我们欢迎中国人到哥本哈根 We welcome our Chinese guest to Copenhagen

Copenhagen Airports CPH

A glance at how CPH work…

1. **Attracting Chinese carriers**
2. **Examples of Services to Chinese pax**
3. **How we include relevant elements in our non-aero retail offering**

Attracting Chinese Travelers – CPH Route Development

- Patience is a virtue
  - especially when it comes to route development with Chinese carriers
- Continued effort to attract Working with Chinese Airlines as well as Indirect carriers bringing in Chinese passengers
  - Engaging with Chinese Tour Operators to create pull-effect with airlines
- Analysis - Making relevant data available, pitching opportunities to Chinese airlines

Attracting Chinese Travellers – CPH Route Development

- Long time effort.. Really long time
- Business cases to airlines
  - focusing on Yield, Load Factor, Network and Feed “Behind & Beyond”, Catchment etc.
- Individual head quarter visits, Top-to-Top meetings and CEO visits
- Global Connected – Destination Marketing Support
  - Local support to Airport work

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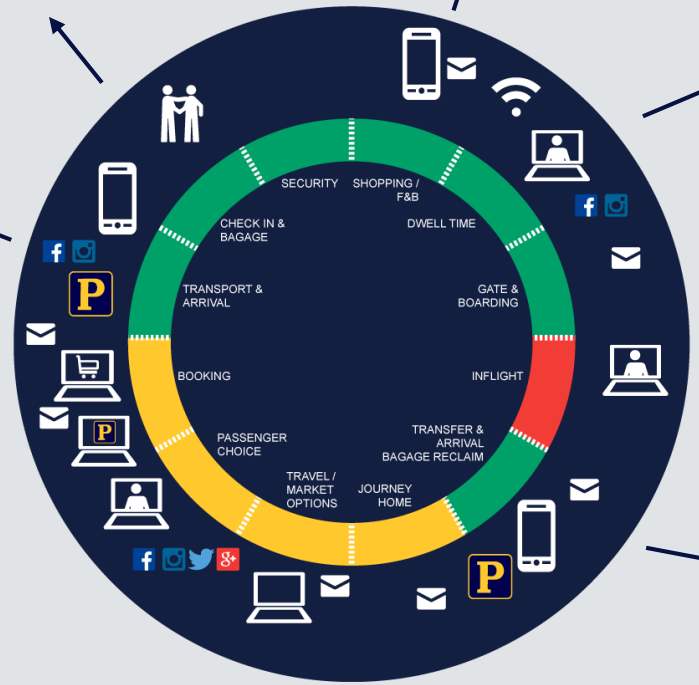
Chinese touch points
– through the costumer journey

- Extra awareness and flyer hand-out by green teamers – fast passage through security
- Category Mix in shopping center
- Personal shopping service.
- VIP Shopping Card.
- Chinese App
- Presence on *Dianping* (Chinese *SoMe* platform)
- Chinese language signage at arrival.



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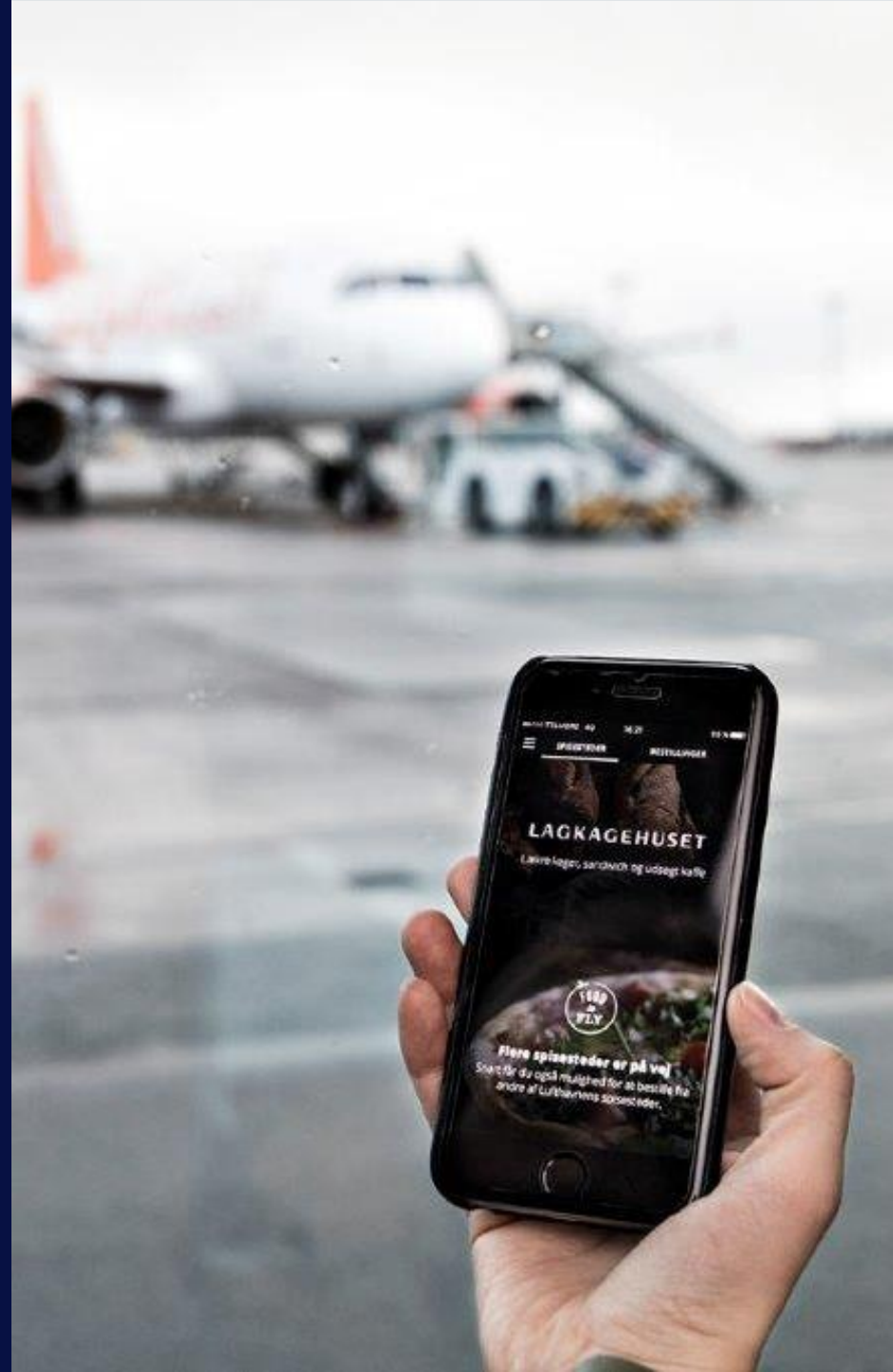
Chinese App

- App developed in Chinese:
  - Information on transport to and from the Airport
  - Translation capabilities of signs at the airport
  - Information on services and facilities
  - Wayfinding



Personal shopper service

- Year round guide service with a Chinese speaking team.
- Additional resources during summer peak.
- Meet and great Chinese passengers right after security.
- Follow them through the airport, ensuring they find what they need.
- Support retail stores in dealing with chinese PAX.

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Category mix
– in line with Chinese needs

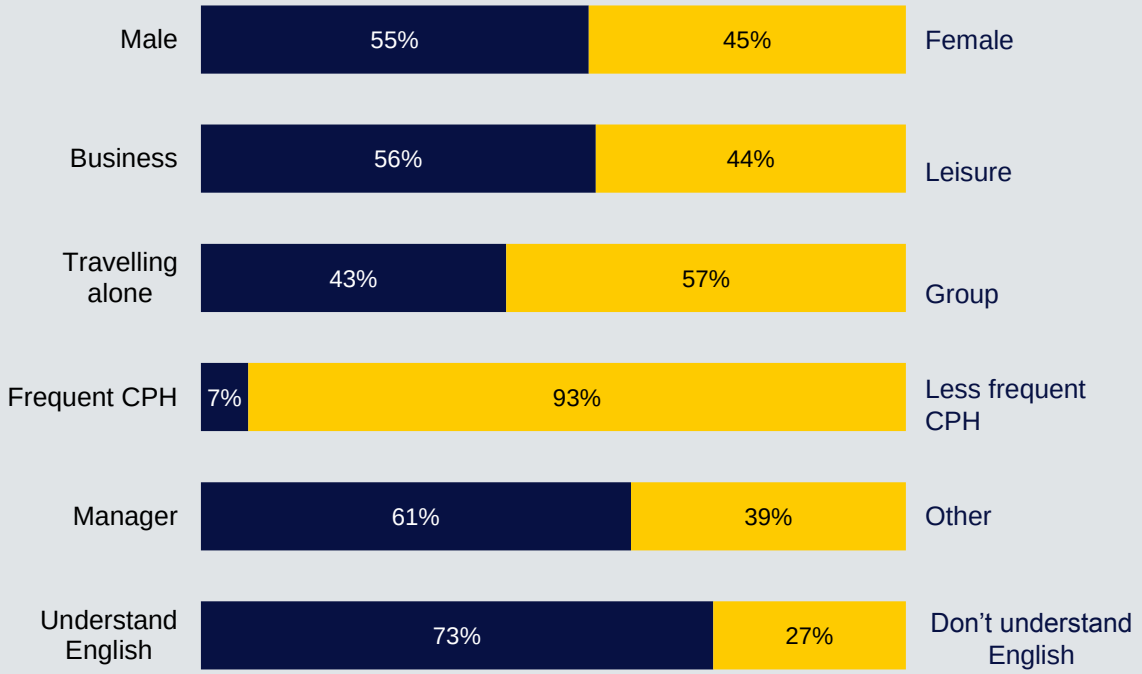
- Most important categories:
  - Gifting → Danish heroes
    - The Chinese culture is big on gifting, also expensive gifting and not just souvenirs. Danish brands as well as Danish delicacies plays an important role in this category.
  - High-end shopping → Luxury brands
    - There is an economic benefit for the Chinese consumer when shopping luxury brands, which makes the luxury segment very attractive.
  - Souvenirs
    - Original classic souvenirs of iconic Danish monuments.
  - Goods produced outside China is highly valued

VIP Shopping Card

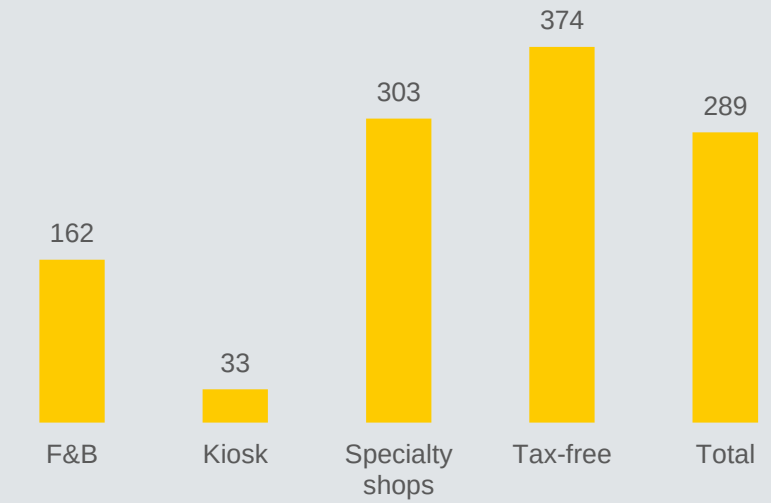
- Shopping card handed out by the personal shopper team.
- Offers discounts or gifts in relevant stores.
- Optional for the concessionaires to participate in.
- Focused on Chinese relevant stores within gifting, high-end shopping & Danish heroes.
- Newest initiative – digitalization of VIP card through *Dianping* (Chinese travel advisor).
  - More Chinese travel independently, and we hope to reach them this way to inform them of the shopping possibilities we offer in Copenhagen Airport.

Facts on Chinese passengers in CPH

CUSTOMER PROFILE



SPH INDEX VS. ALL PASSENGERS



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Most wanted products by Chinese passengers

- Chocolate/sweets 69%
- Perfume & cosmetics 52%
- Danish food to bring home 42%
- Souvenirs 38%
- Wine & spirits 34%
- Clothes and shoes 30%
- Jewellery & watches 25%

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祝愿您与中国航空公司合作愉快

Best wishes for *your* cooperation with Chinese carriers