

93½

93½ Bites

Cashing in on
the Chinese Tourist

In 2005 the UK secured Approved Destination Status and 80 tourists visited from China – by 2007 this had mushroomed to 143,000

The average Chinese tourist spends £1,000 during their visit – double the amount spent by American tourists

The Chinese consumer is rising in importance, especially for the UK's tourism and attraction industries. Here we share a few useful pointers on how to build your brand amongst Chinese tourists.

1. Don't forget China is a newly open economy and the country's political and legal framework has an enormous impact on how you run your marketing campaigns
2. You will need to have a strong B2B marketing strategy because all tourists from China have to come as part of a group tour, all of which are run by state approved tour operators.
3. A pull/push strategy to educate the tour operators and create demand amongst consumers is vital.
4. Word of Mouth is king in China and Chinese consumers are more likely to believe the stories and testimonials of someone that has been to the UK – rather than the marketing blurb! Therefore delivering on your promises and treating Chinese visitors like royalty will pay off!
5. Start the 'buzz' in the UK – it will get back to China! The UK has a thriving Chinese community that is over 100 years old. Around 75,000 Chinese students come here every year and we have a thriving and ever growing Chinese Ex-pat community. In total there are over 250,000 Chinese consumers in the UK to tap into.
6. Help Chinese tourists keep 'face'- which is immensely important in Chinese culture – by helping them understand and make the most of British culture.
7. Show an advanced knowledge of Chinese culture and you will be onto a winner – little things like knowing that Chinese people don't like using their hands to eat and that they prefer a warm breakfast is invaluable.

The UK ranks number nine as the most aspirational destination for Chinese tourists

The middle class in China already outnumber the population of the EU

8. Food is of central importance and whilst many Chinese tourists do want to try British cuisine they like to eat Chinese food on a regular basis.
9. Chinese tourists come to the UK because of our heritage, our history and our prestige. Coming to Europe for the Chinese is as much about self image as it is about taking a holiday – use this to your advantage.
10. Ensure your brand name, image and colours translate well. Colours are immensely important in China. For example gold is royal, red represents good luck and white represents death.

Testimonials

Insightful, informative and interesting. Thanks 93?!

Helen James from UKInbound

Excellent session! Lots of very helpful information imparted in minimum of time. Very helpful with future initiatives planned.

Tom Cassidy from Liverpool FC

Really useful insight to the market and tips on interpreting data and statistics we can find on the marketplace.

PoLing Lee from VisitScotland

Want to come to the next workshop?

If you would like to book your place please email eve@9312.co.uk for further information.