

INSIGHT



- Golden Week (1st -8th October) is the name given to a semi-annual national holiday. It is one of the biggest holiday periods for Chinese tourists making shopping focused trips abroad.
- There has been a marked increase in international visitors since Brexit, due to the favourable exchange rate. Reports show that Chinese visitors specifically have increased their UK spending by over 24%.
- Within the UK, luxury goods are on average 30% cheaper for Chinese shoppers. With improved Visa terms for visitors, and targeted campaigns, these shoppers are actively encouraged to spend here.
- The average Chinese visitor to the UK spends nearly £3000, or four times more than the average. This not only increases revenue but brand awareness.
- Selfridges reports that Chinese customers have increased their year-on-year spending by 65%. Harrods have hired over 100 interpreters to account for demand, and Westfield has recruited Chinese-speaking concierges.
- It is predicated that by 2020, China will be spending £18 billion a year on luxury brands and will consume 44% of all the world's luxury goods.

RATIONALE



- Perfect for luxury brands looking to tap into this high spending audience in the mind-set to shop.
- A great time to target Chinese passengers as they travel through key terminals at airports that carry airlines to/from China.
- Added element of Eurostar presence to target Chinese passengers spending their trip between Paris (key luxury shopping destination) and London.
- Targeting key retail locations across the UK including Westfield, Selfridges and Harrods.