

China Update

VisitBritain

July 2018

Target

-

- Double the spend from China by 2020, reaching **GBP1bn** p.a.
- Spread half of the tourism benefit into **nations and regions**

Strategy

- Improve Britain's strategic competitive position in this key market for **long term growth**
 - Grow Britain's **market share** in China

Visits to the UK,
2006-2016

+143%

2016 rank for inbound
visits to the UK

24th

Spending in the UK,
2006-2016

394%

2016 rank for inbound
visits to the UK

12th

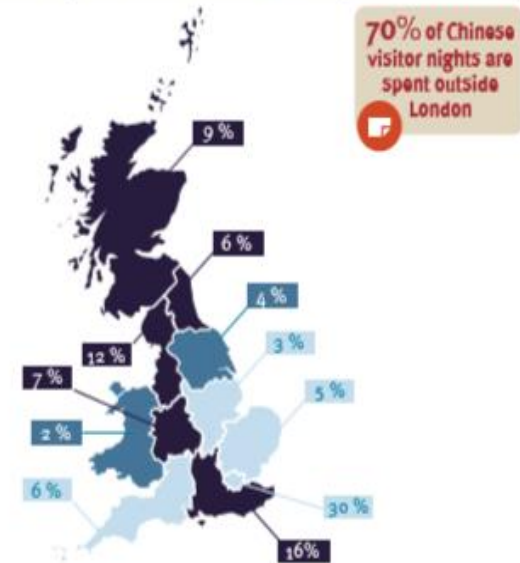
2016 average
spend per visit
£1,972



3.3 times the
global average



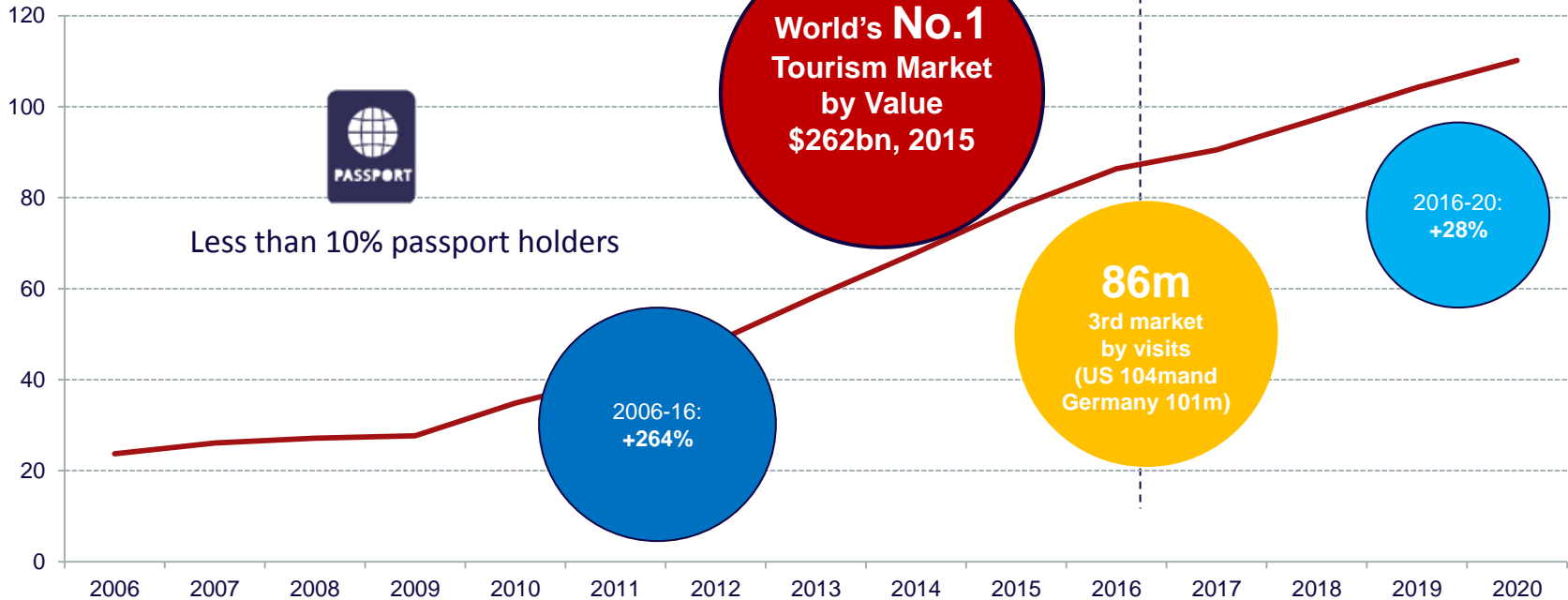
Regional spread of travel* (2014-2016)



Percentages visitor nights in the UK; colour indexes against overall inbound average:
 above overall average
 on par with overall average
 below overall average

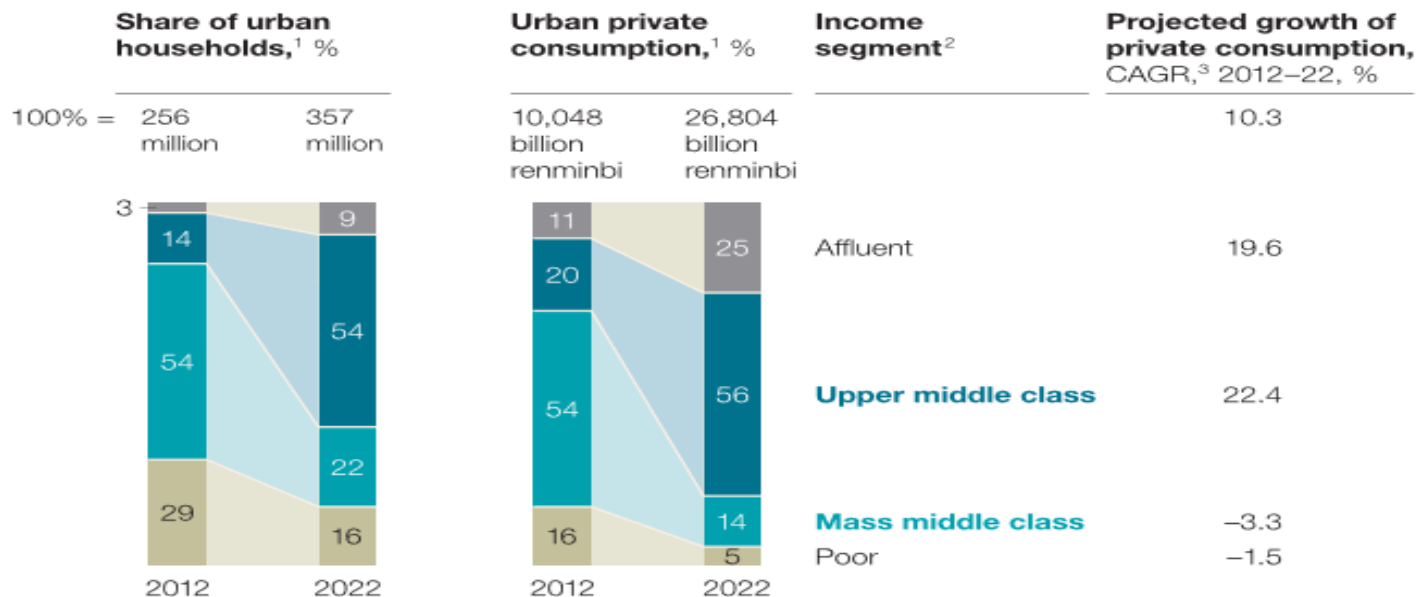
A Market Important for Future

International Arrivals from China (in millions)



Source: Oxford Economics & UNWTO, Goldman Sachs, The Chinese Tourist Boom report

The magnitude of China's middle-class growth is transforming the nation.



¹Figures may not sum to 100%, because of rounding; data for 2022 are projected.

²Defined by annual disposable income per urban household, in 2010 real terms; affluent, >229,000 renminbi (equivalent to >\$34,000); upper middle class, 106,000 to 229,000 renminbi (equivalent to \$16,000 to \$34,000); mass middle class, 60,000 to 106,000 renminbi (equivalent to \$9,000 to \$16,000); poor, <60,000 renminbi (equivalent to <\$9,000).

³Compound annual growth rate.

BUZZSEEKERS

AGE

- **Most (64%) 18-34yrs**
18-24 (36%); 25-34 (28%);
35-44 (17%); 45-54 (10%); 55+ (9%)

KEY MARKETS

- India, France, Germany,
Netherlands Australia, USA

GENDER

- 56% Male

DEFINING ATTITUDES

- Seeking out new experiences
- Always looking for new things to do with one's time
- Taking holidays full of action & excitement
- Happy to pay more for once-in-a-lifetime experiences
- See themselves as trendsetters and more popular than others

FAVOURITE TRAVEL ACTIVITIES

- Visiting famous places/iconic sites
- Trying local food & drink specialties

UNIQUE TRAVEL ACTIVITIES (versus other segments, but still niche)

- Challenge or action-filled activities
- Hands-on learning activities

GB LIKELY ACCOMMODATION (unique vs others segments)

- Someone else's home (e.g. Airbnb)
- Tent or caravan
- Alternative accommodation

TRAVEL PLANNING & STYLE

- Friends & family are major influence
- Trusted/famous endorsers influential
- Mobile device natives
- Leave plenty of room for spontaneity



WHO ARE THEY?

Free spirited, spontaneous, Buzzseekers are living in the moment and always looking to make the most of their time. Constantly fueled by the desire for 'more', they are constantly on the search for new ideas, looking to meet new people and engage in new activities that will challenge them, providing fun and a sense of individual growth.

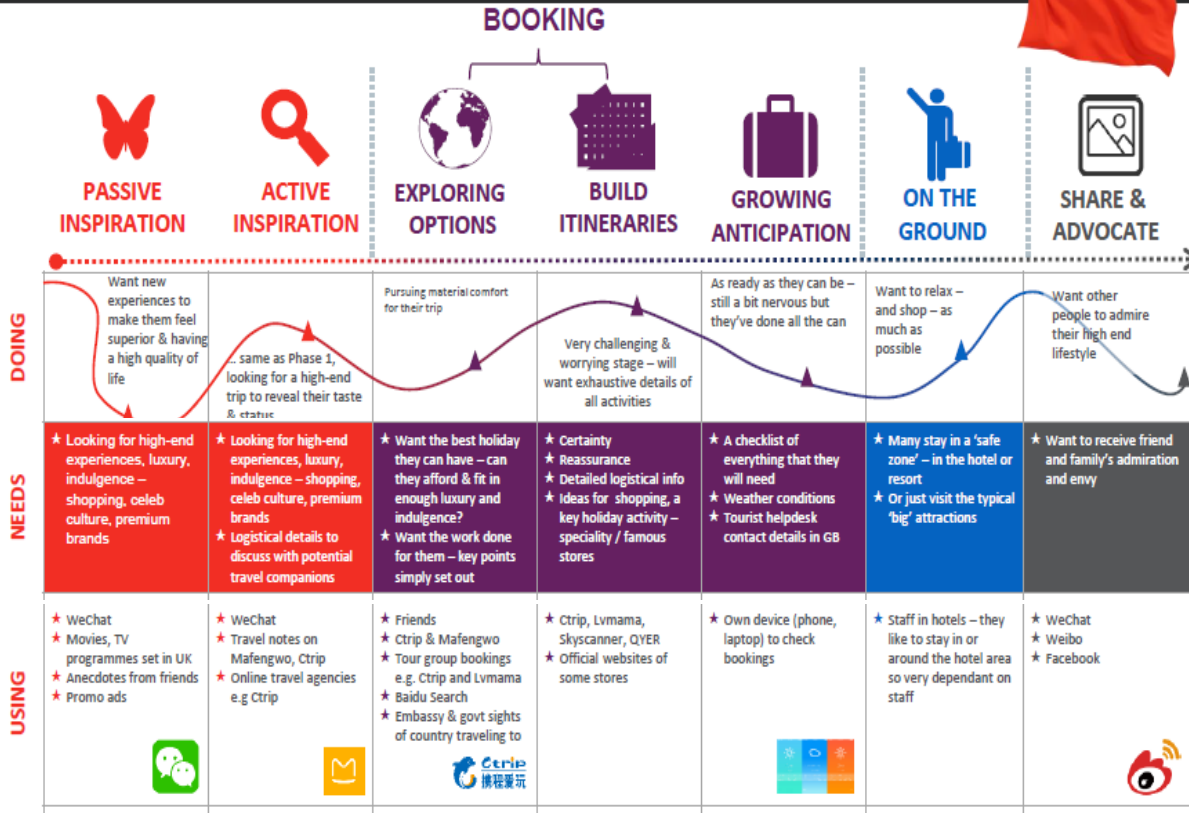
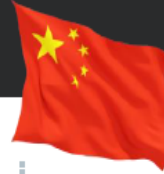
VisitBritain™ A new Approach - The Customer Journey



A conscious shift in approach to recognise:

- Partner influence across journey
- Increased Brand awareness
- Reach to our target audiences in new channels
- Amplified advocacy
- Market specific partners alignment

BUZZSEEKERS CUSTOMER JOURNEY



• WeChat Pay

- 889m WeChat users
- 200m making payments
- \$1.2tn in transaction pa





Route Development:

- Chinese carriers such as Hainan Airlines; Tianjing Airlines, China Eastern, Cathy Pacific



Reach – Consumer Database:

- WeChat; AliTrip; Tuniu.com; Ctrip; Caissa Touristic; Qunar.com



Loyalty Programmes

- HH.com; Zanadu.com



Reach –website:

- Travel verticals such as Qunar.com; Ctrip.com; Tuniu.com



Product Development & Distribution:

- Chinese DMCs e.g. China Holiday, Titicaca.com;
- Caissa Touristic, GZL, CITS, CTS, Jinjiang, Ctrip, Nanhu; Zanadu



Marketing Campaigns:

- BA, Virgin, JLR,
- AirBNB, EPL, SONY Picture;
- Thomas Cook, Durex,
- PDPs



Content:

- Mafengwo.com; Qyer.com;



Reach – Social Media:

- WeChat; Weibo;



Retail

- Pilot VB online shop through existing Chinese e-marketplace such as AliTrip and Ctrip.com

Key Campaign Messages:

- Working with China's No.1 online travel platform to promote Britain as a destination that's full of exciting unexpected experiences
- Product design and distribution through Ctrip's extensive reach

Achievement:

- Campaign reached 74 million Ctrip's users.
- UK flight sales on Ctrip up 50% in Mar & April, up 60% and 105% on local purchase in Mar and April respectively.



VisitBritain™ Partnership Activities – Hainan Airlines Feb - Mar 2018

Key Campaign Messages:

- Promote Hainan Airline's Beijing-Manchester route,
- establish Manchester as gateway for Northern England

Achievement:

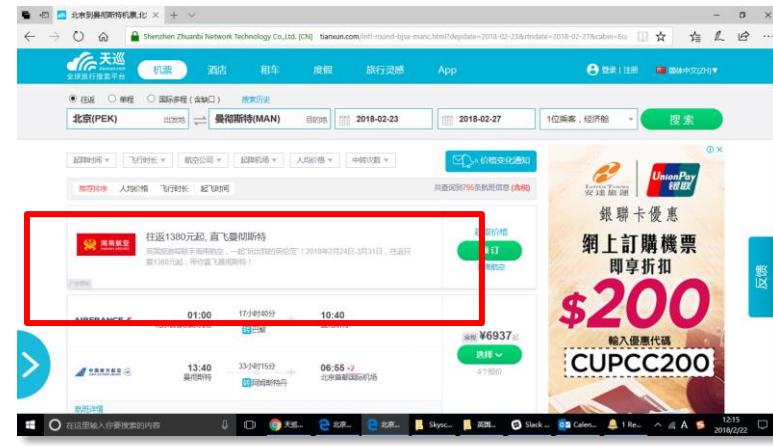
- Campaign reached 55 million (25% up) and 1279 Hainan airtickets sold within 1 month



HNA Homepage Promotion



Programmatic Media Buy



Skyscanner Promotion



VisitBritain™

Local Partnership Activities – UKVI

Key Campaign Messages:

- Going to the UK is easy! 3 simple step to get a 2 Year multiple visa
- Britain is inspiring in all seasons

Achievement:

- The campaign was promoted through Qunar.com (equivalent of Skyscanner) and WeChat, between March and April 2017, reaching over 92million of people in China, doubling the KPI.

邂逅英伦 发现惊喜 两年多签 三步搞定

艾德多南堡 苏格兰

现在就申请英国签证吧 #3步英签

UK Visas & Immigration GREAT 英国

参与活动赢大奖

留下您的信息，就有机会获得由英国旅游局携手去哪儿网提供的骆驼卡、去哪儿大礼包、Fortnum & Mason英国皇家红茶以及Cath Kidston组合茶巾套装。

去哪儿715元大礼包
去哪儿携程卡
Fortnum & Mason 英国皇家红茶
Cath Kidston 组合茶巾套装

*姓名
*邮箱

订阅英国旅游和签证最新资讯

提交

查看活动详情

两年多签 三步搞定

*持2年有效访客签证，您可以多次赴英旅行。只需轻松3步，即可开启您的旅程。

申请准备 在GOVUK网站完成申请，了解申请所需准备事项。

在线申请 使用全新升级版在线申请表递交申请，申请表格可以用您习惯的语言显示。

个性化服务 选择优先服务，更快获得签证决定。根据您申请的地点，您可以选择美签服务或超快速签证服务在5个工作日内或24小时内获得签证决定。您可以在完成递交签证申请时选择所需服务。

立即在线申请



英国旅游局

3月13日 17:46 来自 专业版微博

#邂逅英伦发现惊喜# 如何把长颈鹿放进冰箱只需要3步的故事大家一定都很熟悉。那你知道吗，其实申请英国签证也是同样简单的3步而已哦。发现更多，PC端的小伙伴猛戳 [网页链接](#) 手机端点击 [网页链接](#) 更有来自英伦的好礼等你来拿!

#3步英签#

收起 查看大图 向左旋转 向右旋转

邂逅英伦 发现惊喜
两年多签 三步搞定



郭小懒

4月3日 06:40 来自 郭小懒的iPhone 6

亲身经历告诉你，我一天就出了😄

@英国旅游局

关于英国签证，其实真没想象中那么难，而且轻松就是两年多次往返。不要因为担心签证而错过英国的大好文化风景哦！#3步英签# #邂逅英伦发现惊喜# [秒拍视频](#)

邂逅英伦 发现惊喜
两年多签 三步搞定

UK Visas & Immigration 3万次播放

GREAT 英国 00:15

4月2日 22:00 来自 秒拍网页版

阅读 7.3万

28

42

50

VisitBritain™ Local Partnership Activities – Food is GREAT with DEFRA & DIT

Key Campaign Messages:

- Working with DEFRA & DIT to challenge and change poor perception of British Food in China
- Promote 4 food hubs in Britain: London, Scotland, Yorkshire and Devon & Cornwall, and the relevant F&D experiences in these areas.

Achievement:

- Working with 7 Chinese key influencers in realm of F&D to discover 4 food hubs in Britain, creating inspiring content on food & drinks.
- Increased 7,000 social media followers on VB's Weibo & WeChat, reaching a total 75million people in China

中国联通 4G 下午2:13



无城市 深圳市 昆明市 清空

酒店预订 当地玩乐预订

重庆市, 重庆地区

11月2日 - 11月4日, 2晚 1房, 2人

查看价格

热门目的地



英国旅游局
我要送你日不落的光明料理，寄出代表爱的免费机票。



查看详情
2分钟前

Key Campaign Messages:

- Use football to trigger travel to Britain
- Promote Britain's regions around football cities.

Achievement:

- High engagement sweepstake and impactful social media were used to drive immense traffic to partner Super Sport's website, achieving 800million reach in China (7 times up on 16/17 campaign)



Key Campaign Messages:

- Promote Britain as a place full of exciting and unexpected moments.
- Build immediacy to travel.
- BA, especially premium and business class, is a top choice for flying to Britain.

Achievement:

- Utilise multiple channels such as programmatic advertising platforms and popular Chinese online marketplace such as Alibaba's Tmall shops to promote British tourism content and BA offers, reaching a total audience of 155 million.

