

Hi



Again

Online Workshop

Marketing and branding ideas to capture the post-pandemic Chinese market



28TH FEB 3:00-4:30PM



Global China

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Scottish Confucius Institute for Business and Communication

苏格兰商务与交流孔子学院



RED UNIT

Agenda

- **Welcome**
Ian Baxter
- **How to get China Ready? Marketing Insights and Suggestions from ETAG**
Alice He
- **Insight of Branding and Offering Service from RED UNIT**
Thorranze Cheung
- **Q&A**

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Global
China

Supporting Edinburgh's Chinese New Year Festival with ETAG

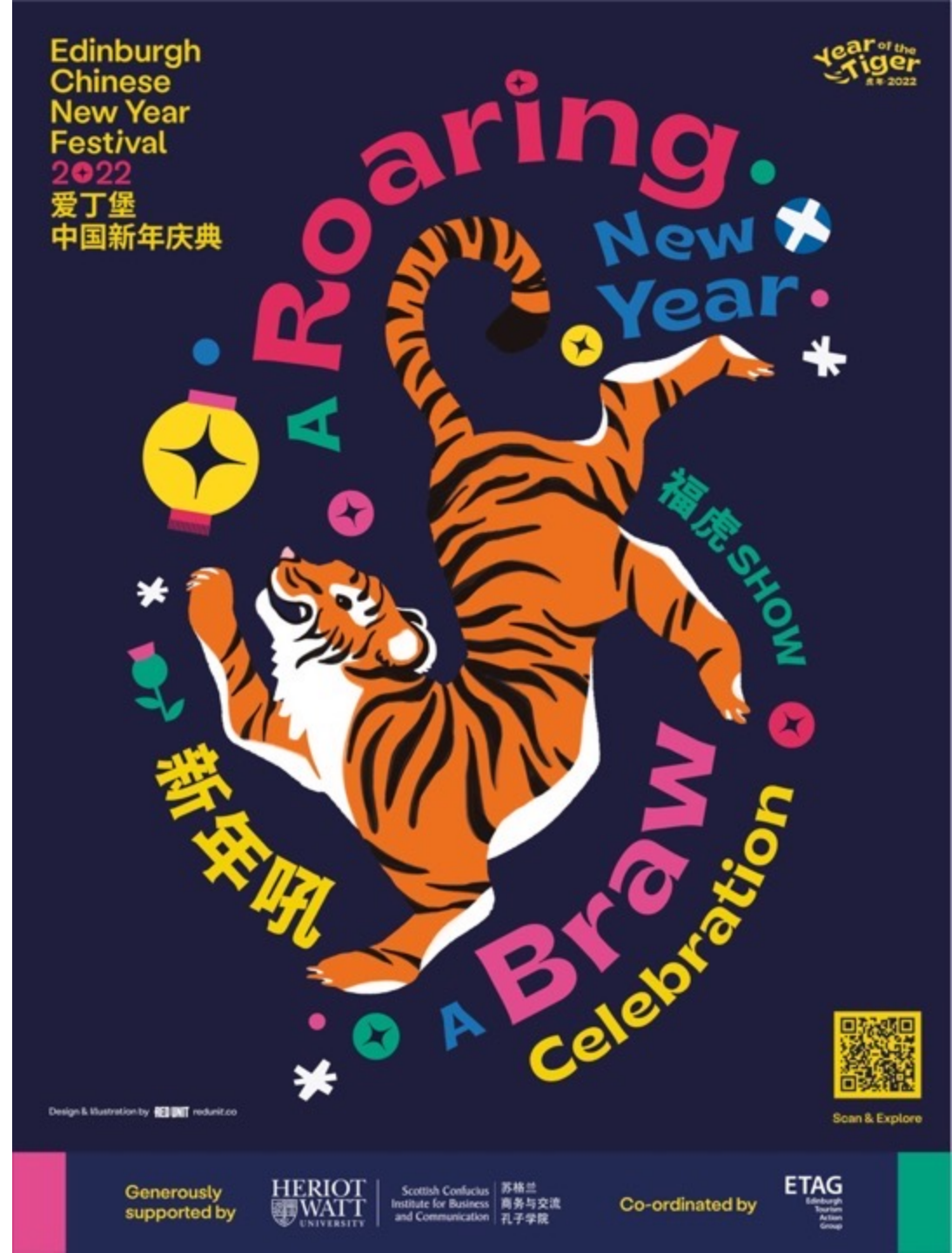
The SCIBC offers a wide range of services to promote educational, economic and cultural links between Scotland and China. Building on Heriot-Watt's global reputation and well-developed Chinese strategy, we aim to:

- Promote cross-cultural understanding
- Support business engagement with China and Chinese culture including business etiquette and cultural awareness training
- Develop focused partnership activities with specific business sectors (e.g. tourism and heritage)
- Attract more globally-minded students to study in Scotland, and
- Foster joint research and academic collaborations

Get in touch !

Email: confuciusinstitute@hw.ac.uk

Web: <https://confuciusinstitute.site.hw.ac.uk/>



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The background of the slide is a close-up photograph of pink cherry blossoms. The flowers are in various stages of bloom, with some fully open and others as buds. The petals are a soft pink color, and the stamens are a darker pink. The lighting is warm, creating a soft glow around the flowers. In the top right corner, there is a dark purple square containing the ETAG logo and name.

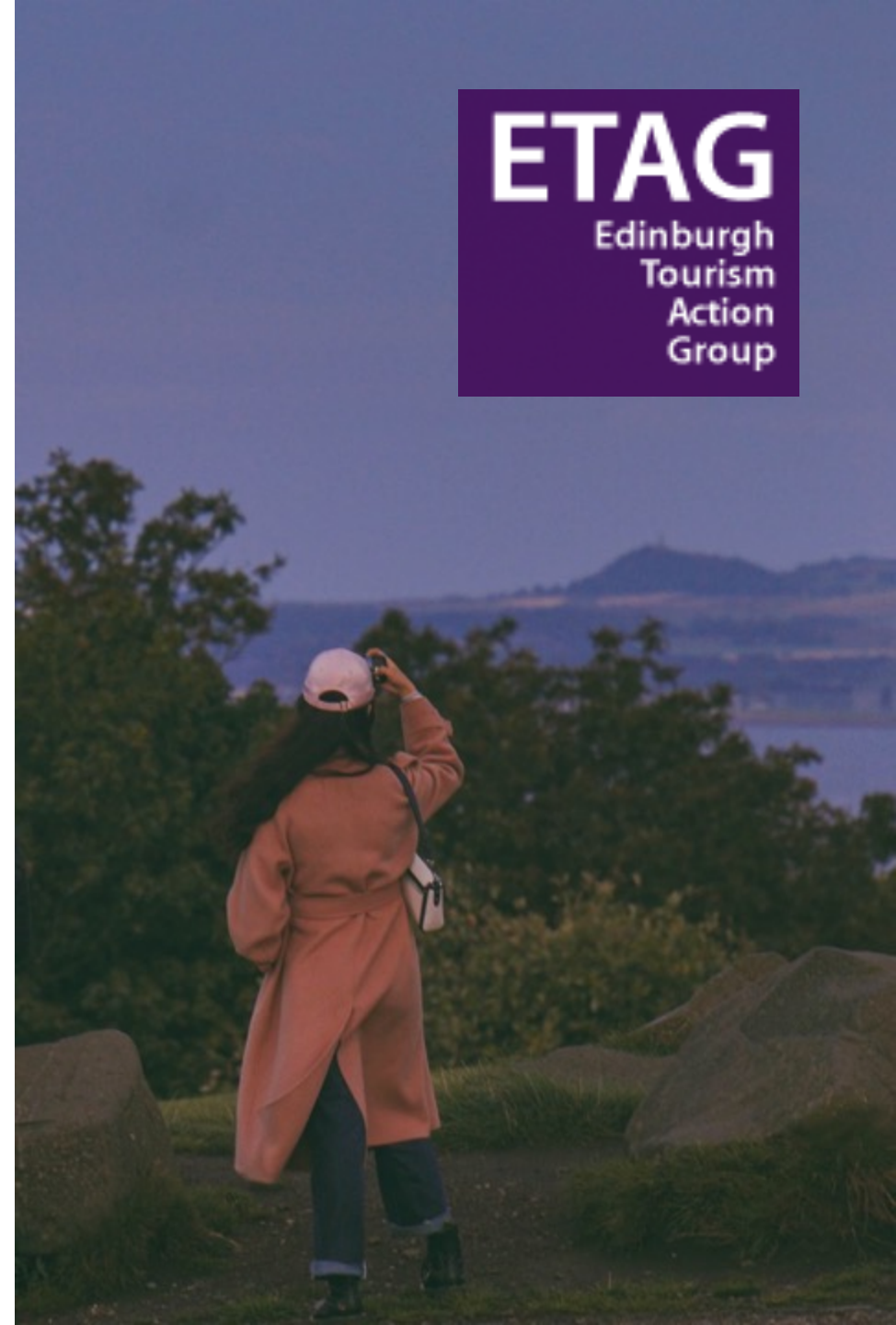
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Edinburgh
Tourism
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China was the largest outbound tourism market in the world with 155 million visits abroad & 254.6 billion US dollar spend in 2019

Market Updates

- As of 27 Feb, China has administered 3.12 billion vaccine doses, with 87.4% of the population fully vaccinated (*Source: Our World in Data*)
- China Southern Airlines is set to operate direct flight between Guangzhou to London in mid-March
- Domestic tourism in 2021 reached 54% of 2019's level, representing a 12.8% increase over 2020. Spending on tourism was up by 31% compared to 2020, reaching 51% of 2019's level (*Source: China's Ministry of Culture and Tourism*)
- Key words in travel trend: outdoor activities, local food and experiences, culture and arts, special hotels (*Source: Qyer*)
- Top reasons for travel internationally: scenery, cities and culture, food and shopping, history and culture, art exhibitions (*Source: Qyer*)
- UK remains to be one of the top 10 international destinations for Chinese travellers (*Source: Qyer*)



Getting China Ready

Social Media Platforms

- **WeChat:** all-in-one super app
- **Weibo:** Twitter + Instagram
- **RED:** user-generated product reviews, inspirational lifestyle and travel tips etc.
- **Douyin:** video sharing social network, original Chinese version of TikTok
- **Bilibili:** video sharing website started with animation & gaming video content, similar to YouTube, younger users, “bullet comments”



Getting China Ready

Edinburgh's Chinese Social Media Campaign

Chinese Social Media

Exceeded **108k** followers and **306m** content views to date

Weibo Ranking 2021:

#2 in the world

#1 DMO Weibo in Europe

WeChat Ranking 2021:

#5 in the world

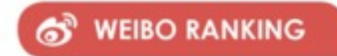
#1 DMO WeChat in Europe

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

#Forever Edinburgh#:

27m content views on Weibo

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



OVERSEAS DMOS WEIBO RANKING 2021 Full Year

N.	Organization Name	N. of posts	N. of followers	Total N. of Engagements	Engagement Rate
01	Discover Hong Kong	636	2,512,000	89,121	0.07%
02	Forever Edinburgh.	682	82,000	46,524	1.12%
03	Gunma	481	58,000	41,101	1.38%
04	Nagasaki Tourism Office	244	70,000	29,290	1.01%
05	Busan Tourism Organization	174	956,000	19,017	0.04%



OVERSEAS DMOS WECHAT RANKING 2021 Full Year

N.	Organization Name	N. of Posts	Total Views	Average Views per Post	N. Views Top Post	Total Likes
01	Macao Government Tourism Office	462	16,382,945	35,461	100,001	42,499
02	Dubai Department of Tourism & Commerce Marketing	366	928,493	2,537	6,429	17,665
03	Hong Kong Tourism Board	143	505,930	3,538	8,639	5,362
04	South Australian Tourism Commission	189	391,736	2,073	3,892	1,700
05	Forever Edinburgh	94	300,760	3,200	26,012	4,826
06	Queensland Australia	58	117,736	2,030	2,903	998

Getting China Ready

Edinburgh's Chinese Social Media Campaign

- Co-funded by tourism businesses across the city
- Partnership option: Partner & Premium Partner
- Benefits include editorial content on Edinburgh's world-leading Weibo & WeChat, exclusive access to Student Campaign, prioritised coverage in Edinburgh's Chinese New Year Campaign and beyond, dedicated student event and livestream session etc.
- **2022/23 Partnership: open for registration in March**

英国爱丁堡旅游局
英国爱丁堡旅游局
关注 194 | 粉丝 8.3万

2022/02/01 10:06

#爱丁堡中国年# 大年初一，堡堡向大家拜年啦！
🧧爱丁堡再一次用满满诚意为你准备好了春节惊喜，愿你度过一个难忘且独特的虎年🧧祝大家新年快乐，爱丁堡想念你！❤️

📌 转发并关注 @英国爱丁堡旅游局 就有机会赢取以下虎年好礼，2月15日开奖🧧

- 📌 奖品一：Strathberry 虎年限量钱包 x1
- 📌 奖品二：Strathberry 虎年限量挂饰 x2
- 📌 奖品三：LNER 线路内任意目的地与爱丁堡间往返火车票 x2
- 📌 奖品四：爱丁堡华尔道夫酒店双人下午茶 x1
- 📌 奖品五：蒋彝《爱丁堡画记》x4

*本次活动解释权归 @英国爱丁堡旅游局 所有，奖品详情请戳评论区👉 @英国爱丁堡旅游局的微博视频

46.2万次观看 1:47

762 331 1001

英国爱丁堡旅游局
英国爱丁堡旅游局
关注 194 | 粉丝 8.3万

2022/02/22 10:49

2月22日北京时间19:00，英国时间11:00，锁定 @英国爱丁堡旅游局 直播间，我们将带你探访尊尼获加全球首家威士忌体验馆🍷，解锁视觉、味觉和嗅觉的沉浸式体验。参与直播互动就能赢取尊尼获加黑牌爱丁堡限定以及蓝牌虎年限定威士忌！🍷 #打卡爱丁堡# @英国爱丁堡旅游局的微博视频 @尊尼获加威士忌体验馆

13.1万次观看 1:22:45

208 307 89

THE LARGEST GROUP: THERE ARE 143,820 CHINESE STUDENTS IN THE UK IN 2020/21, 12% ARE IN SCOTLAND.

Getting China Ready

Edinburgh's Chinese Student Campaign

- Chinese Student Travel Guidebook to Edinburgh
- Chinese Student Welcome Events
- Highly-engaged student WeChat group
- Student influencers
- User-generated photos & contents
- Recruitment opportunities

The Real Benefits:

- **Johnstons of Elgin:** 60% of retail business in Edinburgh are from Chinese students across the UK
- **Disney Beauty and the Beast Musical:** over 290 student tickets sold directly through ETAG student network
- **Cambridge Satchel Co.** 54% conversion rate at an exclusive store event for Chinese students



Getting China Ready

Edinburgh's Chinese New Year Campaign

- A dedicated Year of the Tiger website with **49 CNY event, listings**, covering outdoor celebrations, cycling and private tours, virtual events, food & drink and retail offers etc.
- Outdoor advertising campaign of 75 telephone kiosks across the city
- Promotional activity via The List and Forever Edinburgh channels
- 20 CNY themed Weibo & WeChat posts with **1,986,482** total impressions
- Extensive media coverage reaching a potential local audience of **711,843**
- Exclusive CNY video with **490k** views

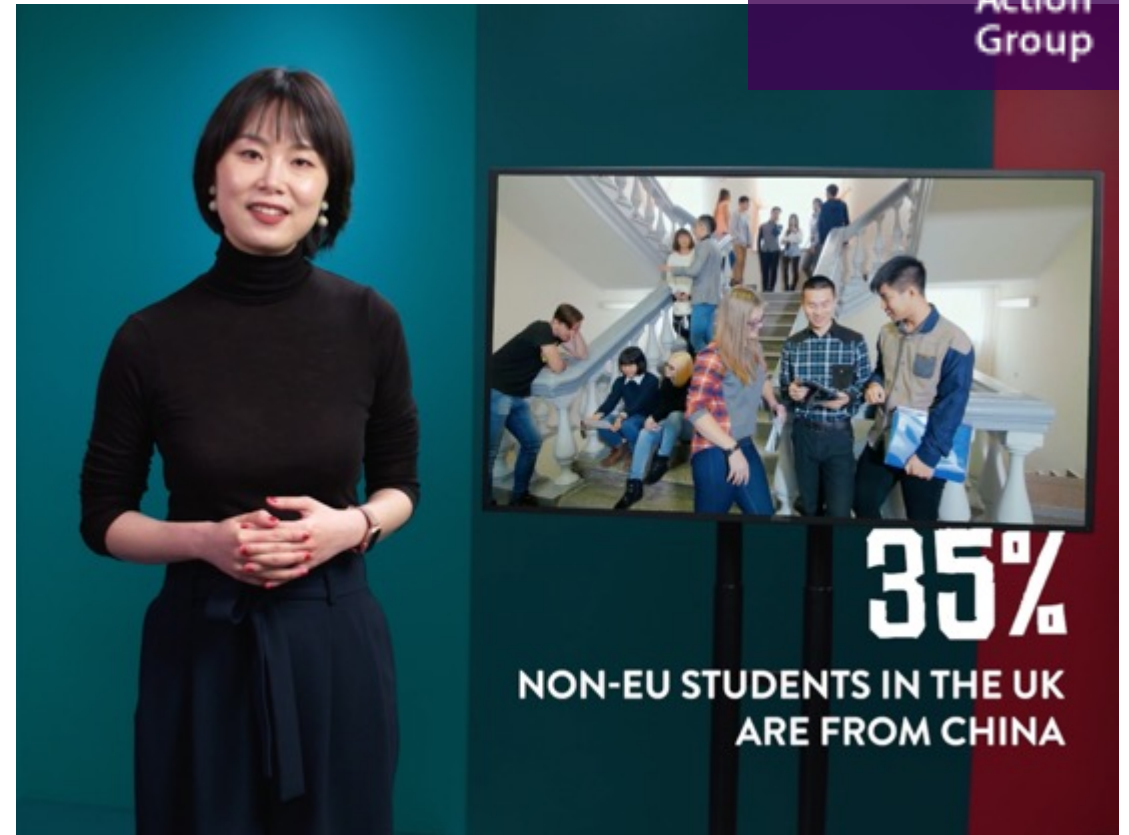


Getting China Ready

Unpack China Training Toolkit

- **16 bespoke video episodes** to help the tourism industry getting ready for the inbound Chinese tourism recovery
- **Free & open online resource** to support the tourism industry in Scotland, help businesses to provide training to their staff on the Chinese market
- Topics covering Chinese visitor profile, Chinese culture and language, mobile payments, case studies etc.
- Consultancy available for the businesses
- A bespoke website with additional information and learning resource
- **Launch on 31 March at the ETAG Conference**

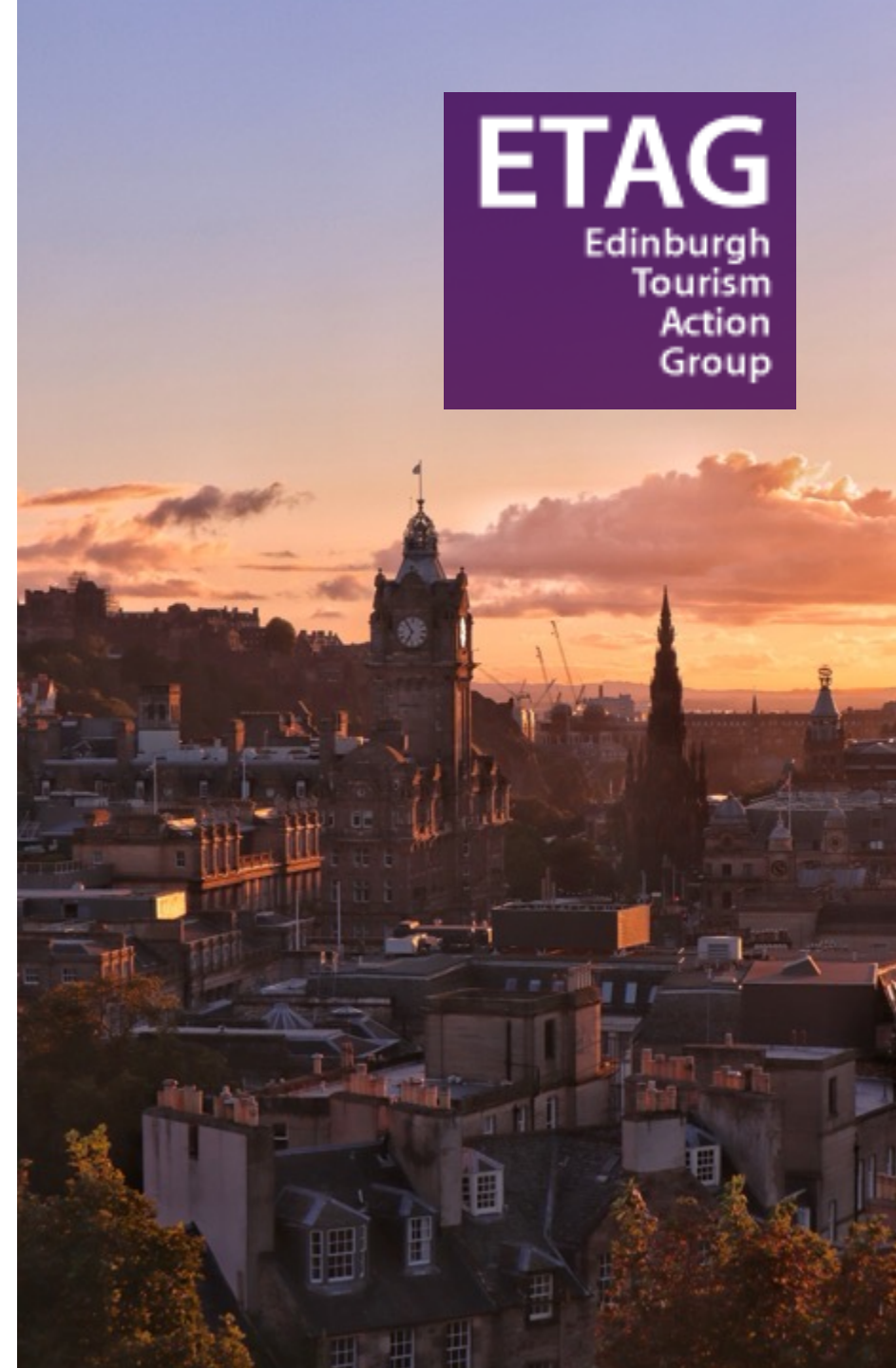
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Getting China Ready

Tips and Suggestions

- Use Chinese Social Media to increase awareness
 - Join Edinburgh's Chinese Social Media Campaign Partnership
 - Encourage user-generated content
- Provide Chinese Mobile Payment methods
- Train your staff to understand the cultural differences
- Engage with the UK-based student population
- Add Chinese holidays & festivals to your marketing calendar
- Recruit Chinese speaking staff
- Make sure your business/product is visible towards Chinese visitors
 - Online Travel Agencies: Ctrip, Qunar, Fliggy, Tuniu, Mafengwo
 - Review sites: Dianping, Mafengwo, Qyer, RED
 - Social Media: WeChat, Weibo, RED
- Word of mouth is key!



Getting China Ready

Sentiments from China



*“I have graduated for 10 years and **I still miss Edinburgh.**”*

*“**I will take my loved one to Edinburgh** one day to see the fireworks, Christmas Market, the dawn and the dusk.”*

*“I’ve never been to Edinburgh before, but the photos and articles you post would touch my heart every time. **I’m coming to visit Edinburgh in April**, really looking forward to it!!”*

*“Edinburgh is a city cannot be described in words, **it is an aesthetic miracle.**”*

*“I wish COVID could come to an end soon, so that I could take my daughter to **come back to Edinburgh.**”*

*“After all those places I’ve been in the world, only **Edinburgh stays in my heart.**”*

*“**We will meet again, Edinburgh.**”*

The background of the entire image is a close-up photograph of pink cherry blossoms. The flowers are in various stages of bloom, with some showing their delicate petals and prominent stamens. The lighting is soft, highlighting the texture of the petals. A semi-transparent dark grey horizontal band runs across the middle of the image, serving as a backdrop for the main text.

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GET IN TOUCH

alice.he@etag.org.uk