

VISITOR ECONOMY PRACTICE

■ INSIGHT ■ CONNECTION ■ IMPACT

Grow your revenues by attracting more high-value visitors from China.

Our mission: To make it easier and safer for the UK to capture economic benefits from China.

THE WORLD'S LARGEST OUTBOUND TOURISM MARKET

SPENDING IN THE UK SET TO GROW 20% P.A. TO 2030

EFFORTLESSLY SELL TO CHINA IN CHINESE

“ Using Chinese digital marketing transformed our sales performance. ”

Dave Harland, Lost Gardens of Heligan



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“ Chinese visitor spend in the UK to grow 20% annually through to 2030. ”



Enabling the UK

STRENGTHEN AND SECURE YOUR CHINA-CAPABILITY

UK NATIONAL COMMITTEE ON CHINA is the premier organisation helping British companies safely succeed with China. Founded in 2020, recent clients include:

- ✓ The UK Cabinet Office and FCDO.
- ✓ Greater Manchester Combined Authority (GMCA).
- ✓ The Lost Gardens of Heligan.

Our aim is to help you secure more Chinese customers.

Insight

Deep market knowledge with decades of practical experience.

Connection

The understanding to navigate networks and identify the best partners.

Impact

Fractional services that boost capability and deliver new revenue growth.

Selected Clients and Partners

Our clients include organisations across government, higher education, tourism, and business



UKNCC Talent

OUR PEOPLE – YOUR TEAM

UKNCC's team has unparalleled knowledge and experience in dealing with the Chinese market across government, higher education and visitor economy.

MANAGEMENT TEAM



Ollie Shiell
Chief Executive and Founder

Specialist in China research, education and public policy with over 20 years' experience across at Oxford University and Cheung Kong Graduate School of Business.



Dr. Winnie King
Director, Research & Standards

China political economy specialist and former Parliamentary Fellow advising organisations including the FCDO and the House of Lords.



Dr. Glen Noble
Director, Higher Education

Expert in UK-China education partnerships, research and dialogue, former Research Director at University of Nottingham Ningbo; deputy director UKRI at the British Embassy Beijing.



Alex Feng-Middleton
Director, Visitor Economy

China media expert and market research analyst with almost 20-years' experience in the China media and social media landscape.

TALENT BANK



Our Talent Bank
80+ Specialists



Security



Policy



Education



Business



Travel



Health

Our curated network of subject experts have world-class knowledge and skills across every China sector.



Thought Leadership

THE UK'S LEADING CHINA TEAM

OUR three pillars offer world-class governance and insight, client-focused dynamism, and the right talent you need to deliver.

Advisory Board

Senior leaders providing strategic guidance, high-level insight, and networks.

Executive Team

China specialists focused on leading client projects and creating client value.

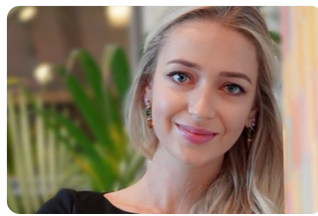
Talent Bank

A curated network of experts providing flexible work in key sectors.

ADVISORY BOARD



Sir Malcolm Rifkind KCMG
Former Cabinet Minister;
Secretary of State for Scotland;
Defence & Foreign Secretary.



Angelica Anton
Founder Shared Planet
Capital and SILK Ventures.



Sir Victor Blank
Former Chairman Lloyds
TSB Bank.



Stephen Barter
Chairman Wilton Capital Advisers;
former Chairman KPMG Real Estate
Advisory ; CEO Qatari Diar.



Sir Andrew Cahn KCMG
Former CEO UKTI, Chair of
Audit & Risk Committees
Huawei Technologies (UK).



Ellie Chadwick
Strategy Advisor & VC. Co-
founder CS Cyber Ventures.



Mark Clayton
Entrepreneur Chairman,
British Chambers of
Commerce South China.



Sir Martin Davidson KCMG
Former Chairman, Great-Britain
China Centre, CEO, British
Council.



Prof. Bill Hurst
Chong Hua Prof. Chinese
Development & Co-Director,
Centre for Geopolitics,
University of Cambridge.



James Kyng
Former Global China Editor
at the FT and author on
China.



Benjamin Speyer
Director, PingPong
Payments. Non-Exec. Chair,
Serica.



Sir Tim Smit
Founding Director of the
Eden Project, Cornwall.



Don't Miss Your Share of the **£1.6BN** Visitor Spend

CHINESE VISITOR NUMBERS ARE RISING, BUT ARE THEY SPENDING THEIR MONEY WITH YOU?

CHINA is one of the world's largest outbound travel and consumer markets, and UK visits rebounded to around 768K in 2025, generating £1.6BN for the UK economy. Historically, this spend has been concentrated on a small number of destinations. However – this is changing as Chinese customers increasingly seek out more diverse regional experiences.

This opportunity extends beyond inbound visitors, as the 170K+ annual Chinese students represent an additional untapped source of low-season revenue.

THE DIGITAL SOLUTION

UK destinations can now engage Chinese travellers directly using Chinese social media.

Chinese customers use social media to get inspiration and practical information and advice when planning their travel. To successfully attract these customers, UK destinations need to market in Chinese, on Chinese social media platforms.



155M+

Outbound trips by Chinese travellers in 2025

Travel tastes are evolving as a new generation of independent experiential travellers come of age.

170K+

Chinese students come to the UK each year

A largely untapped resource of year-round affluent and out of season UK travellers.

£1.6BN

Estimated spend by Chinese visitors in the UK

Chinese travellers are amongst the highest spending, across retail, hospitality and services.

85%+

Use digital platforms for inspiration and research

Giving you the chance to drive mid-trip impulse decisions and benefit from post-trip reviews.

Visitors

Engage one of the world's most influential outbound travel markets with memorable, shareable experiences.

Students

Reach a highly connected UK-based market that has the power to share and influence the China market.

Products & Experiences

China's digital-first travellers are hungry for product discovery and authentic travel.

“ Chinese visitor spend in the UK to **grow 20% annually** through 2030. ”



Market Research & Insight

UNDERSTAND YOUR GROWTH OPPORTUNITIES AND HOW TO SELL

SUCCESSFUL campaigns are built on understanding your target audience. Our services help destinations, attractions and businesses understand how Chinese audiences think, plan, travel and make decisions. By combining market intelligence, digital analysis and audience insight, we help clients make informed decisions and focus resources where they can deliver the highest return on investment.



Audience Insight

Understand motivations, expectations, behaviours and decision-making processes.

Market Intelligence

Monitor market trends, competitor activity, and emerging opportunities.

Performance Analysis

Measure your visibility, engagement and effectiveness to support improvement

Understand:

- ✓ Who are your most valuable target customers?
- ✓ What opportunities exist within your market?
- ✓ How do Chinese consumers discover and evaluate?
- ✓ What are your competitors doing well?
- ✓ How do you influence Chinese decision-making?
- ✓ What are the growing niche trends and subgroups?
- ✓ How visible are you now and where are your leads from?
- ✓ How do you measure success and improve?

“Chinese expectations and behaviours have fundamentally changed in the last few years.”



China Visitor Strategy

USE INSIGHT TO DELIVER GROWTH

SUCCESSFUL engagement requires a strategy that aligns your sales-objectives with audience needs, market trends and available resources.

Our China Visitor Strategy helps you target specific audience segments and develop practical roadmaps to deliver growth. By combining research, market knowledge and commercial ability, we help clients focus their investment where it delivers greatest return.



Strategic Priorities

Target specific audience segments, deliver measurable outcomes aligned with your sales goals.



Market Positioning

Develop a differentiated offering to ensure your brand stands out in the competitive China-UK market.



Roadmaps for Growth

Create practical plans for Market exploitation, audience engagement and sustainable sales growth.

SOCIAL MEDIA-LED SALES

Chinese travellers are the world's most digitally Connected customers. Every stage of the visitor journey is shaped by social media. From destination discovery and trip planning to booking, navigation, payments and post-trip sharing, this presents a significant opportunity.

- Create new strategies to influence Chinese travellers long before they arrive, build awareness, inspire and engage visitors at scale.

What we deliver:

- ✓ Market entry and growth strategies.
- ✓ Audience segmentation and targeting.
- ✓ Destination and brand positioning.
- ✓ Digital engagement.
- ✓ Partnership and distribution models.
- ✓ Campaign planning and measurement.

Our role is to help UK destinations and organisations find their own way to create growth from Chinese potential.

“ Insight identifies the opportunity. **Strategy** unlocks it. ”



Optimise Your Visitor Experience

CREATE SHAREABLE MEMORIES AND BE AMPLIFIED ONLINE

TODAY'S Chinese travellers seek more than attractions. They look for authentic, memorable and shareable experiences that reflect local culture, create lasting memories and elevate their sense of self.

We work with destinations, attractions and hospitality businesses to identify opportunities to optimise visitor experiences for Chinese audiences.



Experience Design

Identify opportunities to enhance experiences and visitor journeys for Chinese audiences.



Destination Readiness

Support organisations to understand visitor expectations and adapt experiences for international audiences.



Visitor Engagement

Develop touchpoints, content and communications that improve the visitor experience and encourage advocacy.

LINK CHINESE PAYMENT SYSTEMS

China is one of the world's most advanced digital payment environments, where Alipay and WeChat Pay are used for everything from transport and dining to shopping and attractions. Offering China-friendly payment options, meets visitor expectations, reduces friction, and generates positive recommendations.



“ Great experiences drive recommendations. ”

How we can help:

- ✓ Visitor journeys and touchpoints
- ✓ Experience enhancement opportunities
- ✓ Chinese-language visitor resources
- ✓ Digital engagement before and during travel
- ✓ Shareable and social-first experiences
- ✓ Visitor satisfaction and advocacy



Travel Industry Partnerships

MAKE NEW CONNECTIONS THAT BRING CUSTOMERS TO YOU

STRONG partnerships play a critical role in promoting your destination. From travel agents and tour operators to industry associations and commercial partners, trusted relationships help destinations and businesses reach new audiences and create predictable revenue streams.

Our team helps organisations identify, engage and develop partnerships across China's travel ecosystem. Through our network, market knowledge and industry experience, we help clients build connections that support awareness, visitation and long-term growth.



Travel Trade Relationships

Engage travel agents, tour operators and industry buyers who influence destination and product selection.



Strategic Partnerships

Develop relationships with organisations that can expand reach, increase visibility and bring visitors and customers.



Market Representation

Support business development through introductions, meetings, networking and industry engagement.

What we facilitate

- ✓ Travel trade relationship building
- ✓ Negotiation and follow-up support
- ✓ Distribution and sales opportunities
- ✓ Destination partnerships
- ✓ Industry introductions
- ✓ Business development meetings
- ✓ Long-term market presence

“ Successful destinations are built on **long-term relationships**. ”



Social Media Management

YOUR CHINA-SPECIALIST SOCIAL MEDIA TEAM

MAINTAINING an effective presence on Chinese social media relies on understanding platforms, audience behaviour, content trends, and the regulatory framework.

Our team serves as an extension of yours, managing your Chinese social media channels. From content planning and publishing to community engagement and performance reporting, we help clients build visibility, strengthen audience relationships and maintain an active presence in the Chinese market.



Content Management

Plan, create and publish content, manage KOLs and livestreams.

Community Engagement

Monitor channels, respond to enquiries and encourage and support audience interaction.

Performance Reporting

Track growth, engagement and performance and deliver regular reporting.

REACH MILLIONS, NOW



Rednote alone has more than 300 million monthly active users, and around 70% actively use the platform to research destinations, experiences and recommendations. For UK brands, engaging via platforms such as this offers the opportunity to build awareness, inspire travel and influence visitor decisions before and during travel.

How we can help

- ✓ Content planning and editorial calendars.
- ✓ Localised content creation.
- ✓ Community engagement.
- ✓ Campaign support and amplification.
- ✓ Performance monitoring and optimization.
- ✓ Regular reporting and strategic recommendations.

“Our team serves as an extension of yours.”



Plan

Content and scheduling.



Create

Localised content.



Publish

Management and posting.



Engage

Community interaction.



Report

Performance and optimisation.



Influencer Marketing

WORK WITH TRUSTED VOICES TO REACH MILLIONS

CHINESE consumers rarely visit websites, but almost exclusively use social media to discover destinations, brands and experiences informed by trusted influencers. These influencers give you a powerful way to build awareness, engagement and inspire action.

The UKNCC Visitor Economy Practice has a pre-vetted network of brand-appropriate influencers who can accelerate brand awareness and capture high value customer segments.



01 Assessment

- Understand goals and brand values.
- Create brand safety points.
- Introduce you to options.

02 Influencer Matching

- Extensive UK-based creator network.
- Audience and data screening.
- Brand safety & suitability.

03 Campaign Planning

- Consultation & campaign concept.
- Platform and content strategy.
- Delivery roadmap.

04 Content Delivery

- Creator content briefings.
- Review, feedback and approvals.
- Posting coordination.

05 Performance Tracking

- Engagement management.
- Rapid data monitoring.
- KPI & performance reporting.

Our influencer selection process **gives you total control.**

What we can do for you:

- ✓ Creator identification and assessment.
- ✓ Audience and content quality check.
- ✓ Campaign planning and management.
- ✓ Performance measurement and reporting.
- ✓ Long-term creator partnerships.



Events and Delegations

MEETINGS THAT DELIVER REAL GROWTH

VISA-FREE travel to China gives UK travel industry leaders a first-ever opportunity to easily meet and promote direct to China counterparts.

We help organisations plan, coordinate and deliver events and delegation programmes that support their strategic objectives.

Our team is able to facilitate meetings with key people at senior levels on the Chinese side and support negotiations and follow-up in Chinese, giving you access to key industry decision-makers.

Hurun Partnership

The UKNCC partnership with the Hurun Report takes UK travel industry leaders to events like the launch of the Hurun Report Rich List, promoting direct to China's most affluent and influential business and lifestyle leaders.

Events & Expos

Support planning, delivery or attendance of events and expos.

Delegation Programmes

Coordinate inbound and outbound delegations.

Familiarisation Visits

Showcase UK destinations and experiences.

What we deliver

- ✓ Destination showcases.
- ✓ Networking events.
- ✓ Familiarisation (FAM) trips.
- ✓ Business and trade delegations.
- ✓ Stakeholder engagement events.
- ✓ Exhibitions support.

“Use visa-free travel to promote directly to China.”

ATTEND CHINA'S KEY ANNUAL TRADE EVENTS

Our travel sector services allow you to operate year-round engagement while leaving planning, management and follow up to us.



ITB
CHINA

The Market-place for China's Travel Industry

China's premier B2B international travel trade show, Strong potential for UK-China peer networking.



CEE 中国国际教育展
China Education Expo
—Part of China Annual Conference & Expo for International Education

China's largest tourism trade fair, featuring hundreds of potential partners for UK organisations.

The largest overseas education recruitment expo, especially strong for engaging China-wide agents.

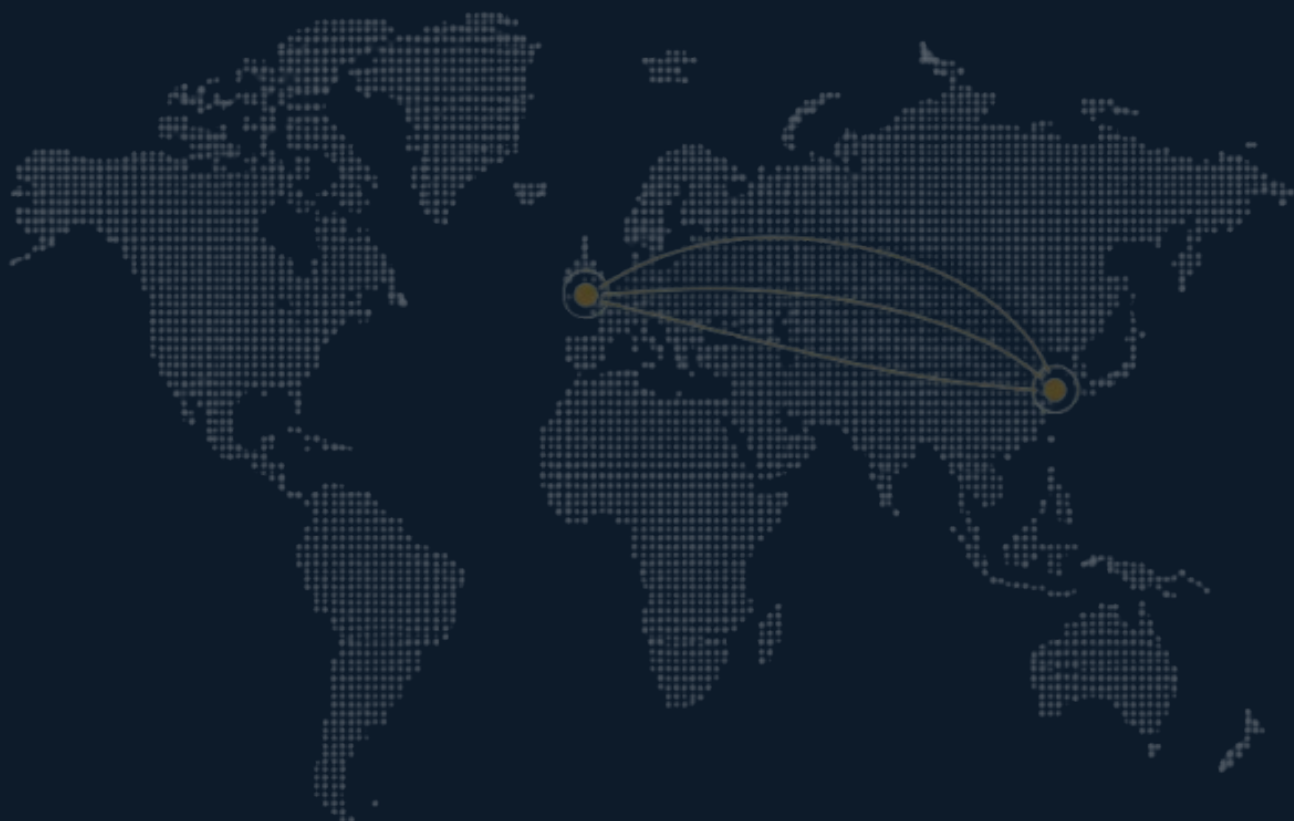


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Don't be left behind: Contact us any time to discuss how to access the UK-China Visitor Economy.



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