

Social media campaign first in China



Pictured launching the scheme are (from left): Lucy Markovskyte from the Scotch Whisky Experience, Yan Zhaung, a Chinese visitor, Wayne Hutchison from the Sheraton Grand Hotel, Richard Laing Director at Laing The Jewellers and Zhongdong Niu, a visitor from China). Edinburgh launches its first-ever social media campaign in China.

Edinburgh Tourism Action Group (ETAG) has launched Scotland's first-ever destination social media campaign in China to promote the Scottish capital to a potential online audience of more than one billion, supported by VisitScotland.

The Edinburgh Chinese Social Media Campaign, which received a £40,000 funding boost from the national tourism organisation's Growth Fund, aims to help continue the city's record-breaking growth in Chinese visitor numbers.





The campaign will use influential Chinese social media sites, Weibo and WeChat, to serve up tips, itineraries and promotions in Mandarin from the city's most popular tourism businesses.

For more on the Edinburgh China Ready Initiative click [here](#).

Photos by Colin Hattersley Photography
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