

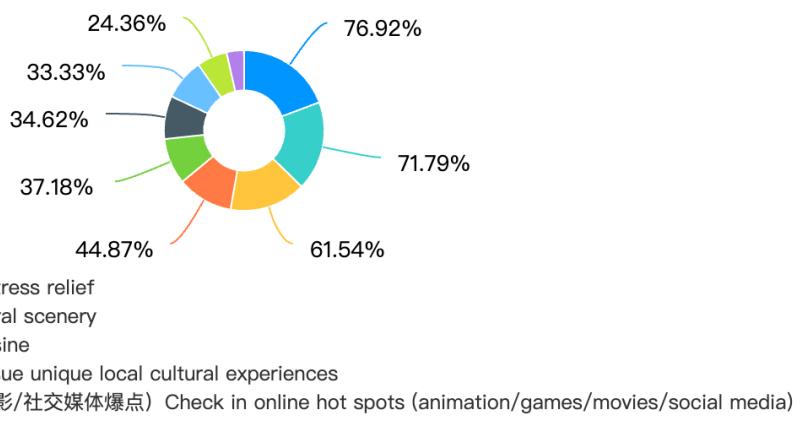
年轻人旅游规划现状\nThe current state of travel planning for young people

第1题：你的旅行的需求是什么？

What are your travel needs?

[多选题]

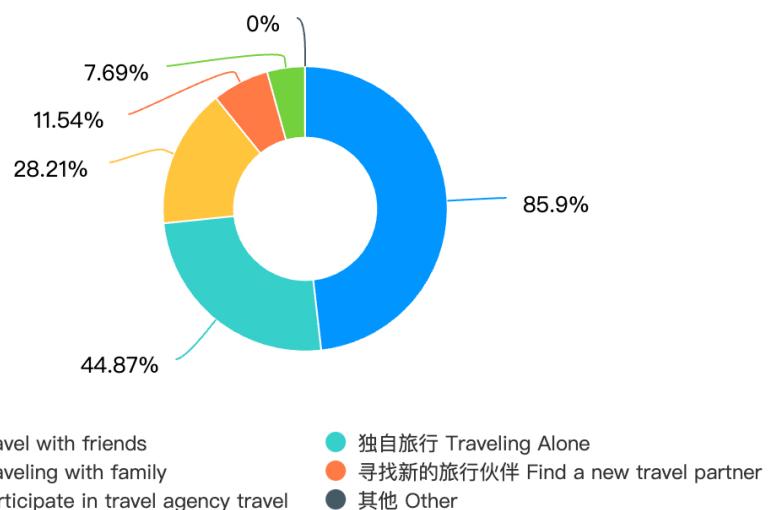
选项	小计	比例
放松和减压 Relaxation and stress relief	60	76.92%
感受自然风光 Enjoy the natural scenery	56	71.79%
体验美食 Experience the cuisine	48	61.54%
追求当地特殊的文化体验 Pursue unique local cultural experiences	35	44.87%
打卡网络热点（动漫/游戏/电影/社交媒体爆点）Check in online hot spots (animation/games/movies/social media)	29	37.18%
拍好看的照片 Take photos	27	34.62%
打卡地标（传统景点/景区）Check-in landmarks (traditional attractions/scenic spots)	26	33.33%
参加活动（音乐会/比赛/演出等）Attending an event (concert/game/performance, etc.)	19	24.36%
访问亲友 Visiting relatives and friends	11	14.1%
其他 Other	0	0%
本题有效填写人次	78	



第2题：你更倾向于什么样的旅行体验？What kind of travel experience do you prefer? [多选题]

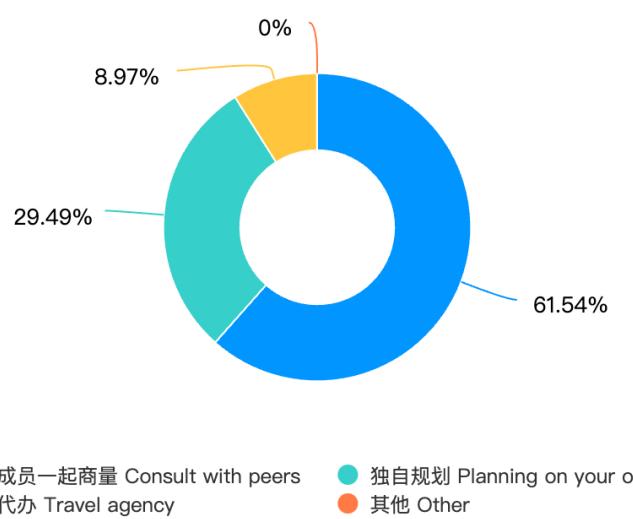
选项	小计	比例
和朋友一起旅行 Travel with friends	67	85.9%
独自旅行 Traveling Alone	35	44.87%
和家人一起旅行 Traveling with family	22	28.21%
寻找新的旅行伙伴 Find a new travel partner	9	11.54%
参与旅行社旅行 Participate in travel agency travel	6	7.69%

选项	小计	比例
其他 Other	0	0%
本题有效填写人次	78	



第3题：你更倾向怎样制定旅行计划？ How do you prefer to plan your travels? [单选题]

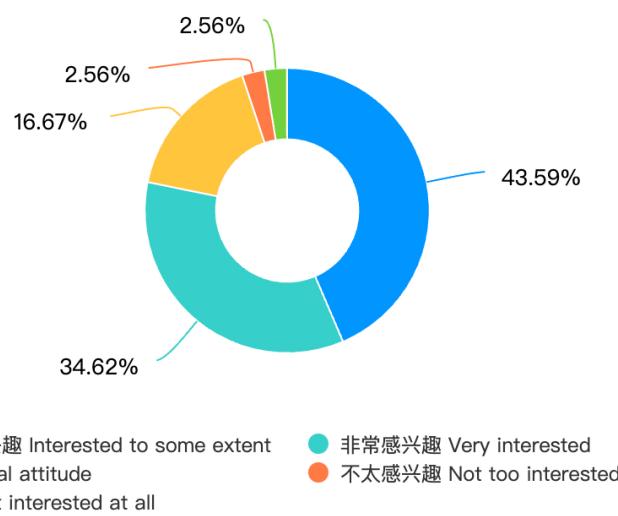
选项	小计	比例
与同行成员一起商量 Consult with peers	48	61.54%
独自规划 Planning on your own	23	29.49%
旅行社代办 Travel agency	7	8.97%
其他 Other	0	0%
本题有效填写人次	78	



第4题：你对定制化和个性化的私人定制旅行体验有多大兴趣？ How interested are you in a customized and personal private travel experience? [单选题]

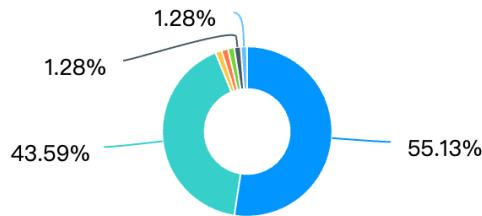
选项	小计	比例
一定程度上感兴趣 Interested to some extent	34	43.59%

选项	小计	比例
非常感兴趣 Very interested	27	34.62%
中立态度 neutral attitude	13	16.67%
不太感兴趣 Not too interested	2	2.56%
完全没兴趣 Not interested at all	2	2.56%
本题有效填写人次	78	



第5题：计划灵活性：请问您在旅行计划中希望有多少灵活性？ Planning Flexibility: How much flexibility do you want in your travel plans? [单选题]

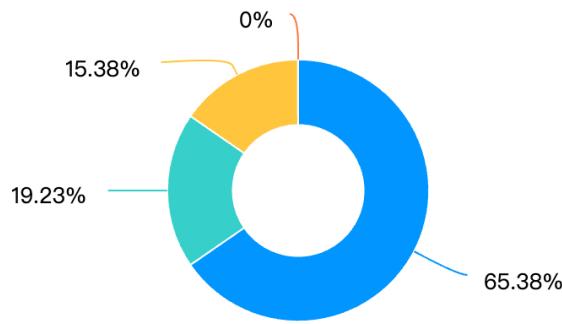
选项	小计	比例
大部分活动已安排，但有一定自由时间 Most activities are scheduled, but there is some free time	43	55.13%
完全自由 Complete freedom	34	43.59%
安排	1	1.28%
一定	1	1.28%
活动	1	1.28%
自由	1	1.28%
时间	1	1.28%
固定行程，几乎没有自由时间 Fixed itinerary, almost no free time	0	0%
本题有效填写人次	78	



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- 完全自由 Complete freedom
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- 一定
- 活动
- 自由
- 时间
- 固定行程, 几乎没有自由时间 Fixed itinerary, almost no free time

第6题：社交需求：请问您在旅行过程中是否有与其他旅行者或当地人社交的需求？ Social needs: Do you need to socialize with other travelers or locals during your trip? [单选题]

选项	小计	比例
可以有, 但不是必需品 Yes, but not required	51	65.38%
有, 经常希望与其他旅行者互动 Yes, often want to interact with other travelers	15	19.23%
没有, 我很内向 No, I'm very introverted.	12	15.38%
其他 Other	0	0%
本题有效填写人次	78	

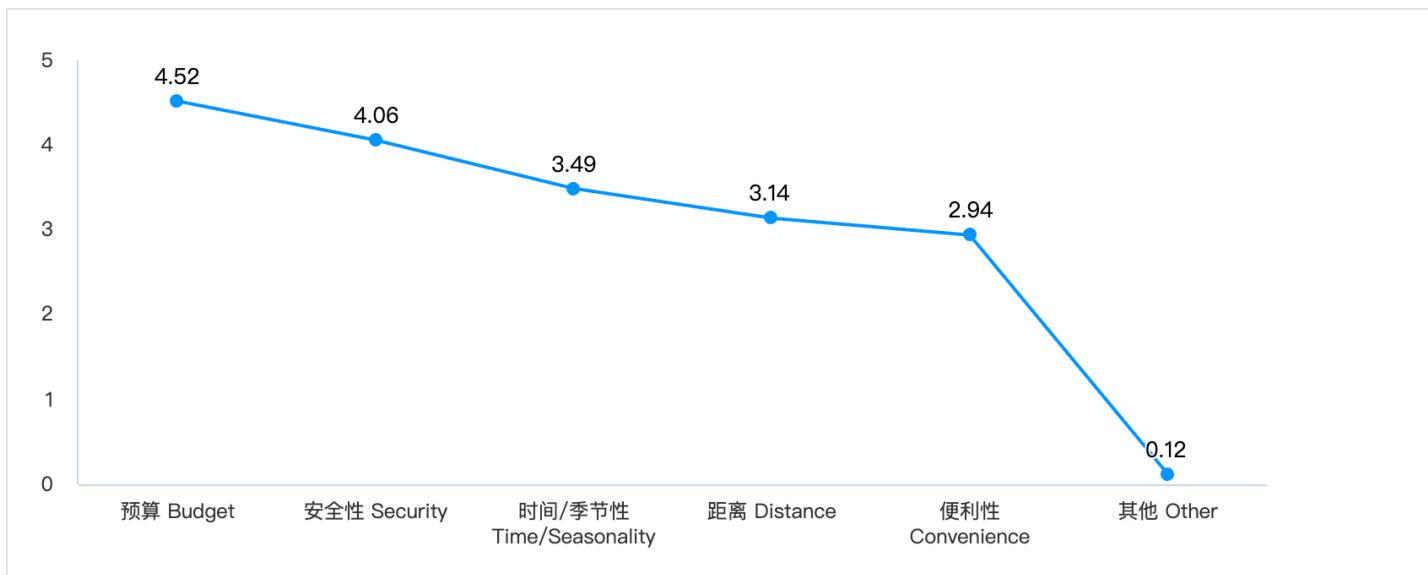


- 可以有, 但不是必需品 Yes, but not required
- 有, 经常希望与其他旅行者互动 Yes, often want to interact with other travelers
- 没有, 我很内向 No, I'm very introverted.
- 其他 Other

第7题：为了完成第一题的需求，哪些因素对你最重要？（按重要性排序） In order to complete the requirements of question 1, which factors are most important to you? (In order of importance) [排序题]

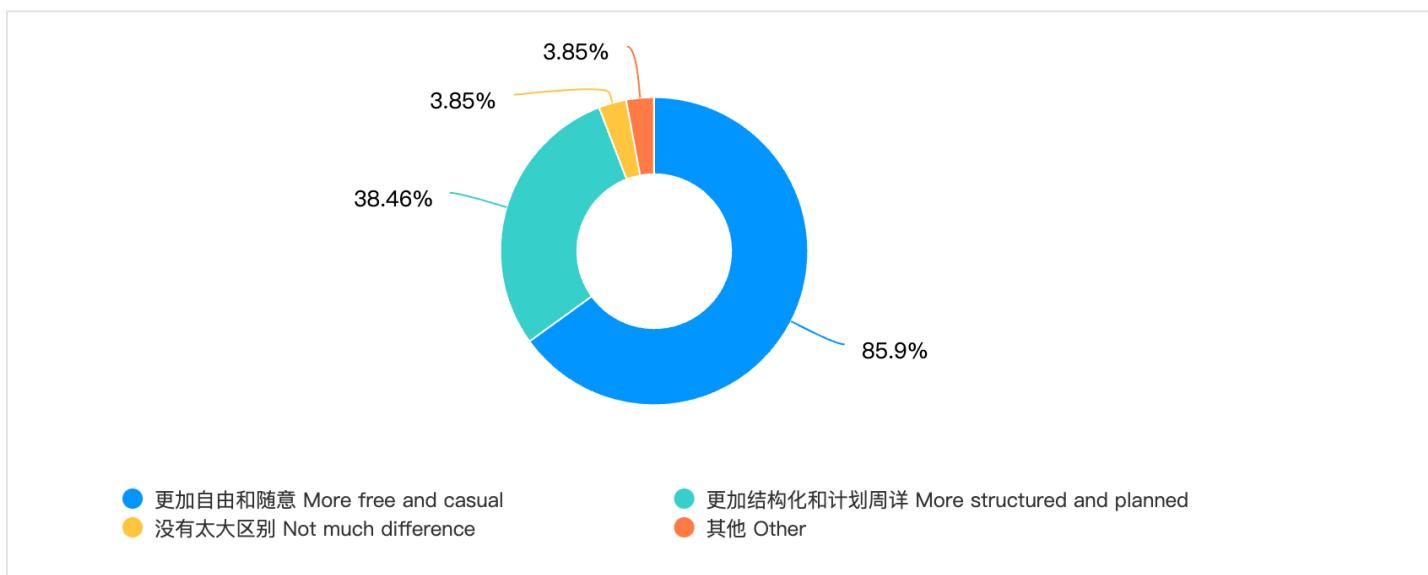
选项	综合得分	第1位	第2位	第3位	第4位	第5位	第6位	小计
预算 Budget	4.52	25(34.25%)	24(32.88%)	12(16.44%)	6(8.22%)	6(8.22%)	0(0%)	73
安全性 Security	4.06	27(39.71%)	11(16.18%)	14(20.59%)	8(11.76%)	8(11.76%)	0(0%)	68
时间/季节性 Time/Seasonality	3.49	13(19.7%)	17(25.76%)	11(16.67%)	12(18.18%)	13(19.7%)	0(0%)	66
距离 Distance	3.14	9(13.43%)	10(14.93%)	16(23.88%)	10(14.93%)	22(32.84%)	0(0%)	67

选项	综合得分	第1位	第2位	第3位	第4位	第5位	第6位	小计
便利性 Convenience	2.94	3(4.62%)	9(13.85%)	16(24.62%)	25(38.46%)	12(18.46%)	0(0%)	65
其他 Other	0.12	0(0%)	0(0%)	0(0%)	0(0%)	0(0%)	9(100%)	9



第8题：你认为年轻人的旅行风格和你的父母/长辈相比有何不同？How do you think the travel style of young people is different compared to your parents/elders? [多选题]

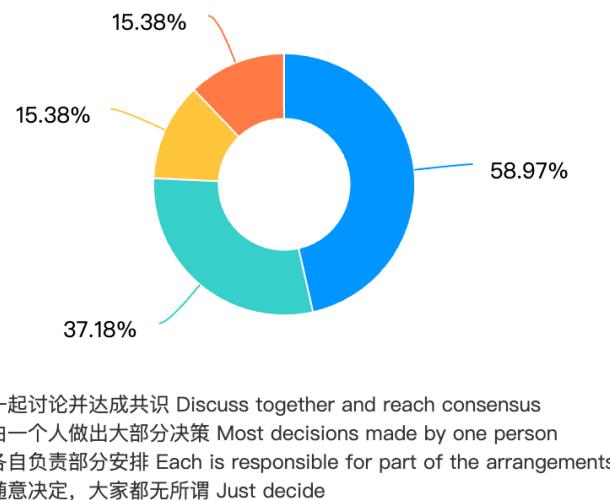
选项	小计	比例
更加自由和随意 More free and casual	67	85.9%
更加结构化和计划周详 More structured and planned	30	38.46%
没有太大区别 Not much difference	3	3.85%
其他 Other	3	3.85%
本题有效填写人次	78	



第9题：请问您在与朋友或家人一起旅行时，如何做出旅行决策？How do you make travel decisions when traveling with friends or family? [多选题]

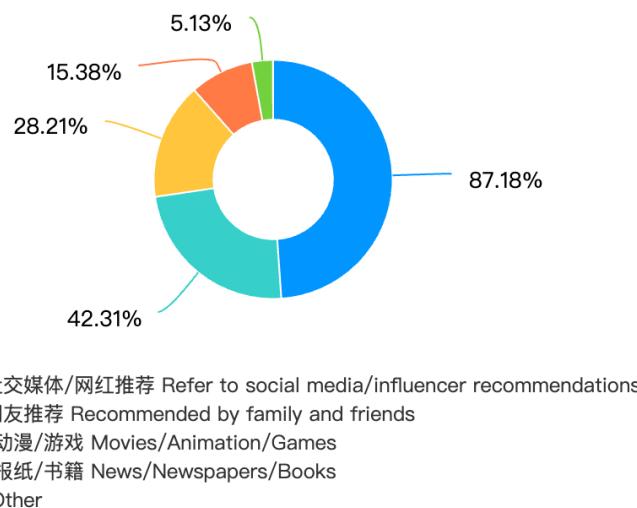
选项	小计	比例
一起讨论并达成共识 Discuss together and reach consensus	46	58.97%

选项	小计	比例
由一个人做出大部分决策 Most decisions made by one person	29	37.18%
各自负责部分安排 Each is responsible for part of the arrangements	12	15.38%
随意决定，大家都无所谓 Just decide	12	15.38%
本题有效填写人次	78	



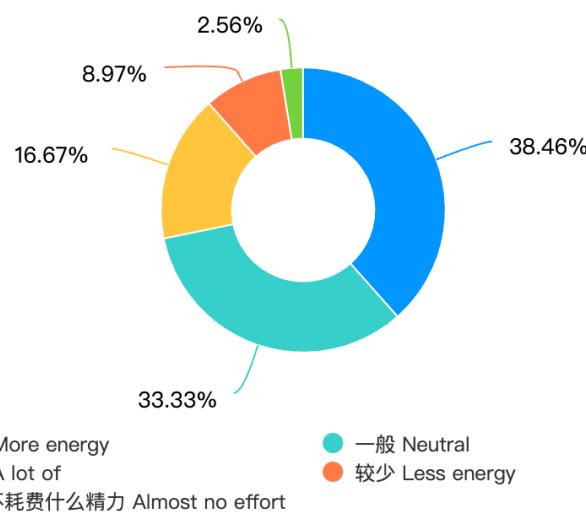
第10题：在制定旅行计划时，你如何获取目的地的信息（多选）When making travel plans, how do you obtain information about your destination? [多选题]

选项	小计	比例
参考社交媒体/网红推荐 Refer to social media/influencer recommendations	68	87.18%
亲人朋友推荐 Recommended by family and friends	33	42.31%
电影/动漫/游戏 Movies/Animation/Games	22	28.21%
新闻/报纸/书籍 News/Newspapers/Books	12	15.38%
其他 Other	4	5.13%
本题有效填写人次	78	



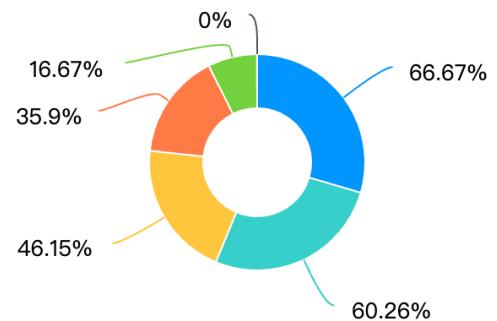
第11题：你认为制订旅行计划时，花费你多少的精力？How much effort do you think it takes to plan your trip? [单选题]

选项	小计	比例
较多 More energy	30	38.46%
一般 Neutral	26	33.33%
很多 A lot of	13	16.67%
较少 Less energy	7	8.97%
几乎不耗费什么精力 Almost no effort	2	2.56%
本题有效填写人次	78	



第12题：在规划旅行时，你通常遇到的最大困难是什么？What is the biggest difficulty you usually face when planning a trip? [多选题]

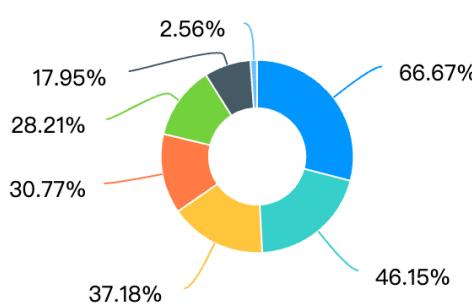
选项	小计	比例
收集和比较不同的信息 Collect and compare different information	52	66.67%
制定详细的日程安排 Create a detailed schedule	47	60.26%
协调和旅行伙伴的计划 Coordination and planning with travel partners	36	46.15%
找到符合个人兴趣的活动 Find activities that match your interests	28	35.9%
预订和付款过程 Booking and payment process	13	16.67%
其他 Other	0	0%
本题有效填写人次	78	



- 收集和比较不同的信息 Collect and compare different information
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- 协调和旅行伙伴的计划 Coordination and planning with travel partners
- 找到符合个人兴趣的活动 Find activities that match your interests
- 预订和付款过程 Booking and payment process
- 其他 Other

第13题：你在制订旅行计划中，遇到过什么困难？ What difficulties have you encountered in making travel plans? [多选题]

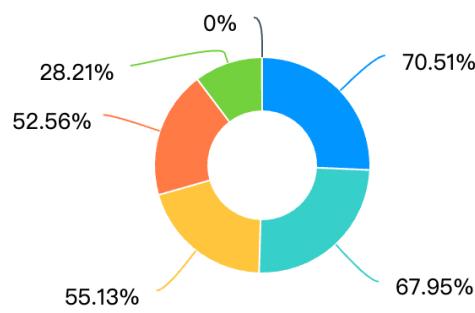
选项	小计	比例
无法确定网络信息的真实性（拍照打卡景点/美食） Unable to confirm the authenticity of online information (photographing and checking in at scenic spots/food)	52	66.67%
信息过载，不知道如何选择 Information overload, not knowing how to choose	36	46.15%
行程安排不合理，时间紧张 Unreasonable itinerary and tight time	29	37.18%
难以协调与同行者的需求 Difficulty coordinating the needs of fellow travelers	24	30.77%
无法找到符合自己偏好的目的地 Can't find a destination that matches your preferences	22	28.21%
预算控制困难 Difficulty in budget control	14	17.95%
其他 Other	2	2.56%
本题有效填写人次	78	



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- 信息过载，不知道如何选择 Information overload, not knowing how to choose
- 行程安排不合理，时间紧张 Unreasonable itinerary and tight time
- 难以协调与同行者的需求 Difficulty coordinating the needs of fellow travelers
- 无法找到符合自己偏好的目的地 Can't find a destination that matches your preferences
- 预算控制困难 Diffculty in budget control
- 其他 Other

第14题：移动端使用：请问您在旅行中更希望通过移动端实现哪些功能？ Mobile usage: What functions do you prefer to achieve through mobile devices when traveling? [多选题]

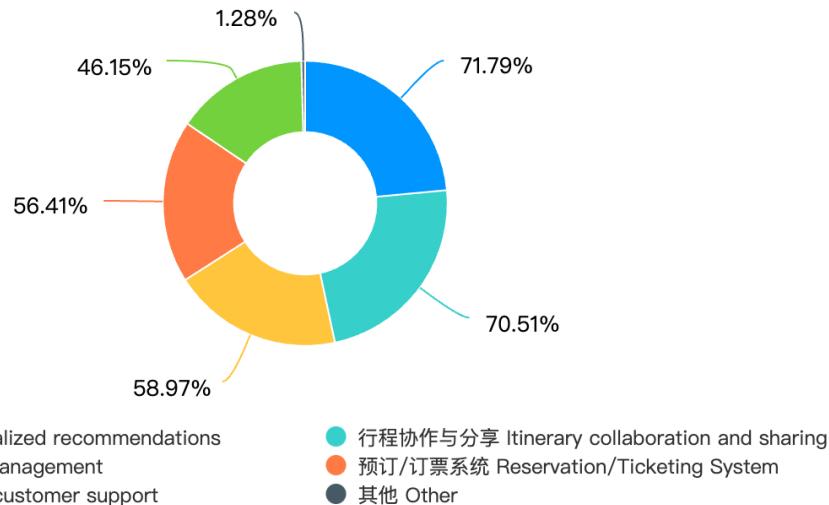
选项	小计	比例
获取当地服务信息（如餐馆、景点推荐等） Get local service information (such as restaurant and attraction recommendations, etc.)	55	70.51%
实时路线规划 Real-time route planning	53	67.95%
随时调整行程 Adjust your schedule at any time	43	55.13%
天气等事件提前预警 Early warning of weather and other events	41	52.56%
实时社交分享 Real-time social sharing	22	28.21%
其他 Other	0	0%
本题有效填写人次	78	



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- 随时调整行程 Adjust your schedule at any time
- 天气等事件提前预警 Early warning of weather and other events
- 实时社交分享 Real-time social sharing
- 其他 Other

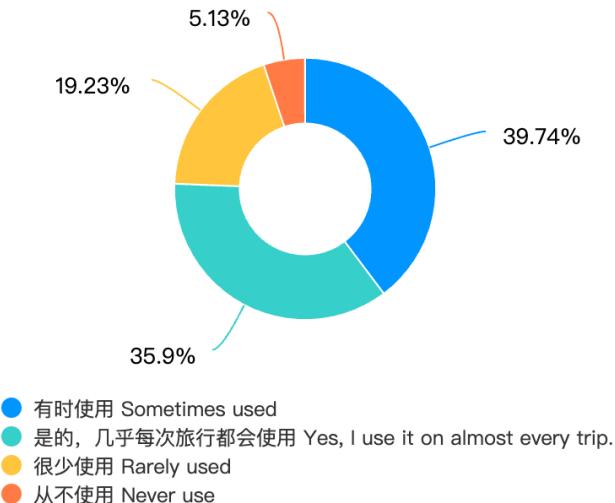
第15题：请问您希望一款旅行规划APP具备哪些功能？What features would you like a travel planning app to have? [多选题]

选项	小计	比例
个性化推荐 Personalized recommendations	56	71.79%
行程协作与分享 Itinerary collaboration and sharing	55	70.51%
预算管理 Budget Management	46	58.97%
预订/订票系统 Reservation/Ticketing System	44	56.41%
实时客服支持 Live customer support	36	46.15%
其他 Other	1	1.28%
本题有效填写人次	78	



第16题：请问您在旅行中会频繁使用旅游类APP吗？Do you frequently use travel apps when traveling? [单选题]

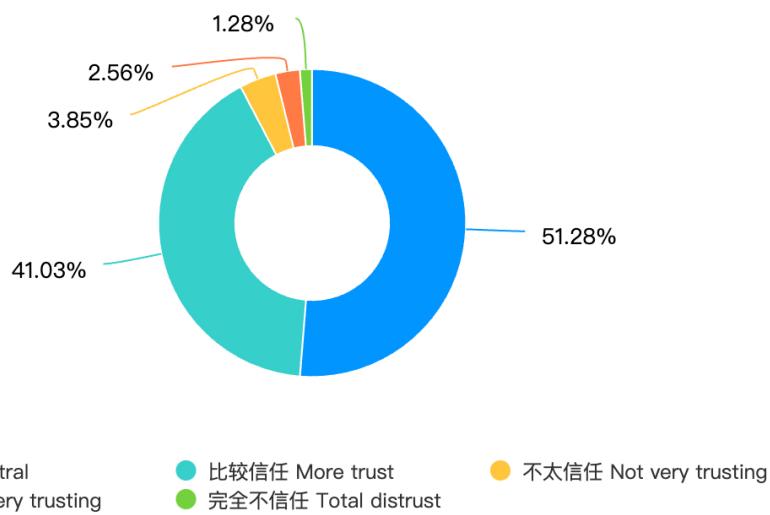
选项	小计	比例
有时使用 Sometimes used	31	39.74%
是的，几乎每次旅行都会使用 Yes, I use it on almost every trip.	28	35.9%
很少使用 Rarely used	15	19.23%
从不使用 Never use	4	5.13%
本题有效填写人次	78	



第17题：请问您对旅行类APP提供的推荐和信息的信任度如何？How much do you trust the recommendations and information provided by travel apps? [单选题]

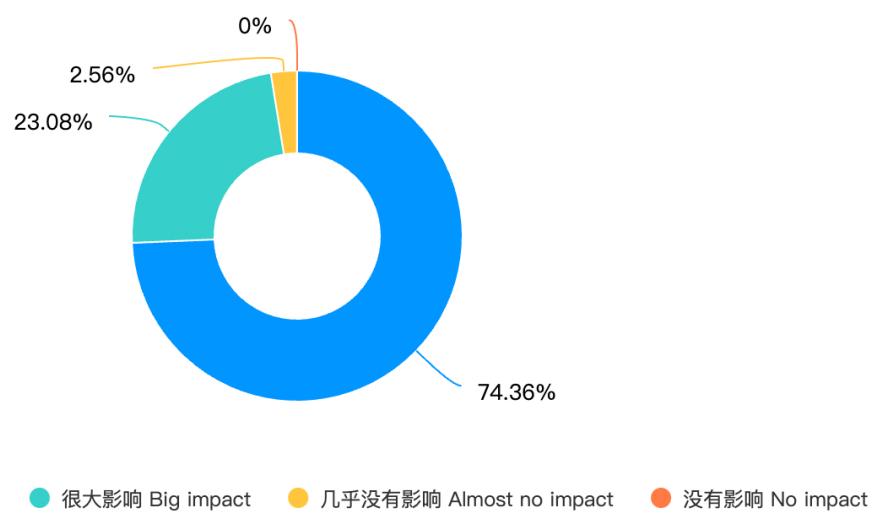
选项	小计	比例
中立的 Neutral	40	51.28%
比较信任 More trust	32	41.03%
不太信任 Not very trusting	3	3.85%
非常信任 Very trusting	2	2.56%

选项	小计	比例
完全不信任 Total distrust	1	1.28%
本题有效填写人次	78	



第18题：请问社交媒体对您的旅行决策有多大影响？ How much influence does social media have on your travel decisions? [单选题]

选项	小计	比例
有部分影响 Some impact	58	74.36%
很大影响 Big impact	18	23.08%
几乎没有影响 Almost no impact	2	2.56%
没有影响 No impact	0	0%
本题有效填写人次	78	



第19题：对于规划旅游所面对过的问题或者可能面对的问题您还有什么想说的吗？(如果有实际发生过的例子更好) Do you have anything else to say about the problems you have faced or may face when planning a trip? (It would be better if you have examples that actually happened) [填空题]

第20题：对于新型的多功能协同合作旅游规划应用或网站，您有什么期待或是非常想拥有的功能？What features do you expect or really want to have in a new all-in-one collaborative travel planning app or website? [填空题]