

Edinburgh
Chinese
New Year
Festival
2022
爱丁堡
中国新年庆典

CHINESE NEW YEAR

Virtual Business Briefing
14 Jan 2022

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Scottish Confucius
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苏格兰
商务与交流
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Co-ordinated by

ETAG
Edinburgh
Tourism
Action
Group



Year of the
Tiger
虎年 2022

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CHINA READY UPDATE

China Ready 2021 – Social Media Campaign



Chinese Social Media

Exceeded **107k** followers and **289m** content views as of 2021

Weibo Weekly Ranking 2021:

#2 in the world in Q3 & Q2, **#4** in Q1.

#1 DMO Weibo in Europe.

WeChat Weekly Ranking 2021:

#4 in the world in Q3, **#5** in Q2 & Q1.

#1 DMO WeChat in Europe.

#1,2,3 of the Top 10 WeChat Posts of 2021 by DMOs

#Forever Edinburgh#:

24m content views on Weibo

No.3 in the "Top 20 Most Influential Overseas Destination Weibo Channels" list in June 2021



OVERSEAS DMOs WEIBO RANKING Q3 2021

N.	Organization Name	N. of posts	N. of followers	Total N. of Engagements	Engagement Rate
01	Discover Hong Kong	138	2,503,583	31,836	0.10%
02	Forever Edinburgh	171	80,867	9,381	0.90%
03	Nagasaki Tourism Office	50	67,844	9,278	1.12%
04	Vienna Tourism	90	151,175	7,998	0.42%
05	Gunma	109	58,062	6,271	0.83%



OVERSEAS DMOs WECHAT RANKING Q3 2021

N.	Organization Name	N. of Posts	Total Views	Average Views per Post	N. Views Top Post	Total Likes
01	Macao Government Tourism Office	123	5,198,977	42,268	100,001	9,184
02	Dubai Department of Tourism & Commerce Marketing	91	251,038	2,759	6,429	4,658
03	Hong Kong Tourism Board	35	143,819	4,109	8,306	1,238
04	Forever Edinburgh	22	77,030	3,501	20,111	1,356
05	South Australian Tourism Commission	41	71,427	1,742	2,710	220

China Ready 2021

Student Engagements

- Updated the Chinese Student Travel Guidebook to Edinburgh
- Hosted virtual Chinese Student Welcome Event with UoE
- New highly-engaged student WeChat group with over 540 members

Partner Engagements

- Year 6 campaign: new partners & bespoke projects
- Year 7 campaign: open for registration in March 2022

Supporting Tourism Recovery

- Bookings and footfalls: Edinburgh's Festivals, Christmas & Hogmanay, ECSMC partners, local restaurants, shops & markets etc.
- Unpack China Training Toolkit: launch in spring 2022
- Chinese New Year 2021: Year of the Coo Campaign



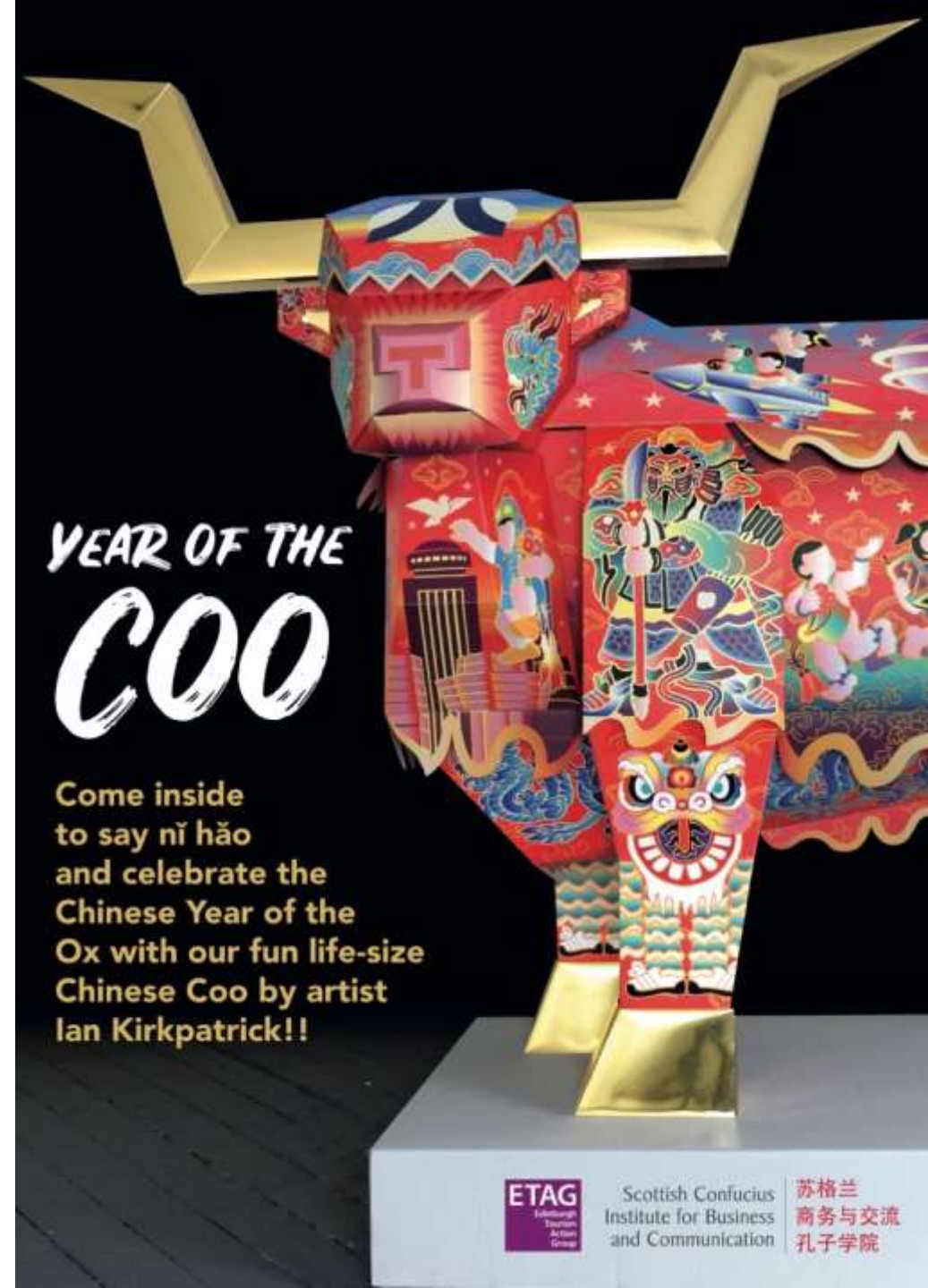


Chinese New Year 2021

Thanks to the support of Consulate General and Heriot Watt's SCIBC, CNY 2021 was successfully delivered with **47 events and promotions**, a **15% increase** from previous year.

Highlights:

- A dedicated Year of the Coo website with listings covering art installation, walking & cycling trail, online class, virtual concert, Chinese recipe, retail offers etc.
- A Coo Art Installation on display in the VisitScotland iCentre at Royal Mile with **32,900** visitors
- 18 CNY themed Weibo & WeChat posts with **1,908,704** total impressions (**double the previous year**)
- Extensive media coverage including CCTV Morning News
- Two dedicated CNY films





How to get involved
YEAR OF THE TIGER

Chinese New Year 2022

- Year of the Tiger begins on Tue 01 Feb
- Campaign period: Sat 29 Jan – Sun 13 Feb
- Online & offline activities to create **a responsible, optimistic citywide celebration, supporting the city's recovery efforts.**

Highlights:

- Virtual events: Chinese Language Taster, Tai Chi Class, China Business Workshop etc.
- Offline events: CNY Celebrations at the Castle Esplanade, Chinese Calligraphy & lucky draw at Strathberry, Mulan at RBGE etc.
- Food & Drink offer: “Flavours of Asia” Afternoon Tea at Waldorf, Lunar New Year Cocktails at Harvey Nichols etc.
- Exclusive retail offer: Harvey Nichols
- CNY products: Johnnie Walker Blue Label, Strathberry etc.
- Landmarks light up in red



Campaign Plan

- **Business engagement** to encourage participation
- Create **key visual identity** for CNY 2022
- Dedicated **CNY website** : ChineseNewYear.Scot
- **PR launch and press release** (dual language) to Scottish, trade and Chinese media contacts
- **Outdoor advertising campaign** of 75 telephone kiosks across the city to support mainstream awareness
- **Promotional activity** via Edinburgh's official Weibo and WeChat
- **Promotional activity** via Forever Edinburgh and Partner channels
- **Promotional activity** via media outlets with paid and organic campaigns to deliver exposure throughout the city and beyond
- **Exclusive social and video content to support and inspire local (and depending on travel guidance, UK-wide) Chinese students** to enjoy the Year of the Tiger in Edinburgh
- **A Digital CNY Event Programme** to feature all the event listings across the major campaign period



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Target Markets

Segment	Targeted via...
Local Residents	Website, digital, social media, PR, outdoor advertising, shop local #ShopHereThisYear campaign
Local Chinese Community (inc Students)	Chinese social media channels and local community and university networks
Local Businesses	ETAG database and B2B event
Regional/Domestic Tourists	Dependent on prevailing travel guidance, but likely to include Chinese social media channels, Forever Edinburgh social channels, blog post on Edinburgh.org, content on partner websites & social channels
Media	PR agency, press release and launch activity
VIPs/ Stakeholders	Direct mail and personal outreach



CNY Ideas...

- Develop a menu or afternoon tea focusing on Chinese influences, with red and gold elements
- Light your building red on 31 January and 1 February in celebration of CNY
- Offer dedicated “red envelope” promotions or hold a promotional shopping evening or event for local Chinese students
- Promote any Chinese objects or influences in your displays or collections
- Send a “digital red envelope” to your mailing list to celebrate Chinese New Year
- Hold a virtual talk or livestream on your business/attraction’s links with Tiger or Chinese culture!
- Create a Chinese / Tiger inspired window display, with red and gold
- Create social media posts promoting your links to China, services for Chinese visitors or get your staff to say Happy New Year in Chinese! **#CNYEdinburgh**
- Offer a special Chinese New Year staycation rate for local Chinese students or communities to experience your hotel
- Add some festive atmosphere to your store/event by involving Chinese calligrapher/artist etc. and invite your guests to celebrate Chinese New Year together!

Timeline

- **14 January:**
Business Briefing
- **17 January**
OOH advertising live
- **Up to 21 January:**
Share ideas and first
draft of web listings to:
alice.he@etag.org.uk
- **Late-January:**
Official launch
- **01 February:** CNY 2022

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新年快乐 Xīn Nián Kuài Lè
恭喜发财 gōng xǐ fā cái



GET IN TOUCH
alice.he@etag.org.uk



#CNYEdinburgh

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THANK YOU

Please submit questions
via Q&A



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