

Red carpet treatment for Chinese visitors paying off in Edinburgh

A four year programme to improve services to Chinese visitors has led to Edinburgh serviced apartments The Knight Residence by Mansley being shortlisted for a prestigious award.

The complex of 36 luxury self-catering apartments near Edinburgh Castle is one of three finalists in the 'China Welcome' category of the China-Britain Business Council Awards for Scotland to be presented on Thursday (24 January).

The Awards, which will be announced at a Burns Supper at Edinburgh's Waldorf Astoria Hotel, recognise the efforts and successes of Scottish organisations over the past 12 months in making themselves more accessible to Chinese consumers.

The Knight Residence was one of the founder members of the GREAT China welcome programme in 2014. Three years later China became its biggest overseas market, replacing the USA. Since then it has further increased business from China and outperformed the general market for attracting Chinese visitors to the Scottish capital.

Initiatives have included a special app and information pack in Mandarin, breakfast pack with Chinese food and drinks, disposable slippers and toothbrushes, and cultural awareness training for staff.

"We have recognised the enormous potential of the Chinese visitors' market for several years," said Colin Stone, Mansley's Commercial Director. "High quality self-catering apartments offer more space than conventional hotel rooms and appeal to their fondness for a home-from-home experience and the flexibility to cook for themselves at times that suit them."

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