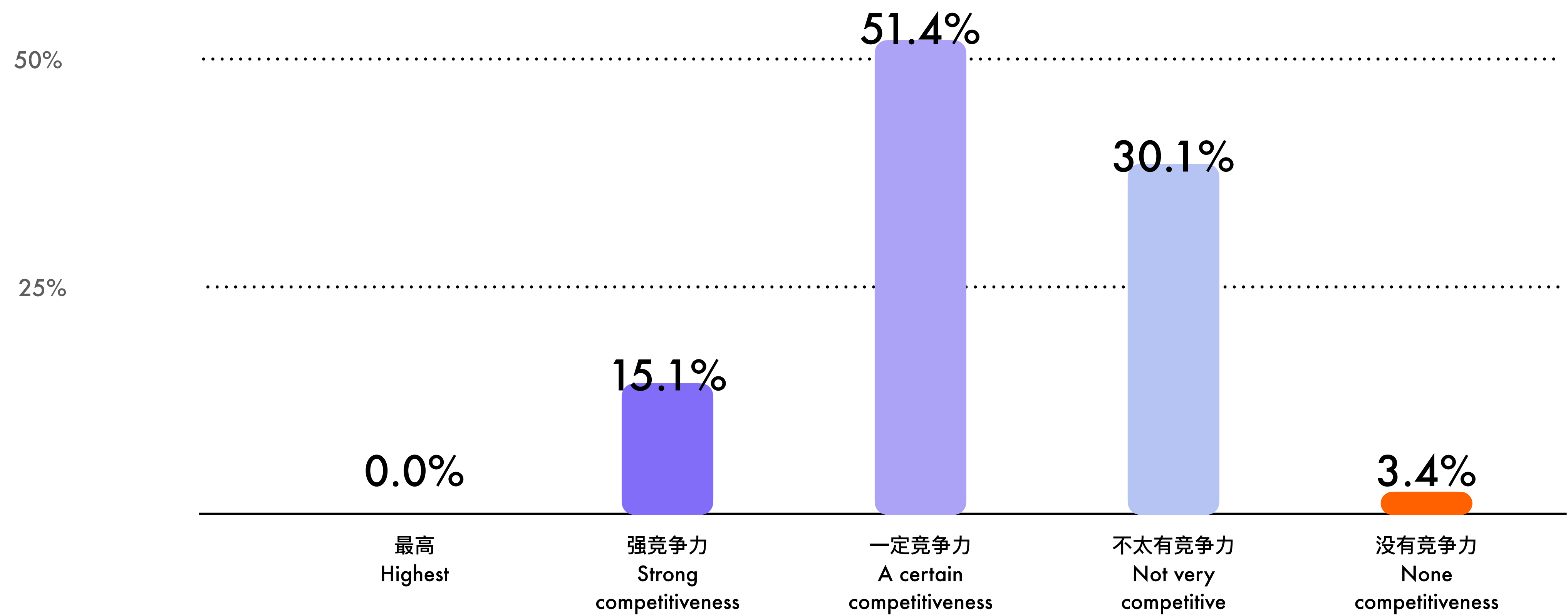
2024-2025年的雪季，东北哈尔滨、长白山等地成为贵公司主流高端顾客的热门旅游目的地的可能性为？

In the 2024-2025 snow season, what are the likelihoods that Harbin and Changbai Mountain in Northeast China will become popular tourist destinations for your company's mainstream high-end customers?



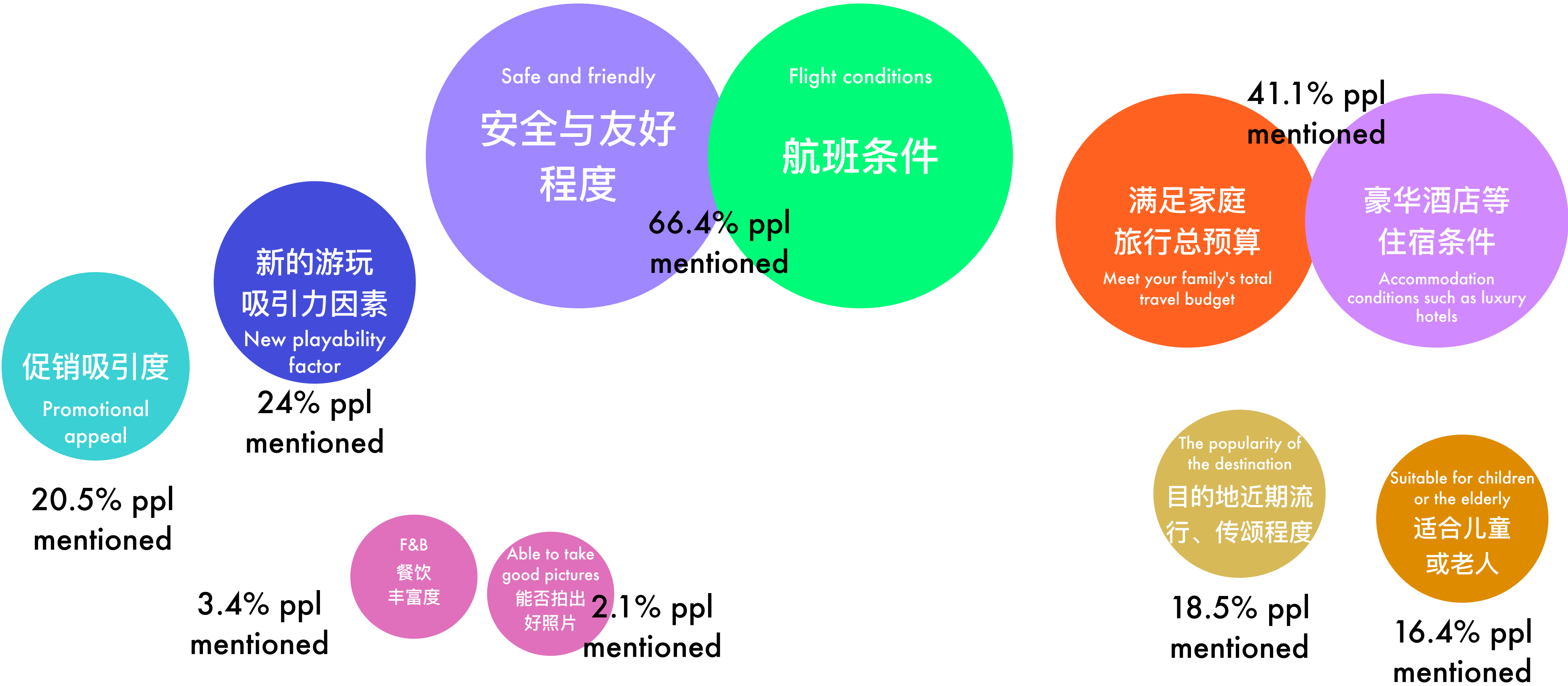
2024-2025年的十一、春节黄金周，和普吉岛、苏梅岛、兰卡威、沙巴、巴厘岛等东南亚海岛相比，三亚有多大的竞争力？

In 2024-2025, the National Day and Spring Festival Golden Week will be more competitive than Phuket, Koh Samui, Langkawi, Sabah, Bali and other Southeast Asian islands?



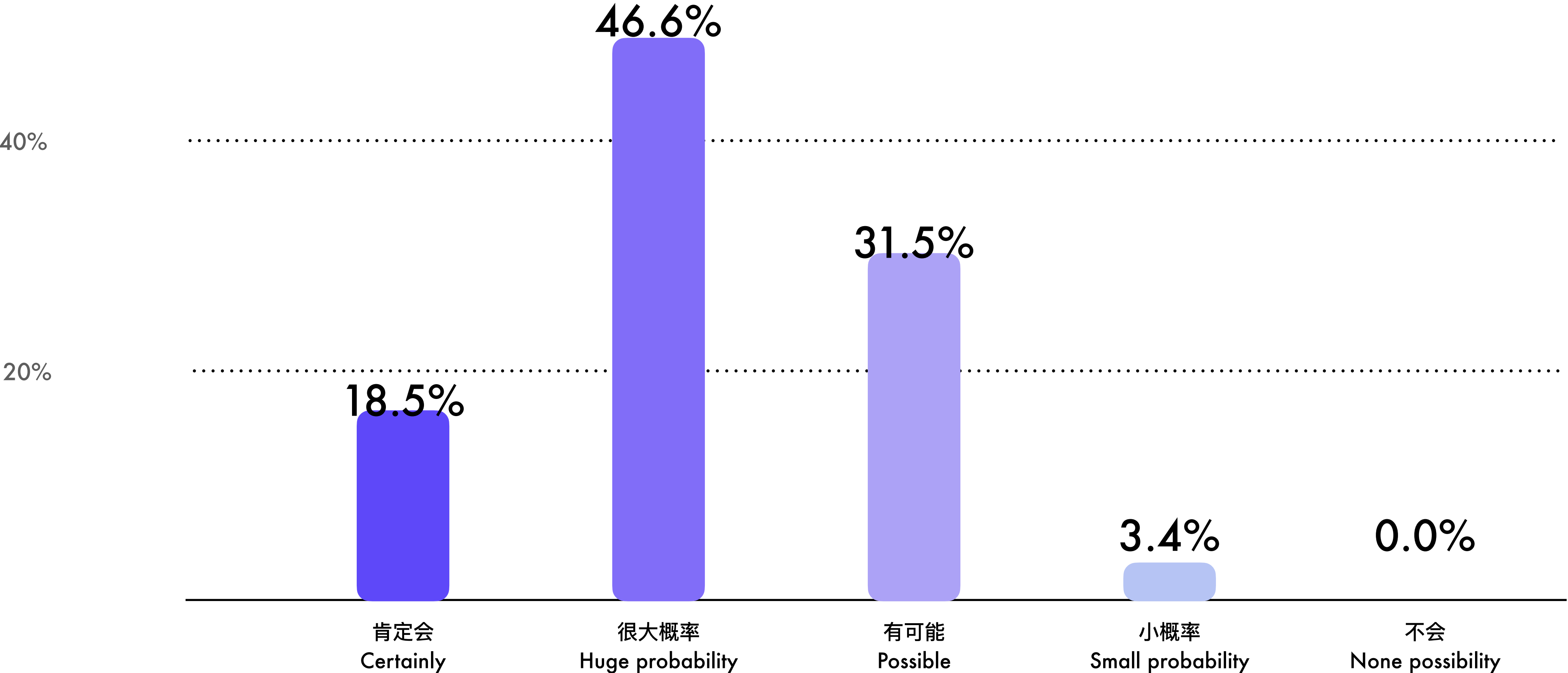
2024-2025年，对是否选择东南亚海岛目的地，您的顾客最重要的3项考量是？

In 2024-2025, the 3 most important considerations for your customers when choosing a Southeast Asian island destination are...



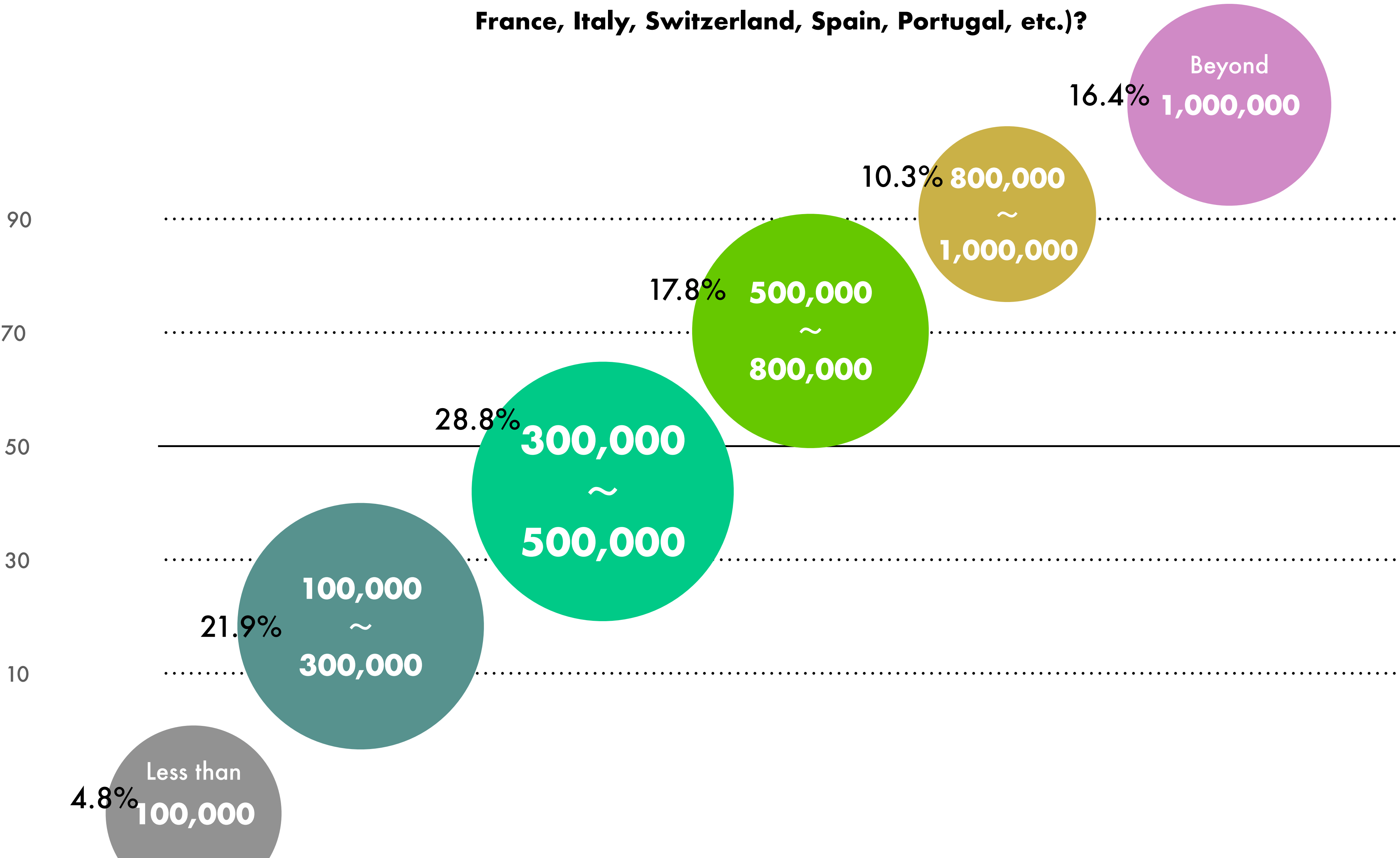
2024-2025年，贵公司主流客户群前往中东旅游目的地（阿联酋、沙特、卡塔尔等）旅游度假1次的可能性有多大？

In 2024-2025, how likely is it that your company's mainstream customer base will travel to a Middle Eastern tourist destination (UAE, Saudi Arabia, Qatar, etc.) for 1 vacation?



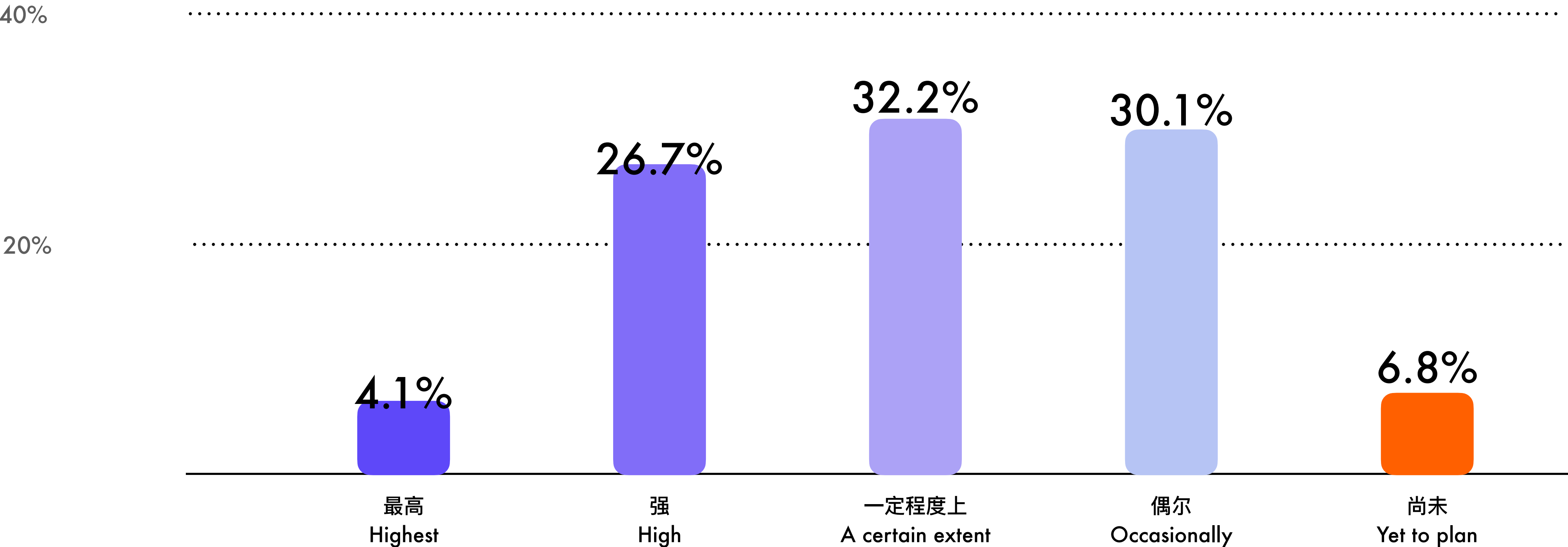
2024-2025年，您预计贵公司有多少人次的高端顾客前往西、南欧洲（英法意瑞西葡等）旅行？

In 2024-2025, how many high-end customers do you estimate to travel to Western and Southern Europe (Britain, France, Italy, Switzerland, Spain, Portugal, etc.)?



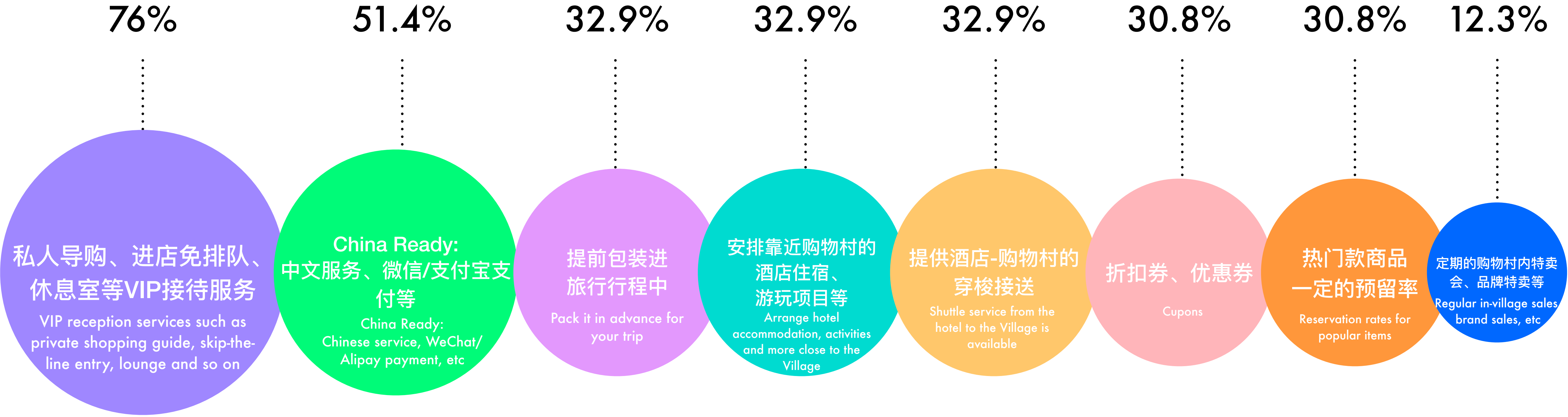
2024-2025年，南极、北极旅游有多大程度上进入贵公司主流客户群的选择视野？

In 2024-2025, to what extent will Antarctic and Arctic tourism enter the field of choice of your company's mainstream customer base?



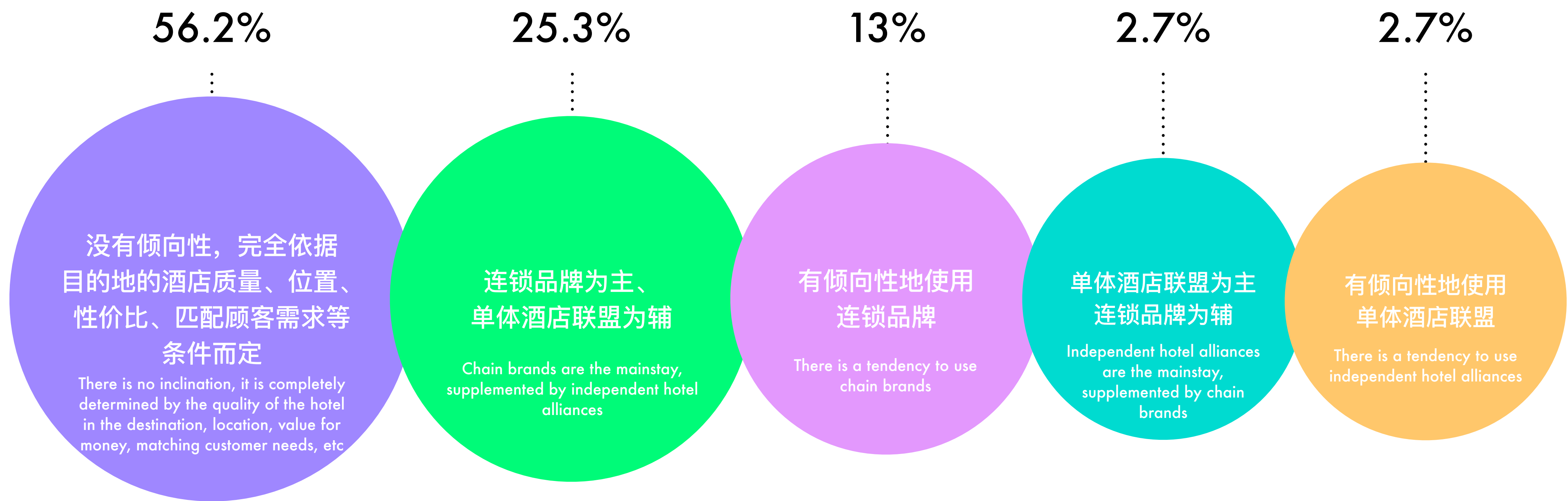
您认为将高端购物村、购物商场介绍给顾客的最佳方式是？

What do you think is the best way to introduce high-end shopping villages and shopping malls to customers??



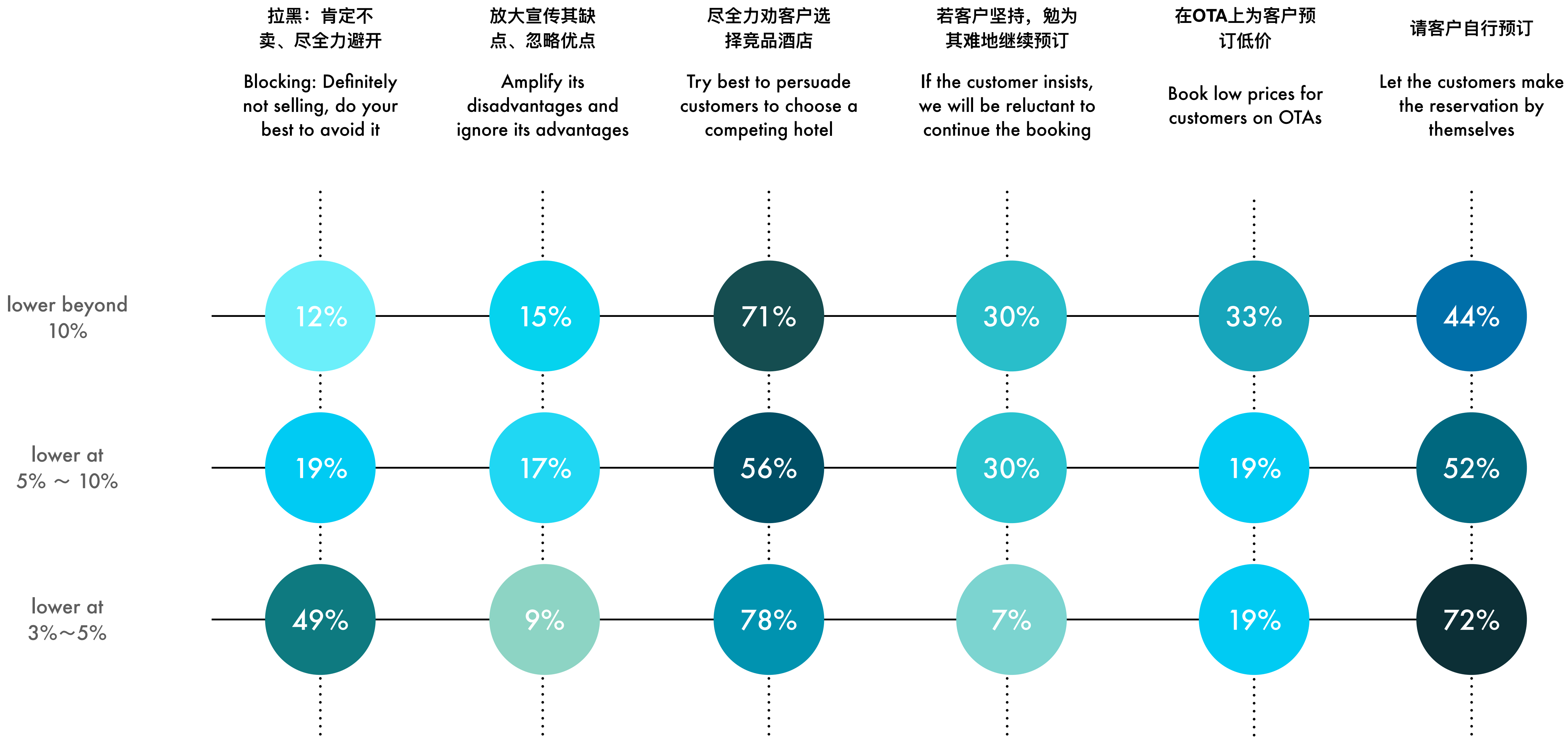
在豪华酒店连锁品牌（如：四季、文华东方、瑰丽等）和豪华单体酒店联名（如：SLH、Relais & Chateaux、Preferred等）的酒店之间，哪项描述更接近贵公司未来2年的酒店使用策略？

Which description is closer to your company's hotel strategy for the next 2 years, between luxury hotel chains (e.g., Four Seasons, Mandarin Oriental, Rosewood, etc.) and luxury independent hotel co-branded hotels (e.g., SLH, Relais & Chateaux, Preferred, etc.)?



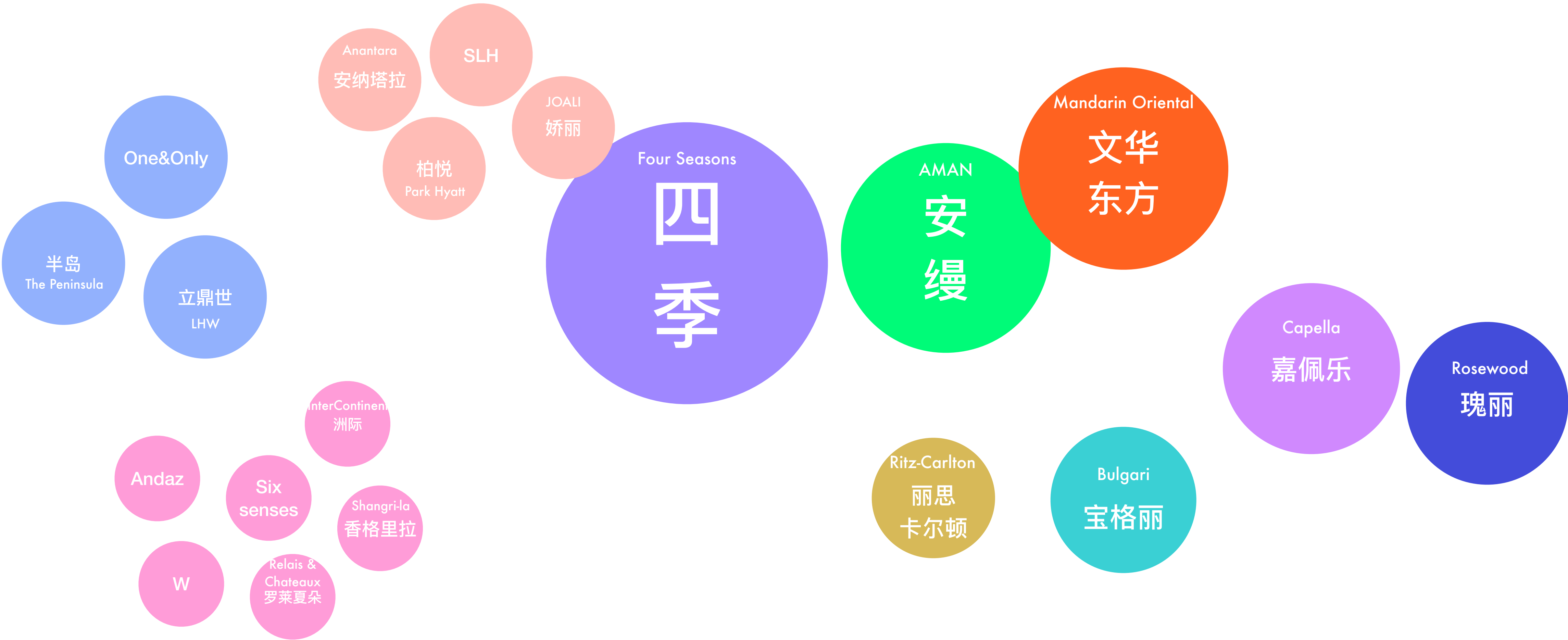
若一家酒店在OTA的价格比官网价格（BAR）以任何形式低，您的态度是？

If a hotel's OTA rate is in any way lower than the official website rate (BAR), your attitude is...



若用一个酒店品牌来匹配贵公司的品牌形象，您最希望是哪个品牌？

If you want to use a hotel brand to match your company's brand image, which hotel brand would you most like?



2024 CONNECTION

THANK YOU