

Chinese ambassador of tourism in Edinburgh announced

An Official Chinese Ambassador of Tourism in Edinburgh has been announced. The Edinburgh Tourism Action Group (ETAG) has appointed actress Ms Yong Mei to the post.

As a successful Chinese actress with a TV and film career spanning 20 years Ms Yong Mei is also the recipient this year of the Silver Bear for Best Actress at the 69th Berlin International Film Festival. She was recognised for her performance in the film *So Long, My Son* directed by Wang Xiaoshuai.

The ceremony to install her as the official ambassador took place at the City Chambers where the Rt Hon Lord Provost of the City of Edinburgh Frank Ross and Chinese Consul General Pan Xinchun both made speeches. Laings the Jeweller as founder partners of the ETAG China Ready project made a gift of diamond jewellery by Richard Laing their Director.

The ambassador will now film three short travel programmes about Edinburgh with China's leading online video-streaming platform iQIYI. This will air later this year.

Ms. Yong Mei said "It's a great honour for me to be named as the Chinese Ambassador of Tourism in Edinburgh. The unique history and culture of Edinburgh has always held a deep fascination for me.

"I am delighted to visit Edinburgh as the Chinese Ambassador of Tourism, and to discover more about the city. I am looking forward to promoting cultural exchanges between China and Scotland."

Robin Worsnop, the Chair of ETAG commented "We are honoured to name Ms. Yong Mei as Official Chinese Ambassador of Tourism in

Edinburgh. Yong Mei is a well-respected, sophisticated actress, as such she is a perfect fit for Edinburgh.

“There is a close alignment between Yong Mei and Edinburgh’s profile as a cultural capital, a renowned film location and the world’s most successful festival city. Her visit is a great example of how Edinburgh businesses are working together through the China Ready Project to build Edinburgh’s Chinese visitor market and ETAG would like to thank our partners for working with us to make this visit possible, Kimpton Charlotte Square, Waldorf Astoria, Laings the Jeweller, The Scotch Whisky Experience, National Museum of Scotland, Scottish National Gallery, Mercat Tours, Hamilton & Inches, the Royal Botanic Garden Edinburgh, Edinburgh Zoo.”



L-R: Director of Laings the Jewellers Richard Laing, Chinese Consul General Pan Xinchun, Ms. Yong Mei, Director Festivals Edinburgh Julia Amour, Lord Provost of Edinburgh Frank Ross, Chair of Edinburgh Tourism Action Group’s China Ready Initiative Rob Lang, Essential Edinburgh Chief Executive Roddy Smith at the ceremony.

The Rt Hon Lord Provost of the City of Edinburgh, Frank Ross, said: “As an award-winning actress, Ms Yong Mei is a fantastic

fit for ETAG's leading role.

"Edinburgh is increasingly renowned across the world as an excellent destination for film and, following recent productions like Outlander and Avengers, we have experienced first-hand Edinburgh's 'seen on screen' tourism appeal.

"As Official Tourism Ambassador for Edinburgh and China, I'm looking forward to working with Ms Yong Mei and ETAG on further strengthening our city's strong ties with the people, businesses and investors of China."



Ms Yong Mei with the Rt Hon Lord Provost of the City of Edinburgh Frank Ross

There has been a steady growth in Scottish tourism from China over the past decade, and a 22% year on year increase in Chinese visitor numbers to the UK is expected this year by VisitBritain.

Edinburgh's Chinese visitor numbers are forecast to exceed 200,000 per annum for the first time this year, with the potential to overtake US visitors by 2025.

The ceremony took place just a few days ahead of the second annual Scotland China Ready Tourism Conference, taking place on 11 June at Edinburgh's Waldorf Astoria.

Delegate tickets cost just £50pp and are available via [Eventbrite](#)



Ms Yong Mei poses on the ceremonial chair just outside the Lord Provost's rooms