1. Introduction
Rob Lang, Chair of ETAG China Ready Delivery Group

2. Welcome
Gavin McLennan, Lateral City

3. The Edinburgh China Ready Initiative
Mags McNeil, ETAG China Ready Delivery Group

4. Edinburgh China Social Media Campaign
Martin Reynolds, ETAG China Ready Project Manager

5. Learning from the French
Melanie Hass, Europass

6. Q & A Session

7. Networking
Edinburgh Ready Initiative Overview

Mags McNeil

China Ready Delivery Group
WHY FOCUS ON CHINA?

• Chinese tourists are the largest, highest spending visitor market ever
• The Chinese market now in the top 10 for Scottish inbound international visitors
• Chinese inbound tourism to the UK will more than double by 2020 (VB study)
• Rapid transition from group to independent travellers
• Building on existing strong links between Edinburgh and China – cultural, educational, business
• Drive to secure direct air route
• Increase the number of visitors by one third by 2020, from 3.27 million to 4.39 million visitors per annum

• Generate an extra £485 million spend per annum, taking the total visitor spending from £1.015bn to £1.5bn in 2010 prices

• Achieve 50% of additional visits during the months of October to March
THE CHALLENGE

• Cultural differences
• Visitor expectations & behaviours
• Language barriers
• Different business models
• A lack of robust market intelligence

These challenge require a co-ordinated destination approach to:

• optimise the growth potential
• ensure managed growth (FIT & high spend v group, low spend)
WHAT WILL SUCCESS LOOK LIKE?

By 2020 Edinburgh will:

• Have achieved a 10 – 15% YoY growth in Chinese visitors & spend (from 2016 base)
• Be positioned as a “must see” destination for Chinese FIT visitors to the UK
• Deliver an exception welcome & experience for the Chinese visitor
• Have an established, sustainable direct air link with China
• Consider China activity as “business as usual”

In addition, the Edinburgh China Ready project will have acted as the pathfinder for the wider Scottish tourism sector, sharing learning and best practice across the country.
INDUSTRY FAMILIARISATION
INDUSTRY COLLABORATION
EDINBURGH CHINA AIR-LINK PROJECT

PARTNER & INDUSTRY INSIGHT
EDINBURGH CHINA AUDIT: FACTS & RESEARCH
INFORMED TARGETS & OBJECTIVES
AGREED MESSAGING
EDINBURGH’S CHINA-READY PLAN
Industry Familiarisation

- Business Briefings
- Business Opportunities Guide
- Signposting to online tools and resources
- [www.etag.org.uk/china-ready](http://www.etag.org.uk/china-ready)
- China Ready workshops
  - Digital
  - Innovation
  - Mobile payments
- Networking and sharing of best practice
- Edinburgh China Champions Learning Journey
INDUSTRY COLLABORATION

- Chinese Photography & Image Library
- Mandarin China Ready Initiative booklet
- Updated Edinburgh Mandarin City Map
- Mandarin City Guide – partnership with Landmark Press
- China Ready Social Networking
- Window stickers and counter cards
- Online Chinese Visitor Survey
OTHER OPPORTUNITIES

CRITON APP – KNIGHT’S RESIDENCE

GLOBAL TREASURE APP – EDINBURGH CASTLE

CHINESE MOBILE PAYMENT PROVIDERS
RELATIONSHIP BUILDING AND PARTNERSHIPS

- Chinese Consulate (Edinburgh) and Chinese Embassy (London)
- City of Edinburgh Council and Scottish Government
- VisitScotland, SDI and VisitBritain
- CBBC, Chamber of Commerce, Festivals Edinburgh
- Chinese partners – World Tourism Cities Federation
CHINESE TAKEAWAYS

• Register on etag.org.uk/china-ready
• Complete the China Checklist and Business Support survey
• Display the counter cards and window stickers
• Tell us about your experiences with the Chinese market
• Consider participating in the Chinese Social Media Campaign
Edinburgh Chinese Social Media Campaign
爱丁堡热门目的地

1. 爱丁堡城堡
2. 皇家英里大道
3. 亚瑟纪念碑
4. 卡尔顿山

爱丁堡的制高点，在山顶可以俯瞰全城美景，还有不少历史悠久的纪念碑和建筑物，值得欣赏。
Channels for Chinese Outbound Tourists to Share Overseas Tourism Experiences

- WeChat: 84%
- Weibo: 39%
- Qzone: 34%
- Word of mouth: 25%
- Travel review app: 19%
- Travel guide app: 16%
- Forum: 12%
- Blog: 11%

WTCF: Chinese Outbound Tourist City Consumption (2015-2016)
• Closed/subscription based
• Loyalty and Relationship
• Open/public
• Reach and awareness
• Younger profile
Targets

• Acquire **50,000 followers** to Edinburgh’s Chinese social media channels.

• Achieve **50m impressions** of year-round destination content.

• Provide **business partners** with a platform to launch, test and develop Chinese marketing content through WeChat and Weibo.

• Establish an **advisory group** of China Ready members to oversee the project and support direct learning and digital skills development within their own business.

• **Share best practice** and present detailed end-of-project findings and advice.
• 1-2 posts per week

• Feature articles to save and share

• 3-4 posts per day

• News, images, reposts to attract and inspire
- 50,981 followers
- 804 posts
- 65 million impressions
- 32,109 engagements
- Av 40 per post

- 8,036 followers
- 85 posts
- 180,496 views
- 8,683 engagements
- Av. 102 per post
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Learnings
Content

• The basics (geography, opening times)
• The importance of great photography
• Storytelling vs Selling
• Alignment with key events (in Scotland and China)
• Cross-promotion with other accounts (eg VB, SG)

Top performing posts

• Events and Festivals
• Movies (esp Harry Potter)
• Streetscapes
• Lucky draws
• Interactive content
• Video content
• Gateway to Highlands
英国爱丁堡旅游局

8月29日 20:24 来自 微博 weibo.com
#我在爱丁堡# 一座城，一些人。

@袋儿晖
爱丁堡，城与人，@英国爱丁堡旅游局

英国爱丁堡旅游局

8月30日 18:24 来自 iPhone
#我在爱丁堡# 身在其中往往容易忽略许多近在眼前的美好，这三分钟里，有没有你错过的关于爱丁堡的瞬间？

@梁sangkunn
两个月筹备，4500张照片，汇集成短暂的三分钟。等日出，追日落，偶尔有游客搭讪，在亚瑟王座上吹风，在皇家英里有人来人往，一个人默默地记录着这座城市，美好的风景常在，令人心动的往往是少数。谢谢你，爱丁堡。it's gonna be an end. It has to be an end. But Edinburgh, we never say farewell. .... 展开全文

@Kyle Photography

8月18日 00:20 来自 秒拍网页版

User-generated content
Hosted vs paid KOLs

Highly targeted

Livestream from Scotch Whisky Experience: 1.7m views

Increased over 2,500 followers in 3 days
Student Life

- 3,500 studying in Edinburgh
- Highly engaged followers
- Future ambassadors
- VFR
Added benefits

- Student employment
- Visibility: attracts media and other accounts (eg CCTV)
- Knowledge sharing (eg payment methods)
- Mandarin pages
- New projects
欢迎

Next Steps
Building on success

- **Widen the membership** (supported by additional content resource)
- Encouraged to apply again for **Growth Fund**
- Continue to **grow reach and followers**, but
- **Greater focus on engagement, advocacy and conversion for city and partners**, through:
  - **Greater impact**: due to large, engaged fanbase
  - **More KOLs**: best ever engagement
  - **More strategic content**: live-streams / videos / curate promotional content to partner sites in China
  - **Major campaign with eg CTrip or Tuniu** (drive reach AND enable conversion)
  - Development of **Student Activity** (eg. WeChat Group, Chinese students in UK)
Get Involved

- Proposal Document will be sent this week
- Almost every partner renewing for year two
- Limited additional spots/capacity – get in touch
- Alice, Mags or I if you have any questions today – or speak to current partners
THANK YOU
SEE YOU SOON!