

# 游客指南 UK VISITOR GUIDE





Reach the high-spending Chinese visitor market in the UK with the glossy UK Visitor Guides (Chinese Language Version).

Translated into Simplified Mandarin the content will be understood by both Mandarin and Cantonese speakers.

LOCATIONS	NO. VENUES
<b>BEIJING</b>	
Airline Lounges	79
Hotels	37
Private Clubs	38
Health Centres/Spa's	14
<b>SHANGHAI</b>	
Airline Lounges	25
Hotels	74
<b>GUANGZHOU</b>	
Airline Lounges	71
Hotels	76
<b>CHONGQING</b>	
Airline Lounges	3

LOCATIONS	NO. VENUES
<b>CHENGDU</b>	
Hotels	24
<b>SHENZHEN</b>	
Hotels	24
Golf Clubs	15
F&B	52
<b>HONG KONG</b>	
Airline Lounges	10
Hotels	109
Resedential	67
<b>HANGZHOU</b>	
Airline Lounges	4
Hotels	80
Clubs	16

## DISTRIBUTION

- Pre Travel - Visit Britain's Visa centres in Shanghai and Beijing
- Downloadable as a free app on Apple and Google Stores
  - In-bound flights to London from Asia
    - Airport Arrival Lounges:  
Star Alliance lounge - London Heathrow, Sky Team lounge - London Heathrow
    - Airport Departure Lounges  
Beijing, Shanghai, Guangzhou, Chengdu, Chongqing, Hangzhou, Wuhan, Qingdao and Hong Kong International Airport - leaflet promoting the Website and Apps
    - No. 1 Lounges - Stansted
- Airport Gate Services: Birmingham, Edinburgh, Manchester
  - City of London Information Centre
  - Selected Tour Groups    • City Centre Hotels
  - Trains and Coaches:  
Gatwick Express, Stansted Express, Heathrow Express, Virgin Trains & National Express

中国南方航空  
CHINA SOUTHERN



NO.1 TRAVELLER

KOREAN AIR



中国东方航空  
CHINA EASTERN

STAR ALLIANCE GOLD





## EDITORIAL

The UK Visitor Guides (Chinese Language Version) are packed full of editorial with a particular emphasis on the luxury shopping market that affluent Chinese visitors expect to find during their visit.

### Sections include:



• Jewellery & Watches **plus** Shopping & Fashion



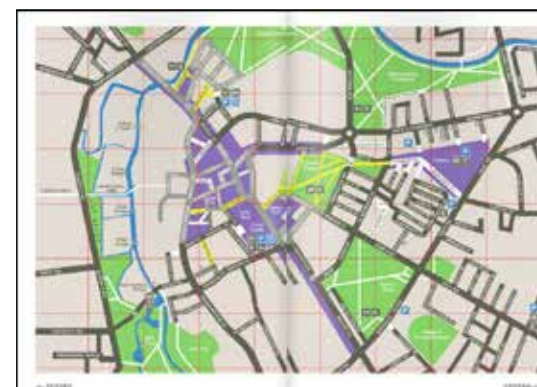
• Property



• Dining **plus** Accomodation



• Sightseeing & Attractions **plus** Education



• and Much Much More

### Destinations covered:

Bath, Brighton, Bristol, Cambridge, Cotswolds, Edinburgh, Glasgow, Lake District, Leeds, Liverpool, London, Manchester, Newcastle, Oxford, St Andrews, Stratford upon Avon, York.



## MOST POPULAR DESTINATIONS

The share of visits, nights and spend accounted for by each area of Britain is shown in the chart above. This reveals that London dominates with a 42% share of all visits and 37% share of spending, though the capital accounts for just 20% of visitor nights.

Many areas contest the runners-up spots for visits, including Yorkshire. Whilst for visitor nights it is clear that Yorkshire and South East England lead the remaining areas by quite some margin.

## ACTIVITIES UNDERTAKEN IN BRITAIN

VFR and business visits from China undertake leisure activities to a greater extent than is the case for the average market.

Half of holiday visits feature time in museums and two-in-five include at least one trip to a castle. Chinese visitors have an above average propensity to go to a park or garden while in Britain.

In the first seven months of 2015 China accounted for 20% of tax free shopping (measured by value) in Britain.

## POTENTIAL GROWTH IN BRITAIN

The chart above shows the historic trends in the number of visits from China to Britain, along with potential growth through to 2021. The projection suggests strong growth potential throughout the period, with perhaps more than 400,000 annual visits by 2021.

The Government has recently declared an ambition of trebling the number of visits from China over the next few years backed with an additional investment of around £8m.

## TRIP CHARACTERISTICS

With annual spending of £240m  
China is Britain's 22nd most valuable source market.

The typical visit from China generates £1,617,  
almost three times that from the average market.

There are now similar numbers of business  
and holiday visits from China.

Trips of 15+ nights account for a larger share of the market from China than is the case for the average market with this the most common trip duration for both VFR and study trips.

## SHOPPING

A further defining characteristic of the Chinese tax free shopping market is that the average spend per transaction in 2011 stood at €813, up from €731 the year before, and significantly higher than the average spend per transaction when looking at all global tax free shoppers which amounted to €485 in 2011.

The Huran Report also asked millionaires about the types of luxury products that they like to purchase when overseas and watches were cited as a 'must buy' item by 56%, ahead of jewellery (43%), leather products and clothes/accessories (37%).

