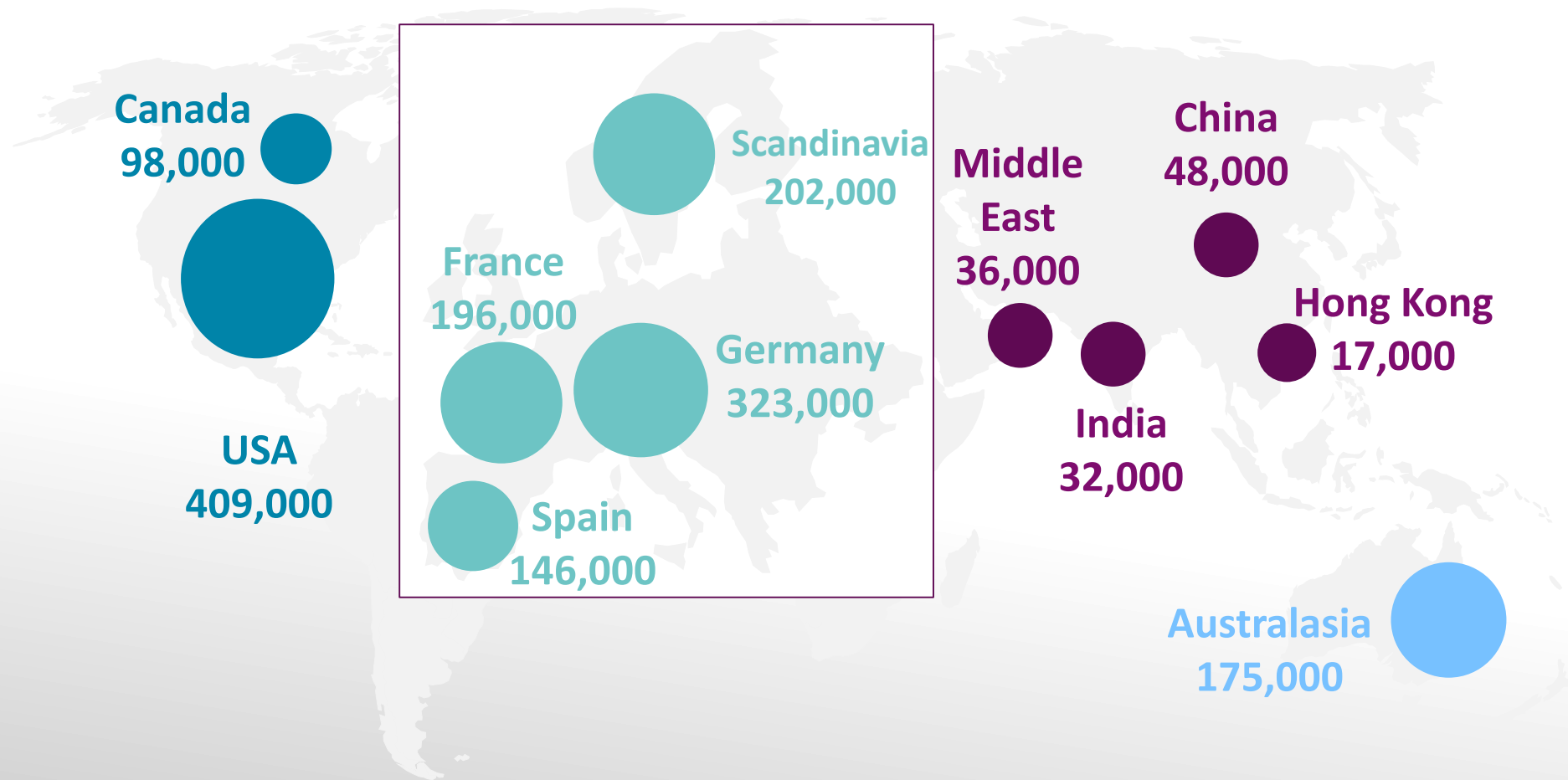




China Ready Delivery Group

Collaborating to deliver

Scotland attracts over 2.5m visitors annually from across the globe



Why China?



Opportunity

Why China?



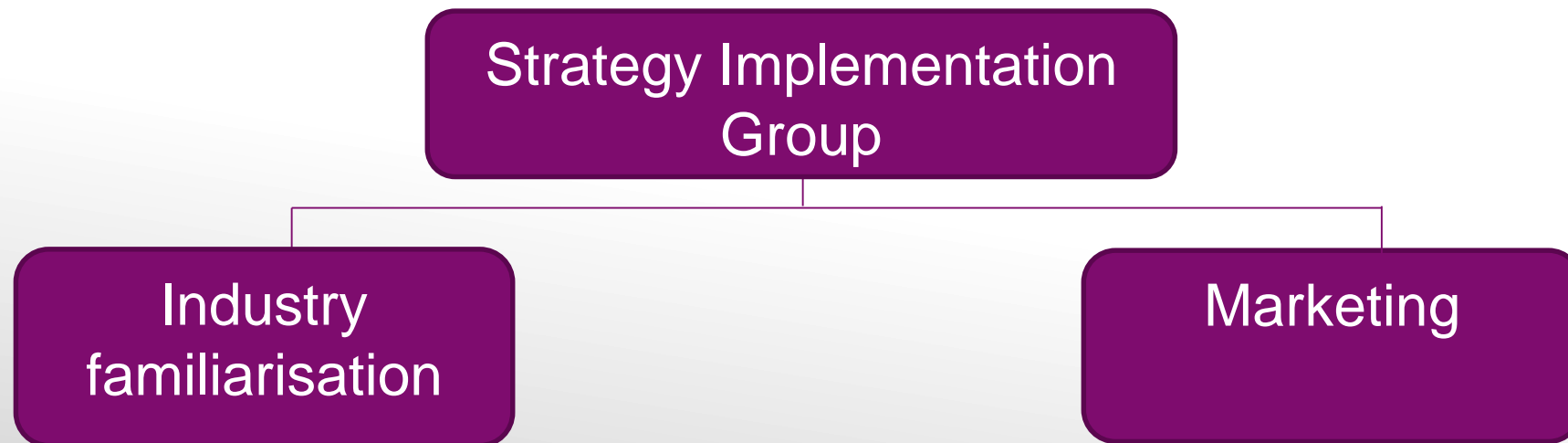
- World's most valuable source market for international tourism \$128bn
- China is in the top 5 growth markets for Scotland.
 - 17th for volume in 2014, 9th place for value
- Over 100,000 visits to Edinburgh Castle in 2014
- Strong links with city's universities

Together we can do more



“Life is really simple, but we insist on making it complicated”

Confucius



Familiarisation



Building strong relationships with key stakeholders



Familiarisation



Providing consistent information via the correct channels





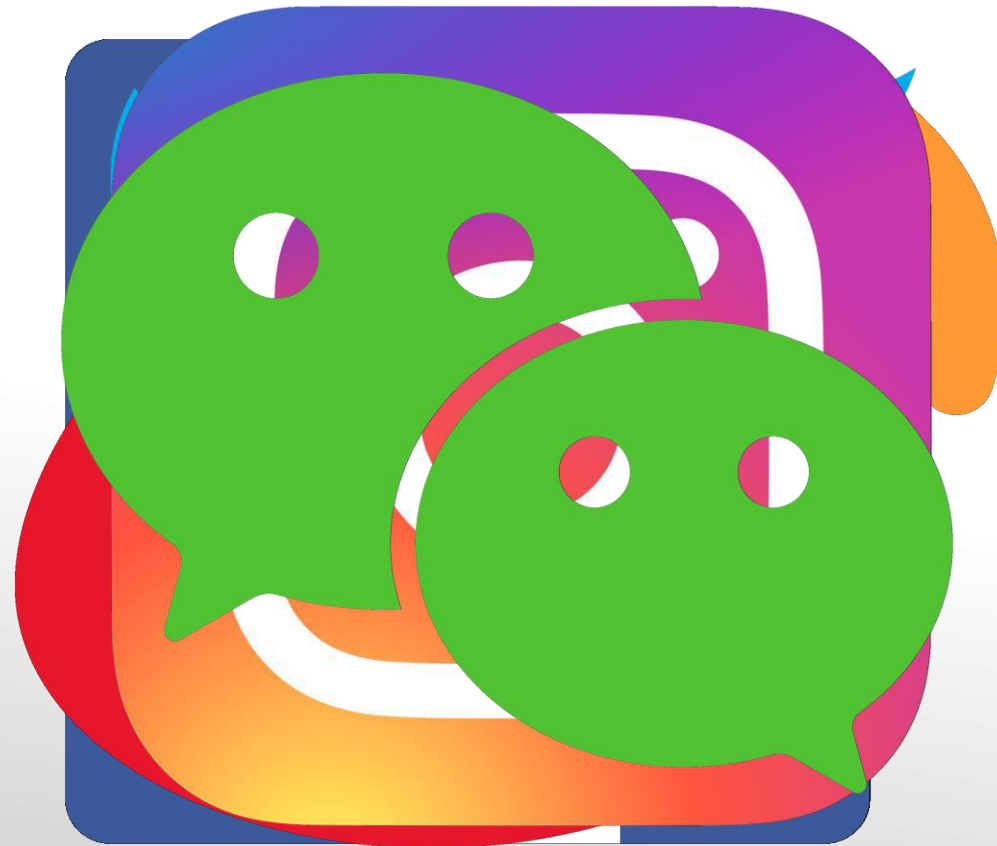
Simple things make a big impact



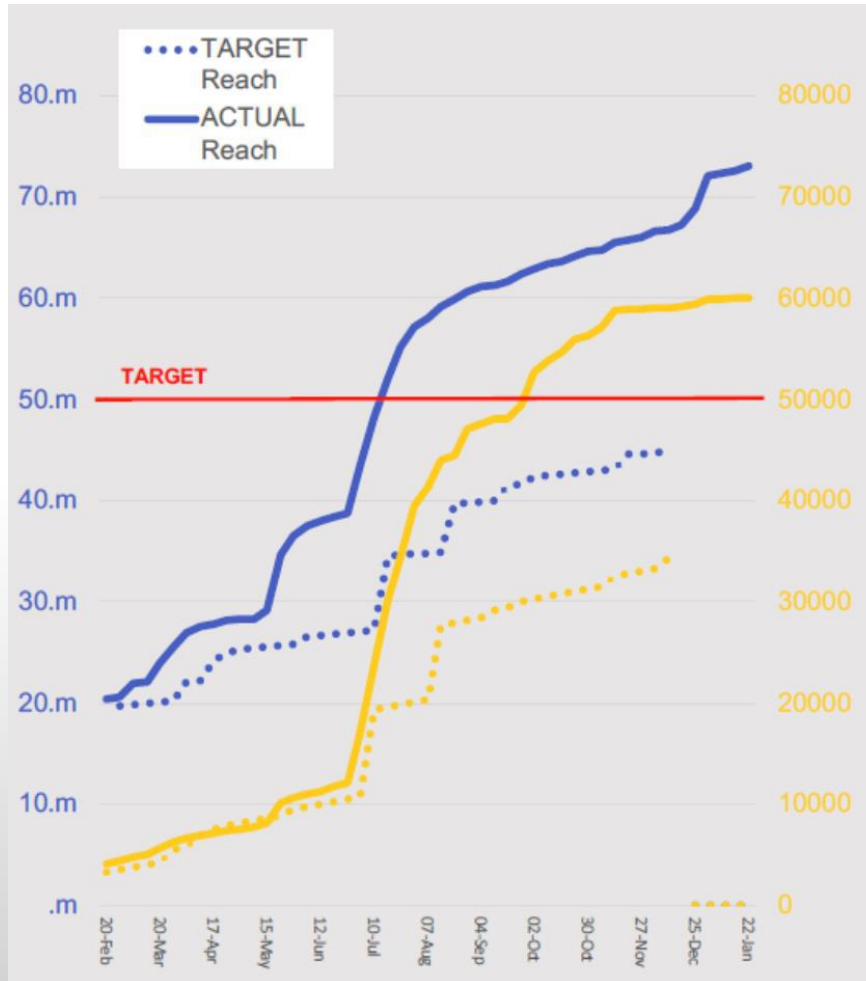
Marketing



Using the best media to gain maximum impact



Marketing



- Strong content
- True organic growth
- Effective use of KOLs
- Competitions
- Three campaigns
 - Love Edinburgh
 - Summer
 - Students
- On and offline



OVERSEAS DMOs WECHAT RANKING Week from 29th January - 4th February 2018

N.	Organization Name	WeChat ID	N. of Posts	Total Views	Average Views per Post	N. Views Top Post	Total Likes
1	Texas Tourism	texastourism	5	14,302	2,860	3,112	119
2	Hong Kong Tourism Board	hktbwx	3	14,047	4,682	6,790	107
3	Macao Government Tourism Office	MGTOweixin	8	12,735	1,592	2,757	134
4	Los Angeles Tourism & Convention Board	helloLA_cn	5	10,732	2,146	3,947	42
5	Dubai Department of Tourism & Commerce Marketing	dtecmchina	7	10,300	1,471	2,139	108
6	South Australian Tourism Commission	South_Australia	4	9,692	2,423	3,843	24
7	British Columbia	DestinationBC	3	8,613	2,871	5,684	67
8	Tourism Victoria & Melbourne	visitmelbourne	2	6,688	3,344	5,819	34
9	Travel South USA	TSUSA123	2	5,664	2,832	2,836	28
10	This is Edinburgh	EdinburghOfficial	2	4,915	2,458	3,964	55
11	The Ontario Tourism Marketing Partnership	OntarioCanada	2	4,821	2,411	2,824	42
12	Orange County Tourism	OrangeCountyVA	3	3,315	1,105	1,169	20
13	North Carolina	gh_084dfccc39fd	1	2,801	2,801	2,801	12
14	NYC	NYCgoOfficial	4	2,731	683	1,359	32
15	Tourism Western Australia	Tourism_WA	1	1,913	1,913	1,913	10
16	Queensland Australia	visitqueensland	3	1,715	572	1,062	47
17	Bavaria Tourismus Marketing GmbH	Bavaria_Tourism	2	1,691	846	1,364	46
18	Marianas Visitors Authority	cometomarianas	3	1,598	533	1,129	31
19	Visit Berlin	visit-berlin	1	1,526	1,526	1,526	9
20	Banff National Park	BanffNationalPark	2	1,210	605	681	10

About the Ranking:

Data Collection Date: 7 February 2018 (10:00)

Ranking Criteria: Accounts are ranked according to the highest number of views per total number of posts published. WeChat views are "unique views".

N. Overseas Destination Marketing Organizations (DMOs) Surveyed: 57

What is your level of ambition?



- Value of Chinese tourism market

2013
\$128bn

2016
\$292bn

- 2017 Edinburgh Castle Chinese visitors: **177,000**