

A scenic landscape featuring a calm lake in the foreground, a line of green trees along the shore, and dark mountains in the background under a bright blue sky with scattered white clouds. A small wooden boat with a red interior is docked on the right side of the lake.

New marketing in the trends of Chinese travel market

新旅游 新营销

郭为文 Kevin Guo



郭为文Kevin，携程集团 战略合作和营销创新部总经理，2009年加入携程，历任携程旅游营销总监、酒店品牌营销总监、市场传播总经理。

之前曾任职华住酒店集团市场高级总监，旅游媒体营销总监兼电视节目主编，还曾自创广告公司。

被评为“2017中国传播年度人物”。

Kevin GUO, General Manager of Strategic Cooperation & Marketing Innovation at Ctrip. Joined Ctrip in 2009, he is currently responsible for Ctrip' s innovative marketing. He won the award “China' s Communication Person of the Year 2017” .

中国旅游市场的新趋势

The trends of the Chinese travel market

黄金周旅游

Golden Week Travel



2019年春节黄金周，4.15亿人出游，同比增长7.6%，旅游收入5139亿元，同比增长8.2%。

In 2019 Spring festival "Golden Week" , 415 million people travel, increasing 7.6%. The tourism revenue reached 513.9 billion RMB, increasing 8.2%.

黄金周旅游

Golden Week Travel



- **对消费者：体验的失落**
- **Bad experience for customers**
- **对服务方：供给的失衡**
- **Difficult to balance the service providing**
- **对营销者：智慧的失败**
- **Reduce intelligence of travel marketers**

中国旅游持续增长

Golden Week Travel



2018年全年国内旅游人数55.39亿，
同比增长**10.8%**，旅游收入5.97万亿
元，同比增长**10.5%**。
出境游人数1.4972亿，同比增长
14.7%

In 2018 the number of domestic
tourists reaches 5.5 billion,
increasing 10.8%. The number
of outbound tourists reaches
149.7 million, increasing 14.7%.

旅游新趋势

The trends of travel market:



周末游：

2017年周末周边出游人次超过9亿，相当于国内旅游的五分之一都是周末出游。

Weekend travel

In 2017, more than 900 million people travel around in weekend. 1/5 of the domestic tourism is weekend travel.

旅游新趋势

The trends of travel market:



家庭游：

总出游人次当中，家庭出游形式占46%。

Family travel:

Among the total trips, family travel accounted for 46%.

旅游新趋势

The trends of travel market:



休闲游：

2017年起休闲度假游客占比超过观光游客。
出境游，美食成为自由行游客最关注的要素。

Leisure travel :

Since 2017, the proportion of leisure tourists is more than that of sightseeing tourists.

旅游新趋势

The trends of travel market:



自驾游:

2017年中国自驾总人数达31亿人次，增长17.4%，占国内出游总人数的62%。

Self-driving travel :

In 2017, the inter city self driving tourists reached 310 million, increasing 17.4% and accounts for 62% of the total number of people travelling in China.

旅游新趋势

The trends of travel market:



年轻化:

35岁以下的年轻用户占总体人群70%，29岁以下用户接近50%；在出境游用户中，90后比例已经超过70后（携程数据）。

Younger travelers :

Young travelers under 35 years old account for 70% and those under 29 years old go beyond 50% of the total.

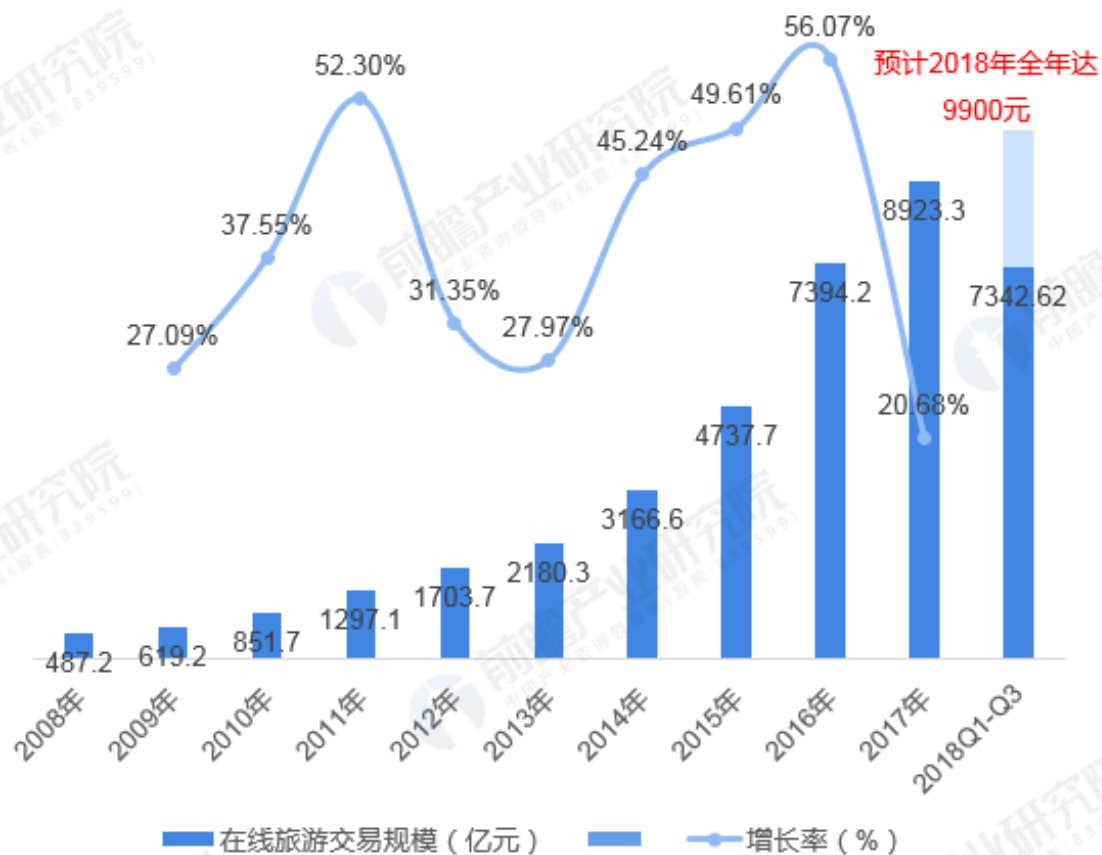
旅游营销的新视角

New perspective of travel marketing

新营销——移动互联网

New marketing: about mobile internet

图表1：2008-2018年中国在线旅游交易规模及增长情况（单位：亿元，%）



- 移动互联网推动中国在线旅游市场持续增长
- Mobile internet promotes the continuous growth of online tourism market in China.
- 线上旅游用户移动端占比超过7成
- 70% online users book at mobile APP.

移动互联网的消费者行为:

Consumer behavior changing in travel:



- *Last-minute旅行计划*
- *Last-minute travel plan*
- *碎片化的旅行预订*
- *Fragmented travel booking*
- *随时随地的旅行分享*
- *Sharing at any time*

新旅游营销的核心：分享

The core of marketing in the new travel: Sharing

什么能被分享？ What can be shared?

- **强IP**
Powerful IP
- **突变**
incident
- **意义**
Meaningful



新旅游时代营销的核心：分享

The core of marketing in the new travel: Sharing

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案例：内容分享+人工智能
Case study: content sharing + AI

案例：小诗机

Case: little poem machine

人工智能内容产品

AI generating content

大数据，+多种算法，+图像识别技术。

Bid data, +multiple algorithms,

+image recognition technology.



案例：小诗机

Case: little poem machine

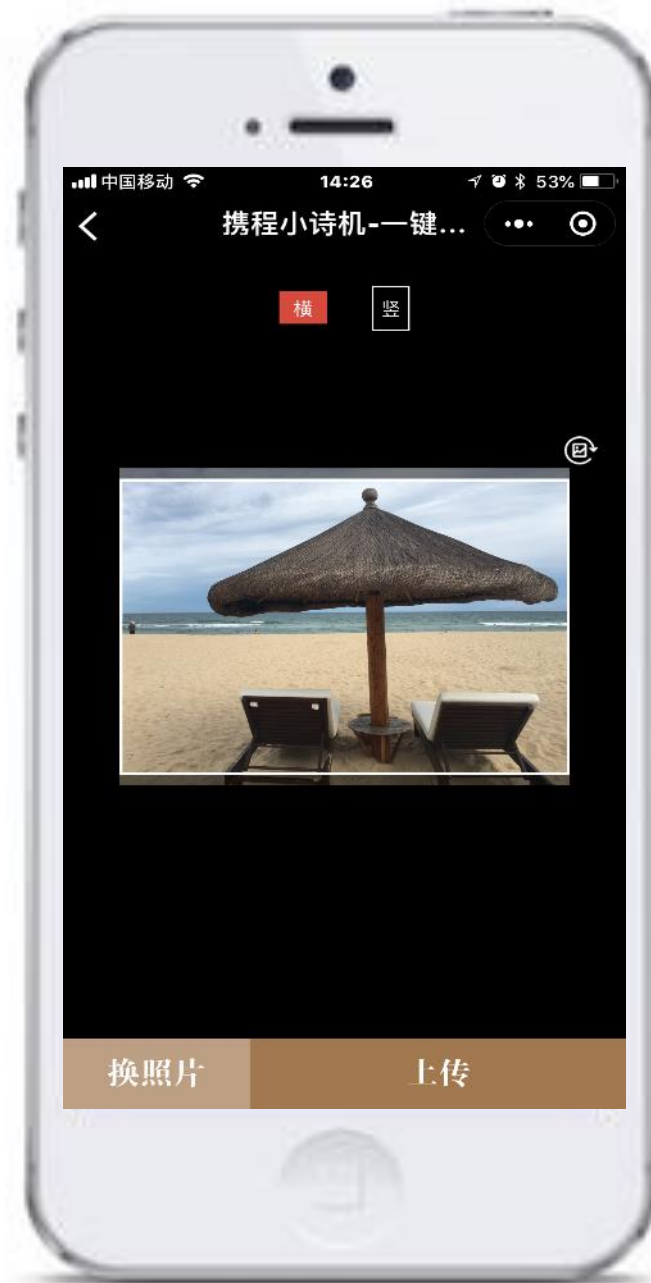
- 小程序: 携程小诗机
- Creating poem by small program



案例：小诗机

Case: little poem machine

- 读图：自动识别图片中的实物
- Automatically identify objects in pictures



案例：小诗机

Case: little poem machine

- 功能：可以写诗，可以选诗
- You can choose creating a poem or finding a poem.



案例：小诗机

Case: little poem machine

- 自动获取当前景点的特色信息
- Automatically acquire characteristic information of current attractions



案例：小诗机

Case: little poem machine

- 成诗：将情绪,季节,节日等主题信息融入到诗句中
- Incorporate emotional, seasonal, festival and other thematic information into verse



案例：小诗机

Case: little poem machine

- 改诗：用户可以重写，或修改（照片特征、心情、天气等）内容或复制诗歌
- Users can rewrite or modify (photos, features, mood, weather, etc.), content, or copy the poem



案例：小诗机

Case: little poem machine

- 分享：用户可以直接保存图片分享
- Users can share the poem by the picture.



案例：小诗机

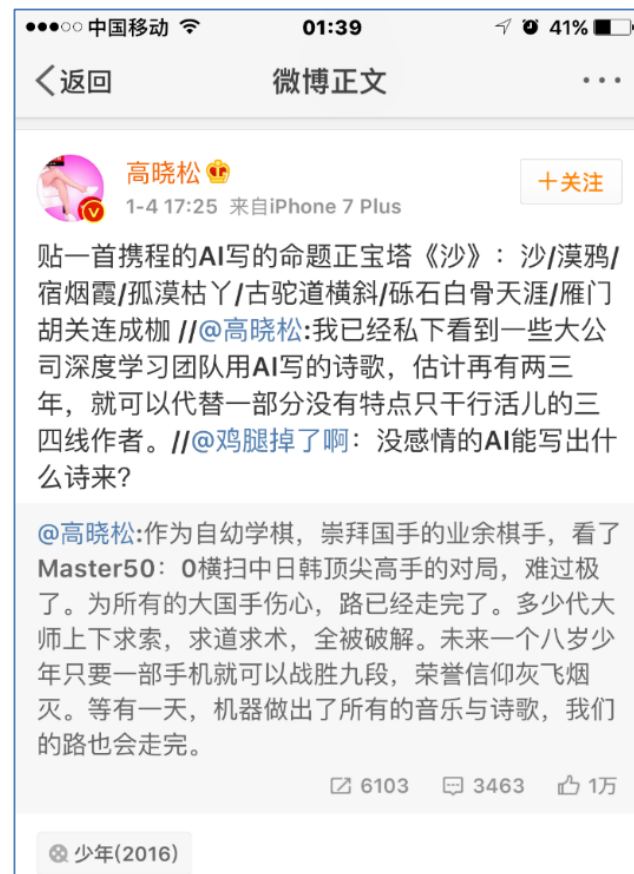
Case: little poem machine

小诗机：让内容自己去传播

Let the content spread itself

小诗机最高一天创作了近10万首诗词，高峰时段平均一分钟要创作近300首诗。

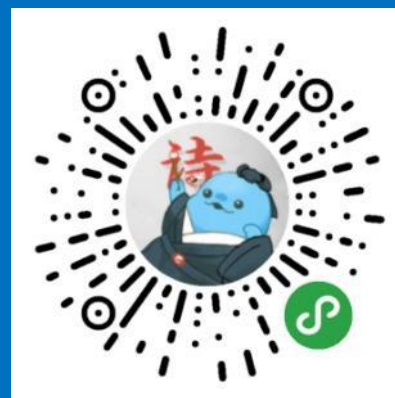
The poem machine produced nearly 100 thousand poems a day and Nearly 300 poems are created on average during the peak hour.



欢迎分享! Welcome to share!



H5版本



小程序版本

谢谢! Thanks!