

GOLDEN WEEK OPPORTUNITIES



INSIGHT

- Golden Week takes place over China's National Holiday from **1st-7th October 2018**. This unusually long public holiday encourages international travel and shopping-focused activities.
- Within the UK, luxury goods are on average 30% cheaper for Chinese shoppers. The favourable exchange rate and improved Visa terms have seen spending increase by over 24%.
- 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.
- It is predicted 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.

THE OPPORTUNITIES

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