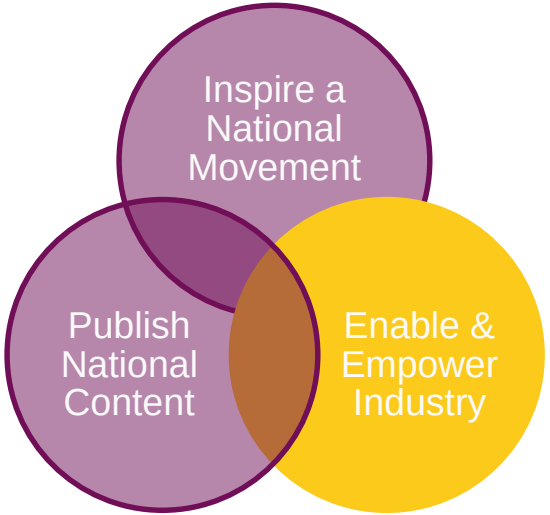
CHINA – ROUTE TO MARKET VISITSCOTLAND

VISITSCOTLAND MARKETING STRATEGY



INTERMEDIARY MARKETING ENABLERS

- KEY ACCOUNT MANAGEMENT
- DELIVERY PLATFORMS
- PRODUCT & PARTNERSHIP MARKETING

INTERMEDIARY MARKETING OBJECTIVES

- DRIVE Seasonal spread
- DRIVE Regional growth
- ENABLE Internationalisation

CHINESE VISITORS TO SCOTLAND

WHY DO THEY COME TO SCOTLAND?

OUR LANDSCAPES AND SCENERY

OUR HISTORY AND OUR HERITAGE

OUR EXPERIENCES, ATTRACTIONS AND NIGHTLIFE

WHERE DO THEY TALK?

新浪微博 weibo.com

WeChat

WHERE DO THEY FIND INSPIRATION?

蚂蜂窝 www.mafengwo.cn

到到 daodao.com

NATIONAL GEOGRAPHIC 華夏地理杂志 WWW.NGMCHINA.COM.CN

穷游 QYER.COM

OTHER MOTIVATIONS

Film and literature

Festivals

Shopping

Source: IPS

TOP LOCATIONS VISITED

1. Edinburgh
2. Glasgow
3. St. Andrews

Source: IPS

TYPES OF HOLIDAY

60% join a group

40% FIT

Source: IPS

1-2 Average number of Scottish regions visited

10 Average days paid holiday (excl. Public holidays!)

Source: IPS

6 MONTHS OUT, THEY PLAN USING:

Travel Guide Websites	77%
Blogs/social networks	62%
Travel Guidebooks	57%
Television programme	52%
Travel Agency website	52%
Travel Agency brochure	41%
Advice from travel agency	41%

3 MONTHS OUT, THEY BOOK USING:

Internet	68%
Face-to-Face	28%
Telephone	3%

Source: IPS

PURPOSE OF VISIT

Holiday: 53% **VFR: 19%** **Business: 15%** **Study: 7%**

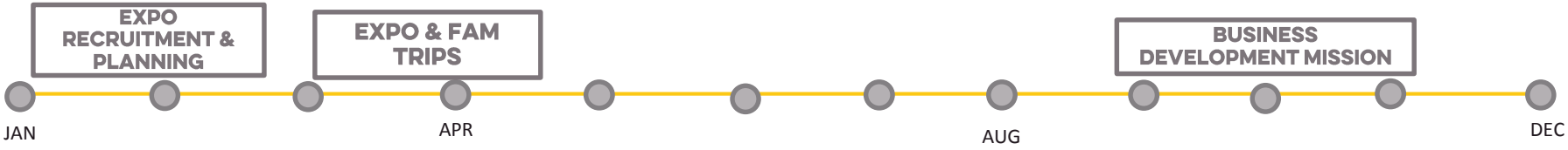
Source: IPS

THE TRICK IS IN REACHING THEM

- **China's large:** 9.6 million Km², 1.35 billion people (680 million urbanites), 56 ethnic groups, 23 provinces, 8 major dialects
- **It's remote:** 7,936 Km to Beijing, 9,643 Km to Shanghai, 9,506 Km to Hong Kong
- **It's radically different:** History, language, culture, habits, holiday calendar, technology … just doing business
- **It's noisy; really noisy:** The digital landscape is tremendously cluttered – it requires a loud focused voice to stand out
- **It's political:** The national firewall is there to control the flow of information
- **It's obvious that China requires a different approach**

Q4 Q1 Q2 Q3

PRODUCT DEVELOPMENT WORK THROUGH KEY ACCOUNT MEETINGS, CONFERENCES AND WORKSHOPS
MONTHLY FEEDBACK REPORT FROM KEY ACCOUNTS
INDUSTRY ENGAGEMENT EVENTS AND WORKSHOPS
DIGITAL DEVELOPMENT – SUPPORT TOOLS
PLANNING MEETINGS AND ONGOING COMMS WITH VISITBRITAIN AND SDI



PARTNER CAMPAIGNS

PARTNER DEVELOPMENT

BUSINESS DEVELOPMENT MISSIONS IN MARKET: SUPPLIER RECRUITMENT AND PREPARATION, ACTIVATION AND EVALUATION

EXPLORE GB

ILTM CHINA

DESTINATION BRITAIN SE ASIA

ANNUAL REVIEW & PLAN

DESTINATION BRITAIN (CHINA)

WORLD TRAVEL MARKET

DELIVERY VEHICLE: PLATFORMS TO INTERNATIONALISE

PROGRESS IN TRADE AND PRODUCT DEVELOPMENT

CHINA-BASED DEVELOPMENT ACTIVITIES

BUSINESS DEVELOPMENT MISSIONS

- Partner strategically with VisitBritain and SDI
- Influenced development of 20+ new products in China (mostly key accounts)
- Engaged airline partners to increase China registration for Expo by 100% y-o-y
- Presented premium Scottish suppliers at the Spirit of Scotland Showcase

VISIT SCOTLAND EXPO

- 8 of 58 buyers attending 2017 Expo are from prime accounts – including luxury focused businesses such as Zanadu and HH
- Three bespoke fam trips carrying China buyers

ILTM/ROMANTIC SCOTLAND

- Build new and reinforce existing trade partnerships in the luxury segment at Asia's premier luxury tourism event
- Host luxury buyers at the Romantic Scotland exhibition (NGS) in Nanjing
- Run Trade Education sessions in Shanghai, Xi'an, Shenzhen and Guangzhou

DRIVING SCOTLAND ADVOCACY THROUGH KEY PARTNERSHIPS

The overarching objective of the MS&D team is to drive advocacy by empowering and enabling the key partners to promote and sell Scotland as a destination. This is predominantly activated through developing key strategic partnerships with;

AVIATION

ONE STOP
Etihad Airlines
Qatar Airways
Finnair
Turkish Airlines

Possible Opportunities
Virgin Atlantic/FlyBe
British Airways (Hong Kong)

TRAVEL TRADE

Wholesaler
Nanhu
GZL
Jinjiang
Utour

OTA
Ctrip

Luxury
HH Travel
Zanadu

Student Tour
XDF

Ground Handler
Kuoni
MIKI
VOSAIO
Trafalgar

TRADE MEDIA

Qiong You
Ma Feng Wo
Tu Niu
Qunar

COMMERCIAL PARTNERS
Scottish Suppliers
Premium Scotland
White Horse Group
Ctrip

EDUCATION
We have an opportunity to align channel strategies with Scottish Universities and benefit from Alumni advocacy

ASSOCIATIONS/GOV'T

Team Scotland & UK
Scottish Government
SDI
Scottish Enterprise
FCO
VisitBritain
British Council
UK Inbound

CHINA
We have an opportunity to build appropriate bridges at a governmental level

TURNBERRY LIGHTHOUSE, EXPO FAM TRIP 2017

CHINESE VISITOR INSIGHT

HOW DO THEY TRAVEL

ADS GROUP TRAVELLER

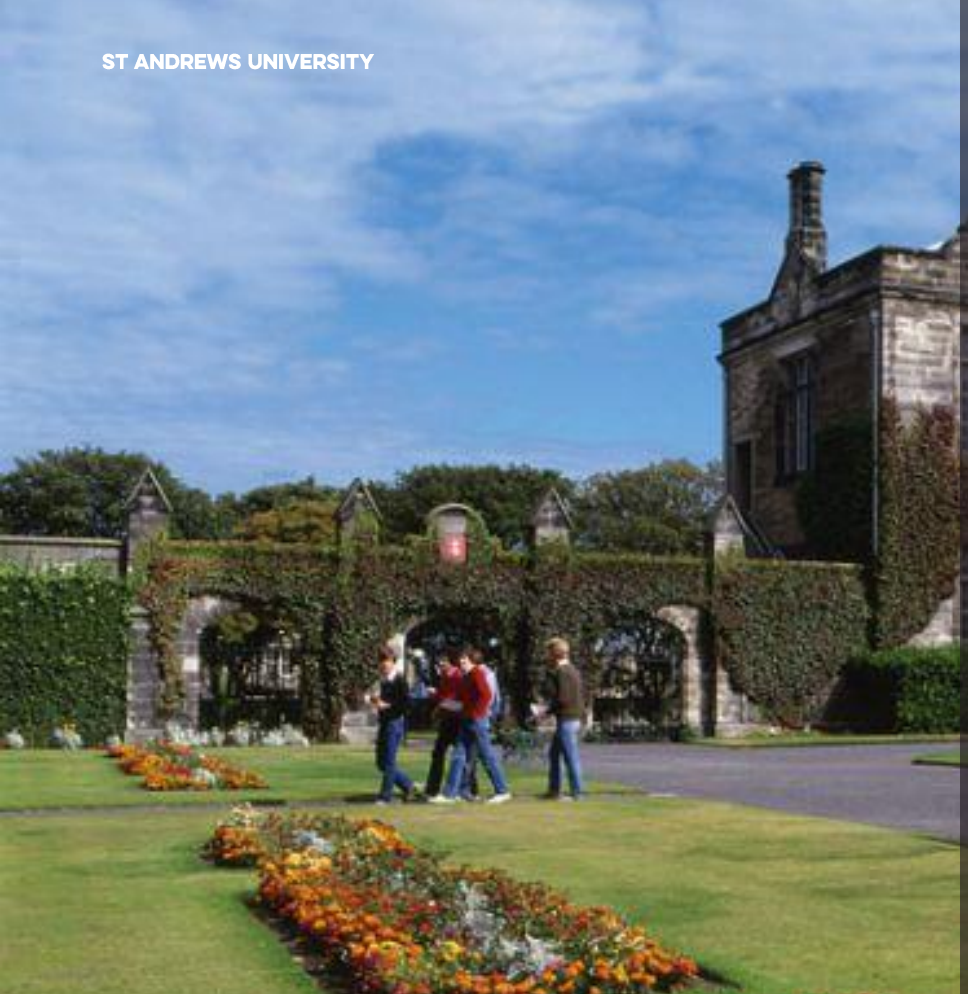
- I'm aged between 44+
- Spend: £2,073 per trip
- 3*-4* hotel
- Travel period: July-September
- Travel purpose: 70% leisure
- 8-14nights (35%)
- I'm employed or retired
- Rely on the trade to book all aspects of my trip. I see a lot, quickly
- Time is tight
- Travel with a large group
- I don't know everyone
- My English is limited
- Meal times are important. I like a warm breakfast and will try different local food but I will eat more Chinese food than local food.

MELROSE ABBEY, SCOTTISH BORDERS

LOGAN BOTANIC GARDENS, DUMFRIES & GALLOWAY

FIT TRAVELLER

- 25-44yrs
- Spend: £2,336
- Popular: July-September (44%)
- Unpopular: Oct-March
- 15+ nights
- Focus on shopping, culture and expereinces
- Customised tour
- Travel with a small group of friends and/or family.
- Time is less important
- My English is pretty good
- Meal times are important. I like a warm breakfast and will try different local food for dinner. Depending on how long I stay, I might want some Chinese food during my holiday as well.
- I like sightseeing, history, beautiful scenery, film locations, the seaside, soaking up local culture



OVERSEAS STUDENTS

Age: 20 - 22yrs (UG) & 22+yrs for PHD and PG students

Beginning: Marathon of attractions

First impression: Whisky, Cashmere the Scottish Highlands and are unfamiliar with Scotland

Free time: Shopping, watch TV at home, read blogs, cook at home, with friends (other Chinese students).

Meal time: Asian restaurants, hot pot or at home

Time off: Easter and Christmas break.

Lasting Impressions: Beautiful and peaceful place to stay, very cold and windy, limited outdoor entertainment choices

Length of stay: 1-2years (depending on course) and 3-6months after graduating or longer if embarking on a PHD

Employment: Asian restaurants/takeaways, Cashmere/souvenir stores (cashmere/souvenir stores on Royal Mile), University

VFR visits: 1p/a for 2-4weeks including rest of UK and Europe.

TRADE EVENTS – WHAT'S IN IT FOR BUSINESSES?

- A chance to showcase their products and services
- encourage and generate sales
- get their brand known
- reinforce existing relationships
- create new relationships to build-up contact databases
- become exposed to new ideas
- gather market intelligence and insights from key travel trade to ensure that they are positioning correctly

CHINA TOOLKIT

www.visitscotland.org

THANK YOU
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