

Luxury apartments ready to make Edinburgh China-town

A luxury serviced apartments complex in Edinburgh has become one of the first 100 companies across the UK to be awarded a Chartermark declaring it is fit to welcome Chinese visitors.

The Knight Residence near Edinburgh Castle has introduced a series of initiatives aimed at making Chinese guests' visits to Scotland easier. These include a welcome letter and information sheets in Mandarin, with access to translation and interpreter services.

In addition to its five star amenities, rooms for Chinese guests have Chinese branded tea, soft drinks and dry noodles and disposable chopsticks. The information sheets cover the locations of the nearest recommended Chinese restaurants and supermarket, a guide to nearby shopping, travel directions, and details of the closest HSBC bank.

The Great China Welcome Charter is an initiative from VisitBritain to make Britain the destination of choice for the rapidly-growing Chinese market. Visitors from China have doubled in the last five years and tourism bosses hope they will treble again by 2020.

The Charter, unveiled at Blenheim Palace in Oxfordshire before an audience of Chinese travel agents and media, aims to help Chinese visitors easily identify hotels, attractions, retailers and tour operators that are making themselves 'China-ready' by providing information in Chinese and adapting their products.

Colin Stone, General Manager of The Knight Residence, commented: "We are experiencing strong demand from Chinese guests who particularly enjoy spacious accommodation with the comforts of home including the ability to self-cater."

Sandie Dawe, Chief Executive of VisitBritain, added: "There is strong evidence that businesses who go the extra mile in catering for certain nationalities quickly reap the benefits. The Knight Residence is a great example of an accommodation provider which

has been quick to recognise the massive potential of the Chinese market and invested accordingly. We're delighted to be able to count it as one of our first 100 members and hope many more British tourism and hospitality businesses will follow suit."

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