



Press Release: 14th March 2014

SCUDAMORE'S EMBRACES NEW CHINA TOURISM CAMPAIGN

[Scudamore's Punting Cambridge](#) has today become one of the first 100 companies across the UK to be awarded a new Chartermark promoting its aptitude and readiness to welcome Chinese visitors.

The GREAT China Welcome Charter is a new initiative from VisitBritain aiming to make Britain the destination of choice for the rapidly-growing Chinese tourism market. Visitors from China have doubled in the last five years and tourism leaders predict that numbers will treble again by 2020.

The new charter will help Chinese visitors easily identify attractions, tour operators, hotels and retailers that are making themselves 'China-ready' by providing information in Chinese and adapting their products.

Scudamore's has qualified as one of the first Charter members through its continued focus on welcoming Chinese tourists to Cambridge. They have developed brand recognition both within the UK and in China itself in partnership with VisitBritain.

Scudamore's successful Chinese strategy includes market-focused promotions, posters, Cambridge guides and Cambridge tour content. Scudamore's are additionally developing staff training programmes which focus on Chinese greetings, culture and etiquette. Recently, the company have introduced China UnionPay on their website, enabling Chinese Yuan payments.

General Manager of Scudamore's, Rod Ingersent, said, "We are proud to deliver an exceptional service to all our customers. Recently, we have noticed an increase in Chinese visitors, eager to learn about Scudamore's heritage and experience Cambridge punting as poeticised by Xu Zhimo. As a company, we're keen to evolve our services and deliver an outstanding experience to this developing consumer group."

Sandie Dawe, Chief Executive of VisitBritain, said, "There is strong evidence that businesses who go the extra mile in catering for certain nationalities quickly reap the benefits. Scudamore's is a great example of an independent SME which has been quick to recognise the massive potential of the Chinese market and invested accordingly. We're delighted to be able to count them as one of our first 100 members and hope that many more British tourism and hospitality businesses will follow their example."

Visit Scudamore's for [Punting in Cambridge](#)

For more information about the Charter please see www.greatchinawelcome.com



The GREAT China Welcome Charter: the first 100 members

Organisation name	Sector
Abbey Hotel, Bath	Accommodation
Abbotsford House	Accommodation
AGS Golf	Tour Operator
Apex Hotels	Accommodation
Arsenal FC	Attraction
Asia Europe TCI	Tour Operator
At Home in London	Accommodation
Balmoral Hotel	Accommodation
Bicester Village	Retail
Birmingham Airport	Transport
Blenheim Palace	Attraction
British Airways	Transport
British Museum	Attraction
CBG Travel	Tour Operator
Café Royal Hotel	Accommodation
Cardiff Castle	Attraction
Carr Hall Castle Hotel	Accommodation
Cavern Club Tours	Attraction
Celtic Manor Resort	Accommodation
Chatsworth	Attraction
China Britain Travel Group	Tour Operator
Churchill Hotel, York	Accommodation
Cornish Welcome Tours	Tour Operator
Corus Hotel Hyde Park	Accommodation
Destination GB	Tour Operator
Dickins and Hawkes	Tour Operator
Direct Ferries	Transport
EDF Energy London Eye	Attraction
EasyJet	Transport
ECE Travel	Tour Operator
Edinburgh Woollen Mill	Retail
Edwardian Group, London	Accommodation
Executive Golf and Leisure	Tour Operator
Executive Golf Tours	Tour Operator
Fortnum & Mason	Retail
GEG Travel	Tour Operator
Global Blue UK	Retail
Gretna Green Famous Blacksmiths Shop	Attraction
GTI Travel Group	Tour Operator
Guild of Registered Blue Badge Guides Association	Guiding services
Hard Days Night Hotel	Accommodation
Harrods	Retail
Hilton London Metropole hotel	Accommodation
DoubleTree by Hilton Cambridge	Accommodation
Hilton London Heathrow Airport Terminal 5	Accommodation
Hilton London Canary Wharf hotel	Accommodation
London Hilton on Park Lane hotel	Accommodation

The Waldorf Hilton, London	Accommodation
Hino Travel	Tour Operator
Historic Scotland	Attraction
House of Hanover	Retail
Hutong	Restaurant
IHG	Accommodation (Corporate level)
Kuoni Group Travel	Tour Operator
Langley Castle Hotel	Accommodation
Leisure Pass Group	Ticketeer
Lets Travel Services	Tour Operator
London Dungeon	Attraction
London Lodge Hotel	Accommodation
London & Partners	Destination
Lords of the Manor	Accommodation
Madame Tussauds, London	Attraction
Manchester Airport	Transport
Marketing Birmingham	Destination
Marketing Manchester	Destination
Marriott Hotels	Accommodation
McArthurGlen Designer Outlets	Retail
Nadler Hotels	Accommodation
National Museum Wales	Attraction
National Trust for Scotland	Attraction
Pullman London St Pancras	Accommodation
Premier Tax Free Shopping	Retail
Rabbies Small Group Tours	Tour Operator
Regent Street Association	Destination
Roman Baths & Pump Room	Attraction
Royal Garden Hotel	Accommodation
Royal Pavilion, Brighton	Attraction
Royale Classical Hotel Collection	Accommodation
RFU (Twickenham Museum & Tours)	Attraction
SEALIFE London Aquarium	Attraction
Selfridges & Co	Retail
Selfridges, Manchester	Retail
Scotch Whisky Experience	Attraction
Scudamore's Punting	Attraction
Shakespeare's England	Destination
Stoke Park	Accommodation
The Feathers, Woodstock	Accommodation
The Knight Residence, Edinburgh	Accommodation
The Manor at Weston-on-the Green	Accommodation
Tours International	Tour Operator
Twin UK	Tour Operator
Virgin Atlantic	Transport
Waddesdon Manor	Attraction
Wangping Travel	Tour Operator
Warner Bros Studio Tour	Attraction
Warwick Castle	Attraction
Westfield	Retail
Westminster Abbey	Attraction
Wimbledon Lawn Tennis Museum	Attraction
Windermere Lake Cruises	Transport