



**EDINBURGH CHINA READY**  
**MAGS MCNEIL**  
**SCOTTISH ENTERPRISE**



## Getting Started

- Edinburgh 2020 identifies China as emerging market
- Edinburgh Airport issues “the China Challenge”
- DLP Group Project focus on China market
- ETAG Short Life Working Group



**Edinburgh China Ready Working Group**



## Short Life Working Group

- Establish the business case:
  - *Scale of the market opportunity for Edinburgh?*
  - *Existing activity – local, Scottish, UK?*
  - *Lessons from other destinations?*
  - *Level of industry interest?*
  - *Need for ETAG intervention?*



## The China Challenge

- Chinese visitor market stats
  - IPS 42,000 to Scotland
  - Edinburgh Castle 150,000
- VB ambition to double by 2020
- High retail spend – VAT refunds
- Strong links to wider trade, investment, university activity
- Drive Edinburgh & Scottish growth



## Need for Intervention?

- Lots of activity – but disjointed
- Largely “invisible market” – lack of industry awareness
- Cultural challenges
- Perceived as challenging & high risk
- Clear opportunity to support & accelerate growth

# China Ready Plan



## Industry Familiarisation

- Briefings & workshops
- Business guide
- Signposting
- Market Intelligence
- China Ready collateral



## Collaborative Marketing

- VS/VB Media trips
- Chinese social media
- Stakeholder engagement



## E-CAL

- Tiered sponsorship model
- City wide engagement

# Familiarisation

- Business briefings
- Business Opportunities Guide
- Workshops:
  - Union Pay, Google Translate, Social media
  - Innovation workshops – new products
- Tools and resources
- Networking and sharing of best practice

Over 200 local businesses have engaged



# Tools and Resources



MANDARIN MAP



CHINA VISITOR SURVEY



SIGNPOSTING



PHOTOGRAPHY



# Collaborative Marketing

## CHINESE SOCIAL MEDIA CO-ORDINATOR



THIS IS  
EDINBURGH

- First for Scotland
- Funded by Scottish Enterprise (via ETAG)
- Employed by Edinburgh Airport
- Embedded with Marketing Edinburgh
- FIT focus/complements VS travel trade focus
- Establish Edinburgh's official Weibo & WeChat accounts
- Manage content & co-ordinate with partners



# Collaborative Marketing

## CHINESE SOCIAL MEDIA CAMPAIGN



- Year long pilot campaign
- VS Growth Fund Award
- 21 businesses investing
- £150k + campaign
- Launched – Blogmanay 2016
- 3 further campaigns planned





## Going Forward

- Continuing to evolve
- Co-ordinate with partners
- Share Edinburgh learning across Scotland
- Deliver “managed growth”
- Royal Edinburgh Military Tattoo in China in 2020
- Secure a direct Edinburgh – China air route
- “China Ready” to “Business as Usual”



## Chinese Takeaways!

- National stats don't give all the answers
- Test the business case up front
- You can't do everything at once
- Not everything will work – failure is OK
- You can do a lot with a little
- Think out of the box



**“If you want to go fast, go alone  
If you want to go far, go together”**



**MAKING EDINBURGH CHINA READY**  
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