



GOLDEN WEEK OPPORTUNITIES



INSIGHT

- Golden Week takes place over Chinas National Holiday from **4th-10th February** and **1st – 7th October**. This unusually long public holiday encourage international travel and shopping focussed activities.
- Chinese tourists collectively are the biggest spenders in the UK **luxury fashion market taking 23%** closely followed by Americans who take 7%. (*Global Blue 2017*)
- Chinese shoppers make 75% of their luxury purchases overseas and drive 32% of sales worldwide (*Reuters 2018*)
- The average Chinese visitor spends nearly £3000 - four times more than the average.
- Selfridges reports increased year-on-year spending by 65%. Harrods hire over 100 interpreters and Westfield Chinese-speaking concierges.

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 and nationwide malls.
- Full motion DOOH has opened up a fully complementary **4th space for brands** looking to use video advertising to connect with consumers (+23% brand effectiveness when FMDOOH was added o a social plan) .

THE OPPORTUNITIES

Please speak to Talon regarding opportunities in OOH around this event.