# Insights Report on China-UK Routes Development and Target Tourists



#### Note

This report is intended to provide a multi-angle analysis of China's status quo of outbound travel to the UK. It can serve as reference for airlines, travel agencies, and individual travel consumers.

#### Object of Study

This report aims to study the flight volume, passenger load factor, route development of the China-UK routes, the preferences of Chinese tourists to the UK, and the user profile in the UK. The Chinese tourists visiting the UK in the report refer to those visiting London, Edinburgh, and Manchester. the flight data for the tourists' travel behavior refers to the direct flight data, which does not involve the flight data for the tourist' specific point of departure.

#### Data Source and Time

The data sources used in the Report include open source data sorted by official tourism websites and public information, VaryFlight transport capacity data, open source data crawled by Gridsum MediaD, and Gridsum GDMP product data. Gridsum MediaD Product is a professional Internet information monitoring and mining system that utilizes the domestic leading distributed cloud computing crawler technology to capture news, forums, post bars and other network information in real time. The data capture cycle is from September 2017 to September 2018.

#### Definitions and Interpretations

Flight volume: The number of flight times that an airplane takes off from the departure station on a specified route, and arrives at the terminal via stops or arrives directly at the terminal.

Number of seats: The number of seats available in an aircraft.

Passenger load factor: The ratio of the number of passengers carried by an aircraft to the number of seats available in the aircraft.

The Status Quo of China-UK Routes

02

Travel Preferences

03

User Profile

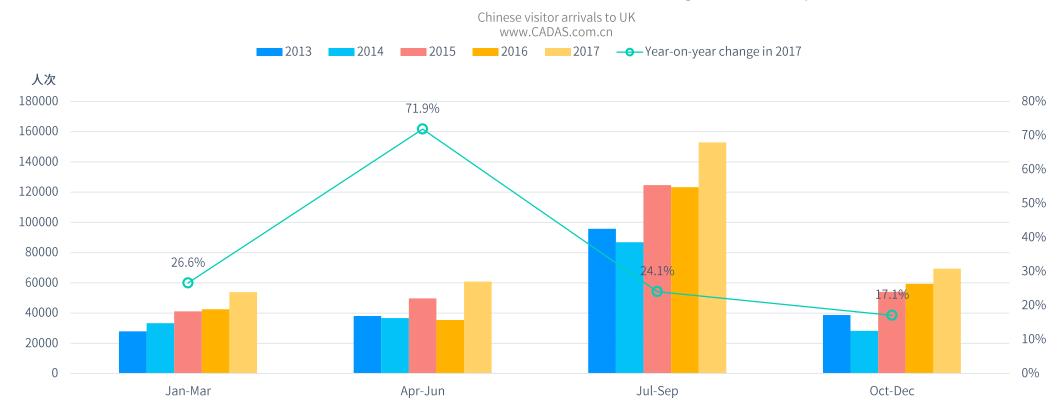
Part I
Status Quo of
China-UK
Routes



#### The Number of Chinese Travelers to the UK in 2017 Hit a Record High

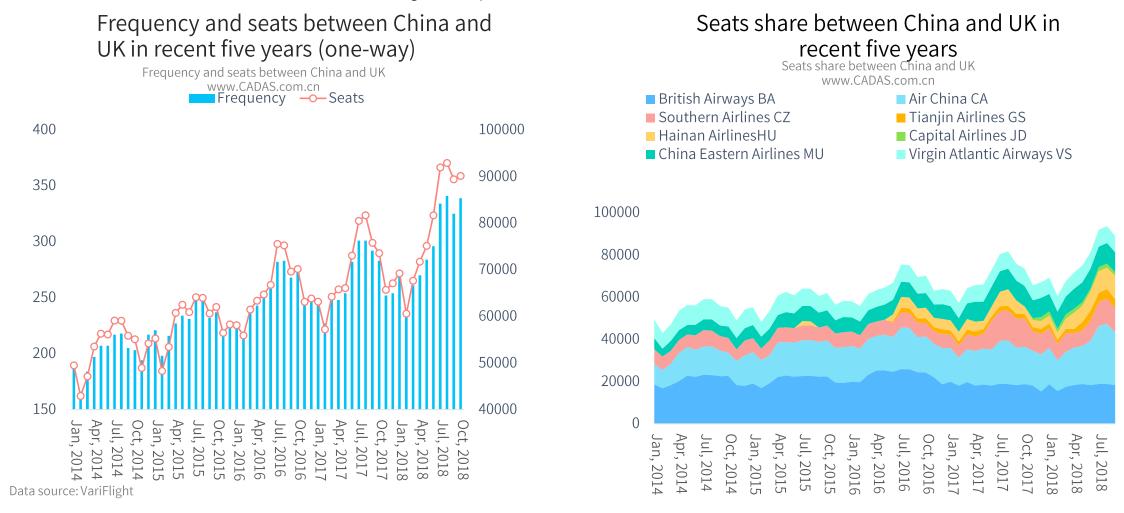
According to statistics released by the British Tourist Authority in July this year, the number of Chinese visitors to the UK hit a record high in 2017, reaching 337,000 trips, a year-on-year increase of 29%. Chinese tourists spend 694 million pounds (about 6.28 billion yuan) in the UK, up 35% year-on-year, and per capita consumption exceeds 2,000 pounds (about 18,106 yuan).

#### Chinese visitor arrivals to the UK during 2013-2017 years



### China-UK routes are growing rapidly, and China Airlines' market share has increased.

Judging from the China-UK routes in recent years, the frequency and seats of flights between China and the UK have seen an obvious increase in 2018. In the summer of 2018, the transport capacity deployed between China and the UK has nearly doubled that in January 2014. The number of routes has also increased from four in January 2014 to 12 in the summer of 2018; the number of airlines has increased from five to eight today, and the share of Chinese airlines for the China-UK route has increased significantly. PS: Shenzhen Airlines will be added at the end of October

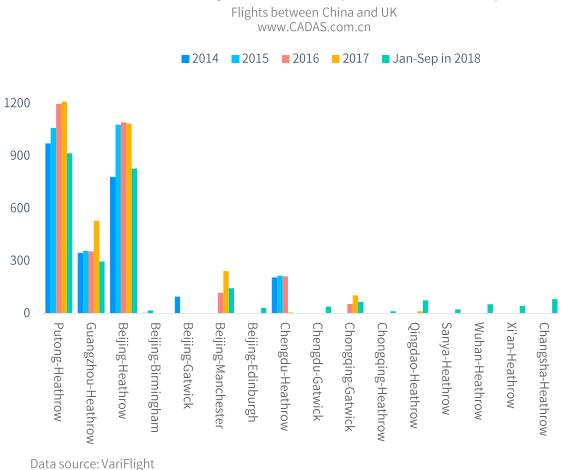


### Routes and flights from Beijing, Shanghai and Guangzhou are the mainstay, with multiple China-UK routes opened in 2018

In terms of the flight volume of China-UK routes, the flights departing from Beijing, Shanghai and Guangzhou continue to lead, with the Shanghai Pudong-London Heathrow route ranking the first, up to 24 flights per week, followed by Beijing-London Heathrow route, with 21 flights per week.

The Guangzhou-London Heathrow route ranks the third, but its weekly flights per week only stand at seven.

China-UK flights (one-way) in recent five years



China-UK routes opened in 2018

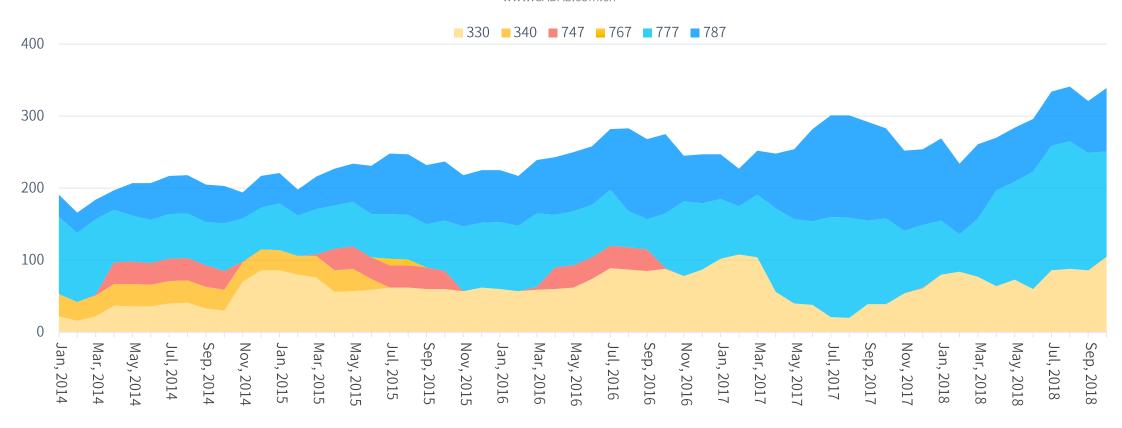
Date	Routes	Airlines	Weekly Flights	Note	
Mar, 2018	Changsha-London Heathrow	Hainan Airlines	3		
May, 2018	Xi'an-London Heathrow	Tianjin Airline	2		
	Wuhan-London Heathrow	Southern Airlines	3		
Jun, 2018	Beijing–Edinburgh- Dublin-Beijing	Hainan Airlines	2		
Jul, 2018	Chengdu-London Gatwick	Air China	3		
	Guangzhou—Sanya— London Heathrow	Southern Airlines	2		
Aug, 2018	Chongqing—London Heathrow	Tianjin Airlines	3	Chongqing-London Gatwick was changed to Chongqing-London Heathrow and the frequency was increased from 2 flights per week to 3 flights per week.	
End Oct, 2018	Shenzhen-London Heathrow	Shenzhen Airlines	3	The first non-stop flight from Shenzhen to the UK	

### B777 and B787 have gradually become the mainstay on the China-UK routes

In terms of the aircraft type, the China-UK routes are mainly carried out by Boeing 777, Boeing 787 and Airbus 330. In recent years, the share of Boeing 777 and Boeing 787 types deployed has increased and they have gradually become the mainstay on the China-UK routes.

#### Aircraft types deployed on China-UK routes in recent five years

Aircraft type deployed on China-UK routes www.CADAS.com.cn



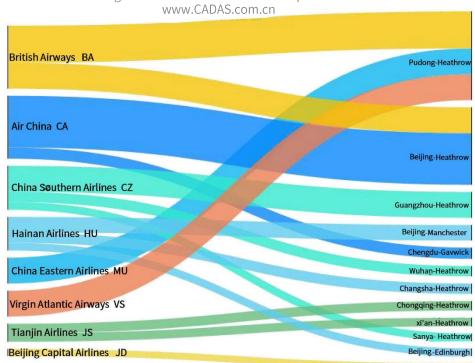
Data source: VariFlight

### Most China-UK flights are solo ones. There's huge potential for development

Currently, the 12 China-UK routes are operated by 8 airlines, 6 of which are Chinese airlines. Most of the flying routes are solo, and the new Shenzhen-London Heathrow route to be opened is also solely operated by Shenzhen Airlines. Beijing-Heathrow is operated by British Airways and Air China, and Pudong-Heathrow is operated by British Airways, China Eastern Airlines and Virgin Atlantic Airways. Except for Beijing and Chengdu, all the other Chinese waypoints are for the trip to and from London Heathrow, and Chengdu is also a waypoint to and from another airport in London, Gatwick. According to the seasonal plan of the Authority, the number of weekly flights of Chinese airlines for the China-UK passenger route under the 2016-2018 seasonal flight schedule was no more than 50, but increased significantly in the summer season in 2018, reaching 48 per week. At present, Chinese airlines still have a large space for the maximum capacity of weekly flights between China and the UK.

#### Routes and Flights (one-way) between China and the UK in September, 2018

Flights between China and UK in Sep. 2018



#### Weekly flights between China and UK operated by China airlines (seasonal plan) Weekly flights between China and UK operated by China airlines

www.CADAS.com.cn



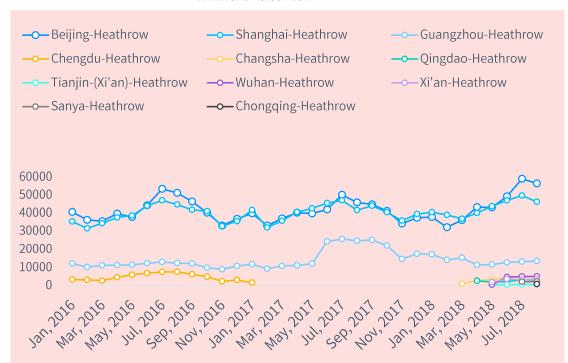
Data source: VariFlight, CAAC

## China-UK route sees an increase in the passenger traffic. The market displays seasonal features.

In 2017, according to the UK official data, the passenger traffic on the China-UK route reached 1,312,300 trips, an increase of 7.1% year-on-year (Note: the data do not include those of the Qingdao-London route). From January to August 2018, passenger traffic on the China-UK route reached 875,600 trips, an increase of 11.5% year-on-year. From June 1st, 2017 on, China Southern Airlines has intensified its Guangzhou-Heathrow route to two flights per day. Passenger traffic on the Guangzhou-Heathrow route increased significantly, and five months after the intensification, passenger traffic on the Guangzhou-London route increased by more than 100% year-on-year after the encryption for the next five months. Judging from the passenger traffic, the China-UK aviation market displays strong seasonal features. In the July-September period, the passenger traffic is higher and the market demand is the strongest; while in the February-March period, the passenger traffic is lower, and the market demand is slack. We can easily see from the frequency of China-UK flights mentioned before that, airlines have responded to market demand in scheduling passenger flights, showing strong seasonal features.

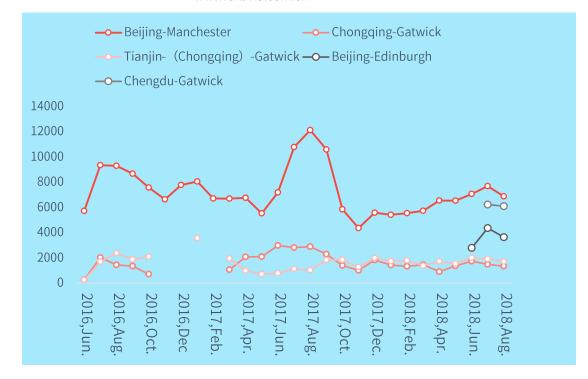
#### China-LHR Traffic

China-LHR traffic www.CADAS.com.cn



#### China-UK traffic ex. LHR

China-UK traffic ex.LHR www.CADAS.com.cn



Data Source: British Civil Aviation Authority

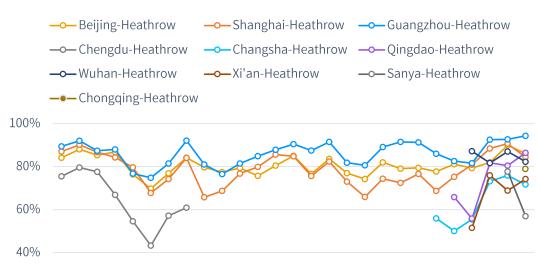
### Beijing, Shanghai and Guangzhou enjoy a high PLF. The newly opened routes spur market demand

According to the annual data, the passenger load factor (PLF) of the Guangzhou-Heathrow route reached 86.1% in 2017, while that of the Shanghai-Heathrow route decreased to 76.4% compared with the same period in 2016. The PLF of the Beijing-Heathrow route increased slightly to 79.6%. In 2018, the proportion of passenger traffic of Beijing, Shanghai and Guangzhou flights was still high on the China-UK route. In August, the PLF of the Guangzhou-Heathrow route reached 94.3%. Several new routes opened in 2018 spurred certain market demand, with increase in the PLF.

In June 2016, Hainan Airlines opened the Beijing-Manchester route, which operates four flights a week. In 2017, the PLF of this route stood at about 75.6%. From January to August 2018, the PLF of this route was about 72%. In June 2016, Tianjin Airlines opened the Tianjin-Chongqing-London Gatwick route. The UK has not announced the full operation status of the route. Based on the limited data, the PLF of the route from March 2017 to March 2018 was about 70%. The Beijing-Edinburgh flight, since its operation in June 2018, has kept its PLF at a high level. In July and August, its PLF was as high as 94%. Chengdu-Gatwick has a PLF of around 78%

#### China-LHR load factor

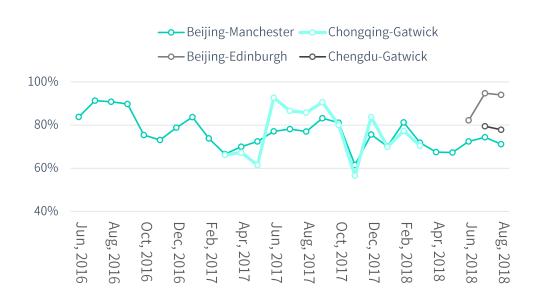
China-LHR load factor www.CADAS.com.cn



Jun, Aug, Oct, Dec, Feb, Apr, Jun, Aug, Oct, Dec, Feb, Apr, Jun, Aug,
2016 2016 2016 2016 2017 2017 2017 2017 2017 2018 2018 2018 2018
Data Source: British Civil Aviation Authority, VariFlight

#### China-UK load factor ex. LHR

China-UK load factor ex. LHR www.CADAS.com.cn



## China-UK cooperation and relevant policies boost the future development of China-UK direct flights



### Chinese and British airlines cooperate to expand China-UK flight network

Since China Southern Airlines and British Airways established code-sharing alliance in December 2017, the two sides have tried to expand cooperation and are currently negotiating to explore the possibility of joint operation on Chinese and British flights. This means that once British Airways passengers arrive at the airline hub in Guangzhou, they can connect to China Southern Airlines' large short-haul route network. Similarly, Chinese passengers can transfer at British Airways' London hub airport to European countries.

### Local government subsidies spurred the development of long-distance routes

Taking Qingdao, which operates one of the China-UK routes, as an example. According to the 2017 municipal-level special fund budget table released by Qingdao, the four intercontinental routes to and from Frankfurt, San Francisco, Vancouver and Melbourne were subsidized with 497 million yuan. In 2018, the development fund for long-distance aviation industry reached 709 million yuan. It can be easily speculated that the Qingdao-London Heathrow route should also be subsidized with a certain amount.

#### **Policy on Traffic Rights**

In October 2016, China and the UK held talks to reach an agreement on the substantial expansion of air transport access between the two countries, and agreed to substantially increase the capacity of passenger flights from 40 flights per week to 100 flights per week, while lifting restrictions on intercountry cargo flights. On December 10, 2017, China and the UK further increased the capacity of passenger flights between the two from 100 flights per week to 150 flights per week. The 50 additional flights were mainly used for routes between places within China and airports outside London. This is also the second time in two years that the two countries have increased their capacity.

# Part II Travel Preferences

Travel behaviour
Consumer footprints
Experience preferences

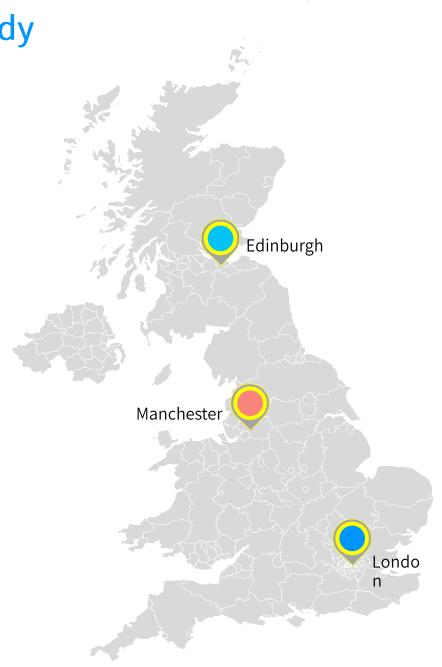


Criteria for Selecting the UK Cities for Study

Since the direct flights involve three cities: London, Manchester, and Edinburgh, the following UK analysis only includes data of the three cities on flights/hotels, attractions, shopping, restaurants, food, etc.

- China-Edinburgh Direct Flight
  - One direct route, Beijing-Edinburgh, Hainan Airlines.
- China-Manchester Direct Flight
  One direct flight, from Beijing, Hainan Airlines.
- China-London Direct Flight

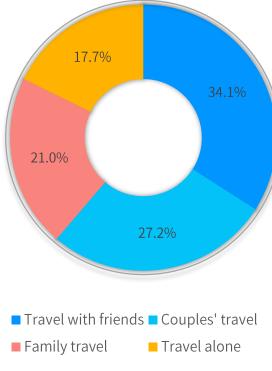
London is the city with the most direct flights. There are already 11 cities that have opened direct flights to London, namely, Beijing, Shanghai, Guangzhou, Chongqing, Changsha, Qingdao, Wuhan, Xi'an, Sanya, Chengdu, Tianjin. These flights are operated by 8 airlines, including Air China, British Airways, Virgin Atlantic Airways, China Eastern Airlines, Southern Airlines, Beijing Capital Airlines, Tianjin Airlines and Hainan Airlines.



### Travel behaviour: 32.6% of the tourists prefer to travel in warm and rainless summer

The UK is known for its unpredictable weather due to a temperate maritime climate. Therefore, most tourists choose to travel in the June-October period, accounting for over 50% of the group. The distribution of travel partners is relatively balanced, as most tourists travel with their friends, accounting for 34.1%. Nearly 60% of the tourists travel for more than 9 days.



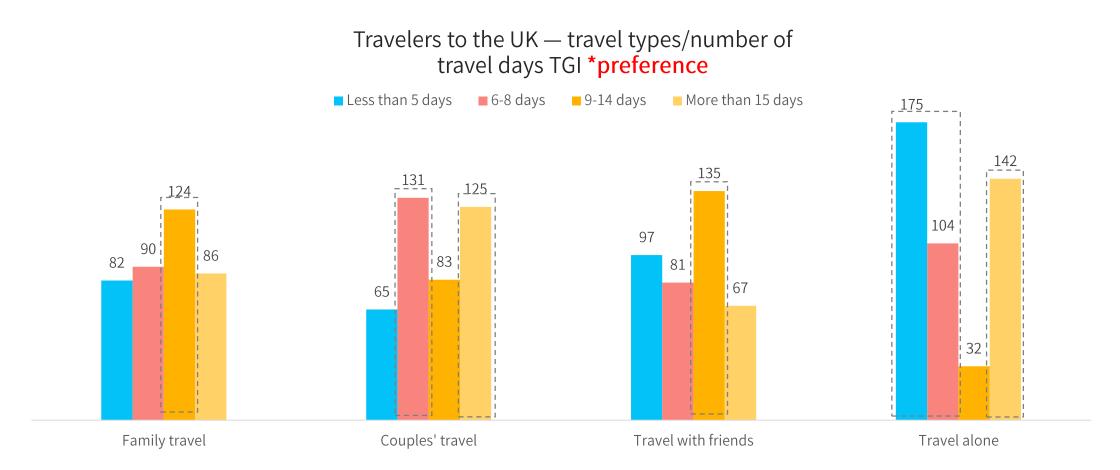






### Travel behaviour: solo travelers tend to be polarized in their travel time

Those who travel with family and friends are more likely to travel for a longer period of 9-14 days. Couples prefer to travel for one or more weeks. Those who travel alone are more free, as hey prefer traveling for many days or just a few days as they like.



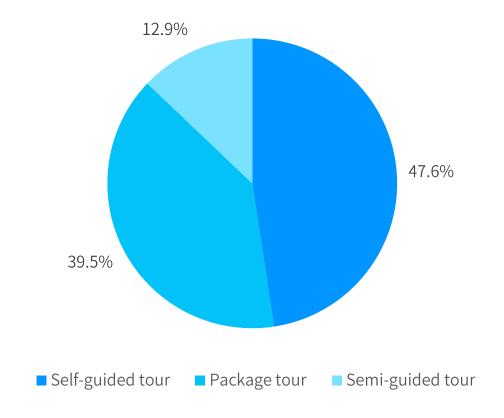
Data source: Gridsum MediaD product data

Note: \*TGI (Target Group Index) indicates tourists' level of preference for different number of travel days. A TGI above 100 means this group of tourists have an above-average level of focus on this number of travel days.

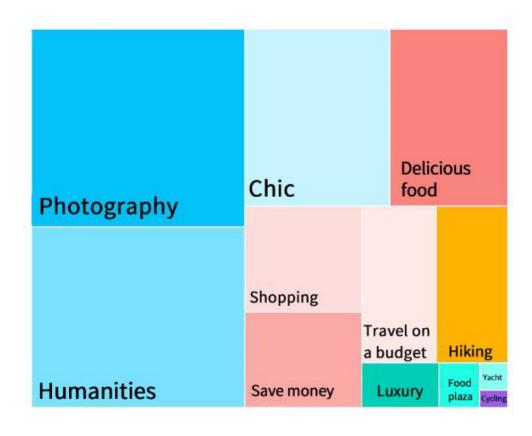
# Travel behaviour: nearly 50% of the tourists choose self-guided tour, and they prefer photography, humanities and petit-bourgeois style

Historical sites and scenic spots in Britain attracted 59.8% photography tourists. British humanities also draw almost 60% of tourists, another mainstay. In addition, food tourists made up nearly 30%, while 17.6% of the tourists went for shopping.

Travelers to the UK — Ways of travel

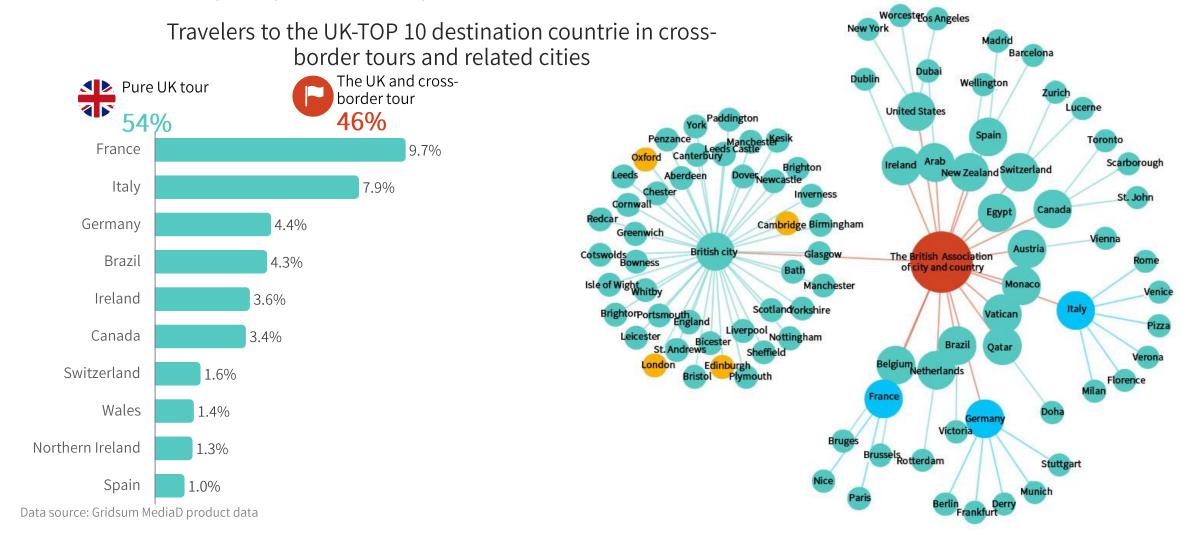


#### Travelers to the UK — Special tour

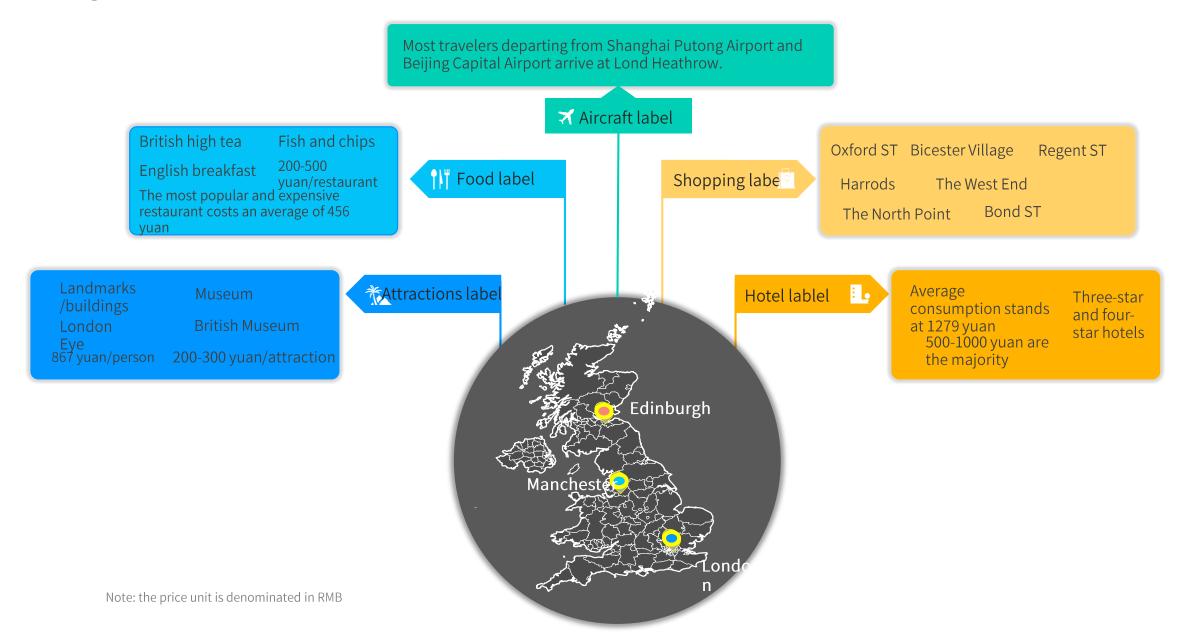


# Travel behaviour: nearly half of the tourists prefer cross-border tours, involving such countries nearby as France, Germany and Italy, or countries a bit far away such as the United States and Canada

Travel to the UK mainly involves London, Oxford, Edinburgh, Cambridge, York, etc. Nearly half of the tourists to the UK choose cross-border tours, in which they visit the UK's neighboring countries, involving Paris and Nice in France, Rome and Venice in Italy, and Berlin in Germany, etc.



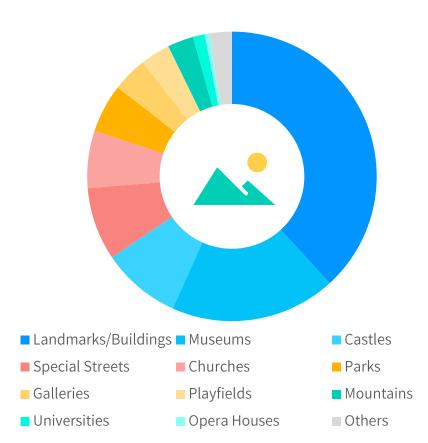
### A glimpse at the consumers' footprints



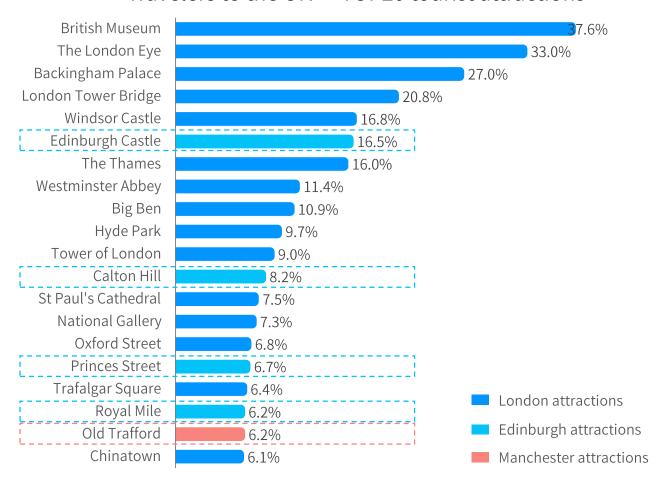
# Consumers' footprints-Attractions: landmarks/buildings top all, followed by museums

British landmarks and ancient buildings attract many tourists, including the London Eye, Buckingham Palace, and Tower Bridge. The museum is the second most popular type of tourist attractions, with the British Museum being the most popular. Manchester's Old Trafford Stadium is famous for Manchester United and has been included into the TOP20 attractions list





#### Travelers to the UK — TOP20 tourist attractions



Data source: Gridsum MediaD product data

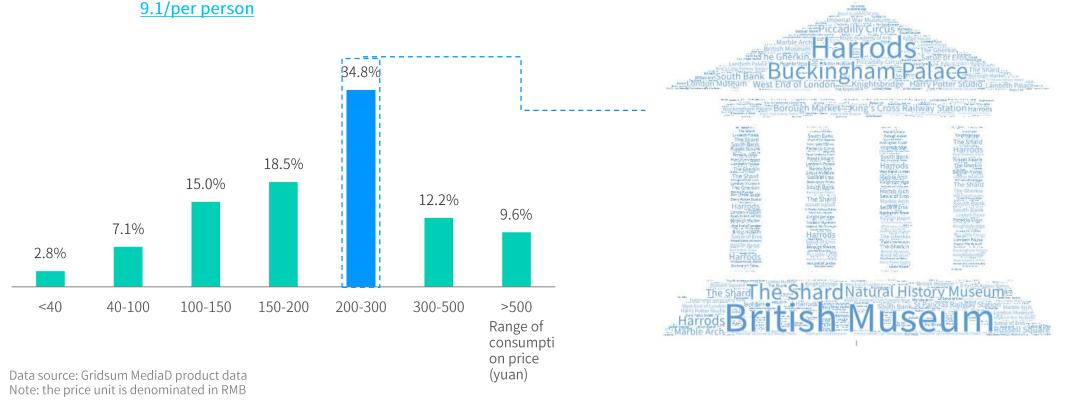
### Consumers' footprints-Attractions: consumption per capita stands at 867 yuan, 200-300 yuan for a single attraction has the largest share

Tourists to the UK visit 9 attractions on average in their journey. Attractions with a consumption of 100-500 yuan accounts for 80%, and the range of 200-300 yuan is the majority. Tourists mainly visit museums, Buckingham Palace, shopping centers, or watch performances, etc.

Travelers to the UK — Attractions consumption price

Attractions consumption Number of 867 yuan/per person attractions visited

Travelers to the UK — Vocabulary cloud for attractions with a consumption price between 200 and 300 yuan



### Consumers' footprints-Hotels: tourists prefer luxury hotels, over 700 yuan/ night on average

Tourists spend an average of 500-1000 yuan on hotels in London, and nearly 90% of tourists to Manchester stay in 3/4-star hotels. Hotel consumption between 200 and 1000 yuan accounts for over 60%, and the consumption share of hotels between 1000 to 1500 yuan in Edinburgh is much much higher than that in London and Manchester

Travelers to the UK — Consumption prices of starred hotels (yuan) London hotels Edinburgh hotels Manchester hotels Below 200 1329 yuan/night 🖳 👣 922 yuan/night 765 yuan/night 200-500 ■ Consumption share of London starred hotels ■ Consumption share of Edinburgh starred hotels 500-1000 ■ Consumption share of Manchester starred hotels ■ Consumption share of British starred hotels 1000-1500 54.3% 18.8% 46.6% 11.3% 10.7% 1500-2000 39.7% 39.0% 36.5% 34.6% 35.1%5.3% 10.6% 11.9% 2000-3000 10.6% 15.2% 12.6% 6.8% 0.6% 3000-5000 1.6% Two-star and below Three-star Five-star Four-star

Travelers to the UK — Ranges of hotels' consumption prices 25.3% ■ London hotels' price ■ Edinburgh hotels' price 0.6% 2.0% 1.5% Above 5000 ■ Manchester hotels' price ■ British hotel's price

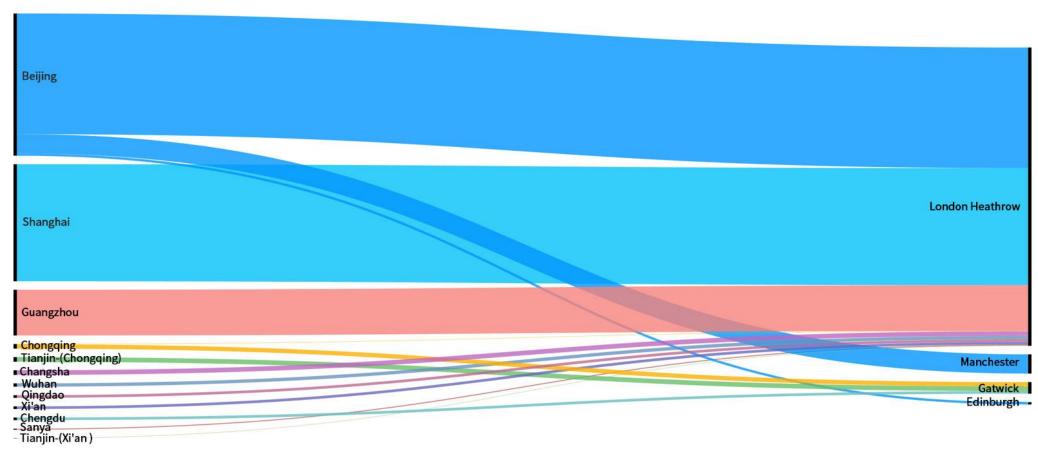
Data source: Gridsum MediaD product data

Note: The amount of accommodation consumption is based on the same group of tourists, that is, the consumer price is that of the same group, instead of single-room accommodation price; the price unit is denominated in RMB

# Consumers' footprints - Aircraft: most tourists taking direct flights choose to depart from Beijing and Shanghai

Among the direct flights to London, Beijing and Shanghai are more popular departure cties, followed by Guangzhou. Most of the direct flights departing from other cities are solo flights.

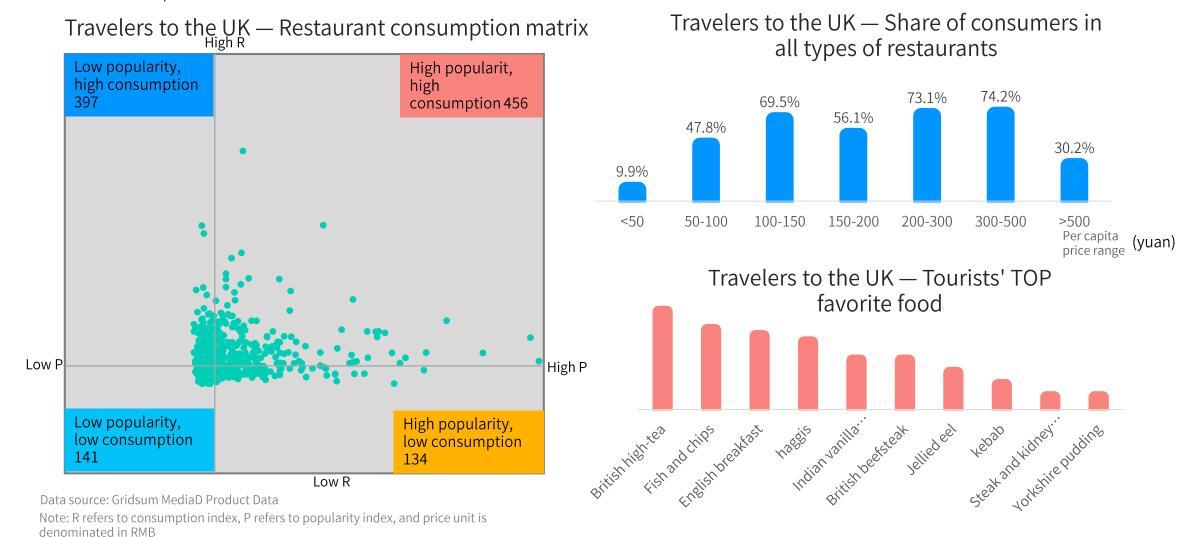
Travelers to the UK — Tourists' share on different routes



Data source: CAPSE

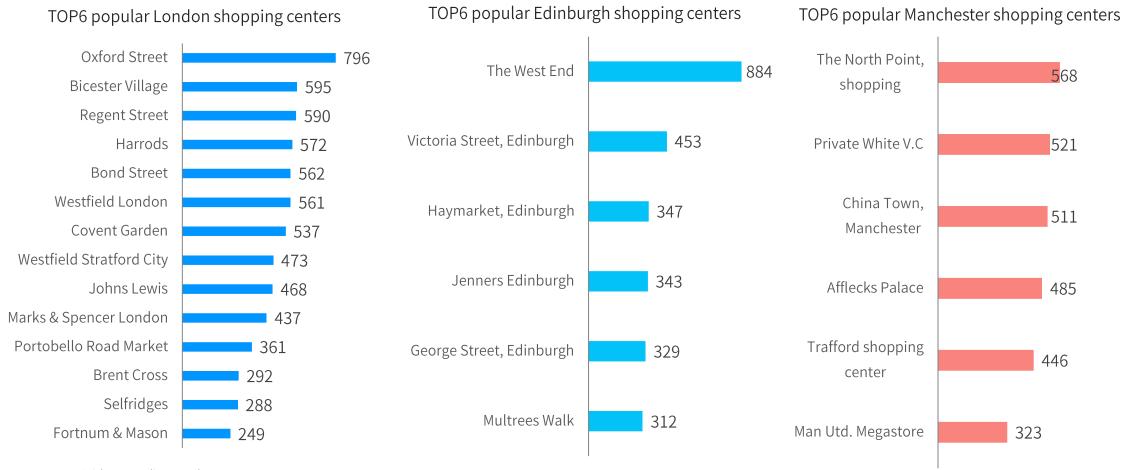
# Consumer footprints-Food: tourists spare no money on food and drinks, the consumption concentrating on a range of 200-500 yuan

The British restaurants that tourists visit are mainly those with high popularity and high consumption or low popularity yet high consumption. The consumption of food and drinks is mainly between 200 and 300 yuan, and the consumption between 300 and 500 yuan accounts for more than 70%, while the consumption of economical food and drinks accounts for a lower share.



# Consumer footprints-Shopping: Oxford ST, the West End and the North Point are three shopping paradises

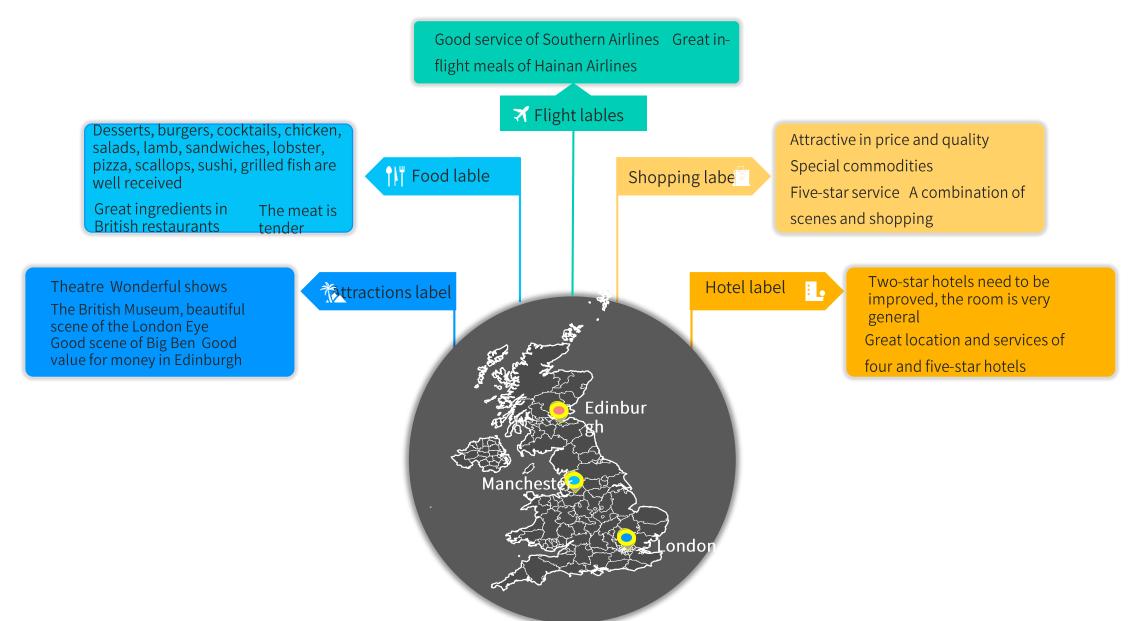
Oxford Street, known as "the busiest street in Europe" and London's most avant-garde fashion street, the West End of Edinburgh that is famous for its shopping and culture, the North Point of Manchester, a famous business district with a strong historical feeling, are the most favorite shopping destinations in the three cities for tourists. In addition, London's Bicester Village, Regent Street, etc. are also popular with tourists.



Data source: Gridsum MediaD Product Data

Note: The hotspot statistics result is an indexed result after scientific calculation by Gridsum. The hotspot includes the comprehensive evaluation result based on the Internet-wide voices, the social platform voices and the tourism platform topic voices.

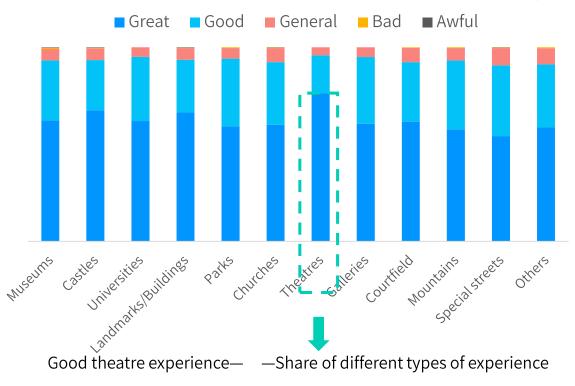
### A glimpse at the experience preferences



# Experience preferences-Attractions: British attractions are well-received. Best experience in theatres

Good comments for the UK's various types of attractions account more than 50% of all comments, and theatres top all for receiving a 76.3% share of good comments. The UK, home to one of the world's top five opera houses, the Royal Opera House, attracts admiring visitors all around the world. The programs, appearance, and environment of British theatres are highly praised, and the wonderful performance is impressive.

Travelers to the UK — Attractions experience preferences and theatre experience vocabulary cloud

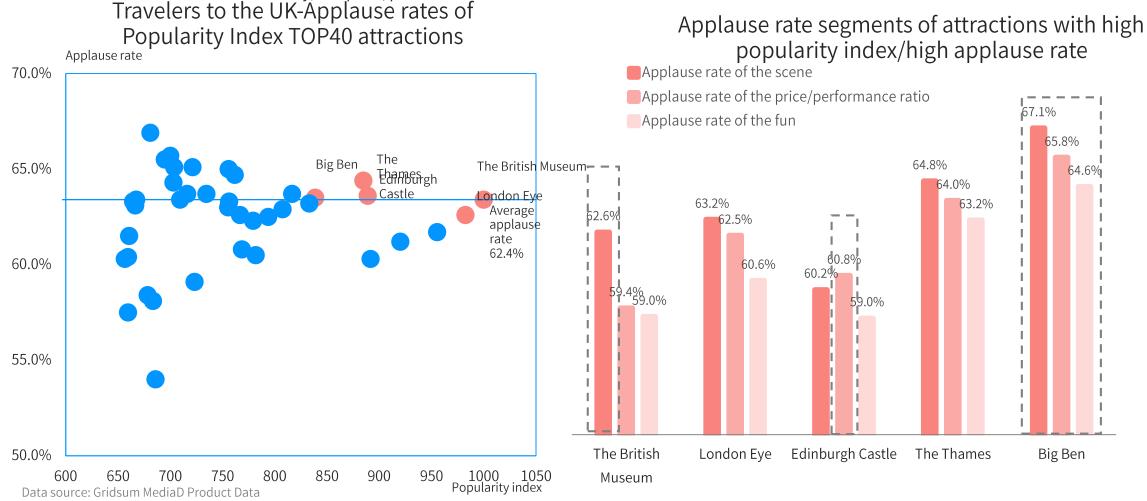




Type of experience	Program	Appearance	Environment	Audience	Seat	Service	Price	Location	Culture
Share of good experience	28.2%	26.6%	16.4%	8.4%	7.3%	6.6%	4.5%	1.4.0%	0.6%

# Eperience preferences-Attractions: the British Museum/London Eye/the Thames/Edinburgh Castle/Big Ben that combine are both popular and well-received

The popularity index of the British Museum and London Eye are among the top two. The Edinburgh Castle, which is among the top five popular attractions, receives a better comment on its price/performance ratio than that on its the scenery and fun. The Big Ben is more highly rated than other four attractions in terms of scenery, the price/performance ratio and the fun.



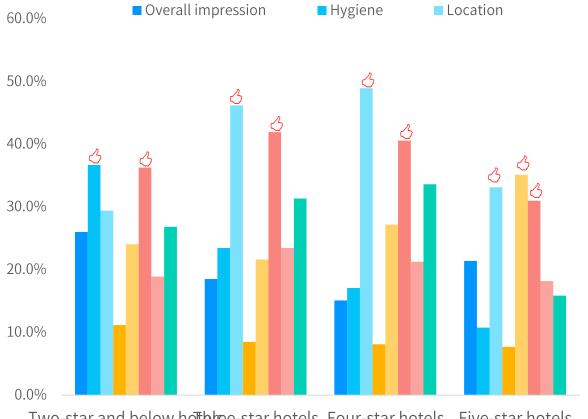
Note: The applause rate refers to a score of 4 points and above and the proportion of comments by de-weight tourists to the total number of comments by de-weight tourists. The praises include scene-related comments, price/performance ratio-related comments, fun-related comments, and other comments.

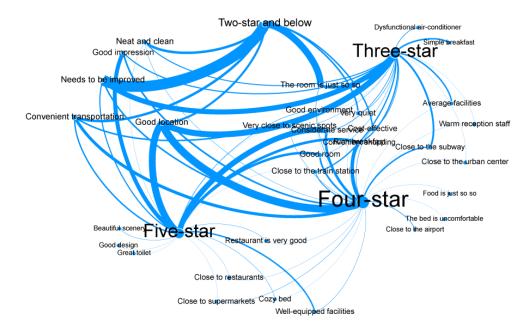
# Experience preferences-Hotels: tourists prefer hotels with easy transpprtation and good location. Two-star hotels remain to be improved.

Tourists staying at hotels above 3 stars are more impressed on the location and diet of the hotel. Those hotels are convenient. The five-star hotels provide terrific services. The experience of 2-star hotels and below is general and needs to be improved.









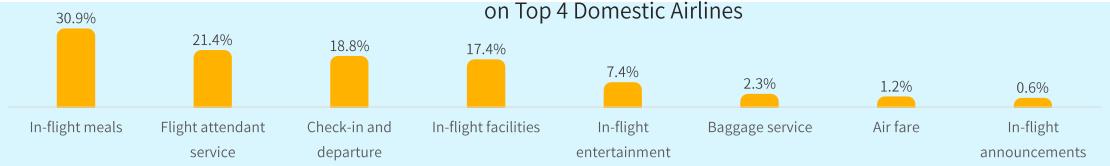
Two-star and below holle bee-star hotels Four-star hotels Five-star hotels

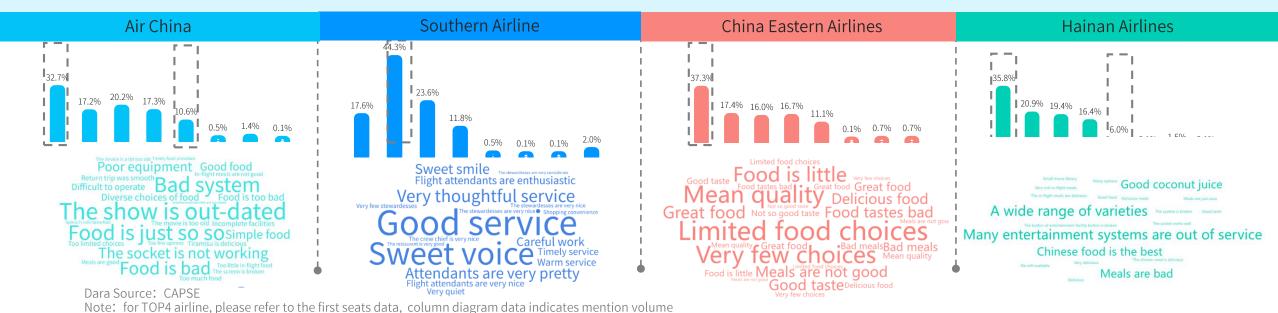
Data source: Gridsum MediaD Product Data

## Experience preferences-Aircrafts: travelers on direct flights to the UK focus on meals, flight attendant service and on-time rate

In-flight meals have become the most talked-about topic for tourists, accounting for over 30% of the total. Among the TOP4 Chinese direct flights travelers take to the UK in addition to a better flight attendant service, the Southern Airlines also ranks the first in terms of food. China Eastern Airlines is relatively simple in its in-flight meals, with fewer types. The entertainment facilities of Air China and Hainan Airlines are better than those of other airlines. It is complained that the program is old and the system is poor.

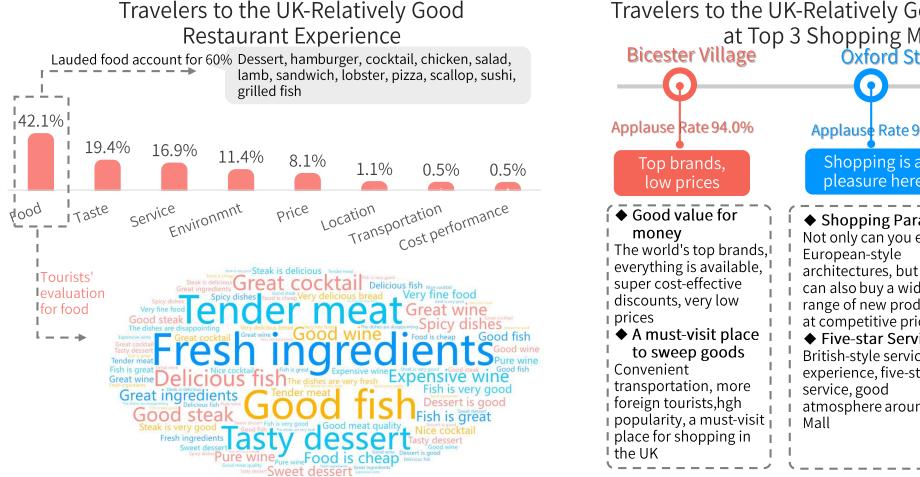






### Relatively good experience-Food/Shopping: what counts is fresh ingredients and enjoyment during shopping

The most-mentioned experience in British restaurants by tourists is ingredients, which are fresh and tender. Highly rated food include desserts, burgers, wine, etc. The next most-mentioned experience is taste and service. Shopping in the UK is both inexpensive and enjoyable, and tourists are impressed by good-value brands, super cheap discounts, special buildings, gentleman services, etc.



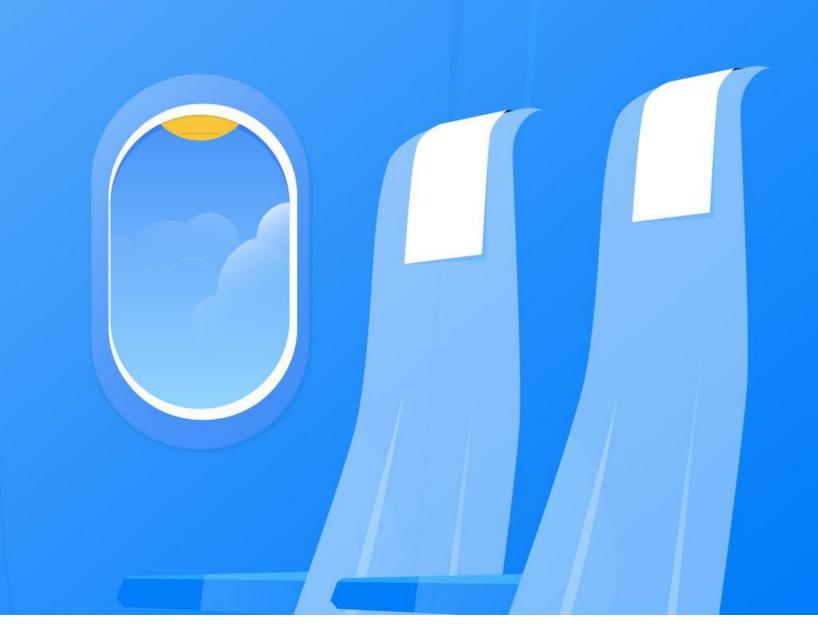
Travelers to the UK-Relatively Good Experience at Top 3 Shopping Malls Oxford Street The West End Applause Rate 90.2% Applause Rate 93.6% A block that Shopping is a pleasure here Strong Cultural ◆ Shopping Paradise Atmosphere Not only can you enjoy Strong historical and cultural atmosphere, architectures, but you can also buy a wide distinctive I architecture, more range of new products I scenery than at competitive prices. ◆ Five-star Service <sup>1</sup> shopping ◆ Specialty Stores British-style service experience, five-star Different from the I commercial shopping atmosphere around the I mall, you can feel a Scottish style and wander between

various fine shops.

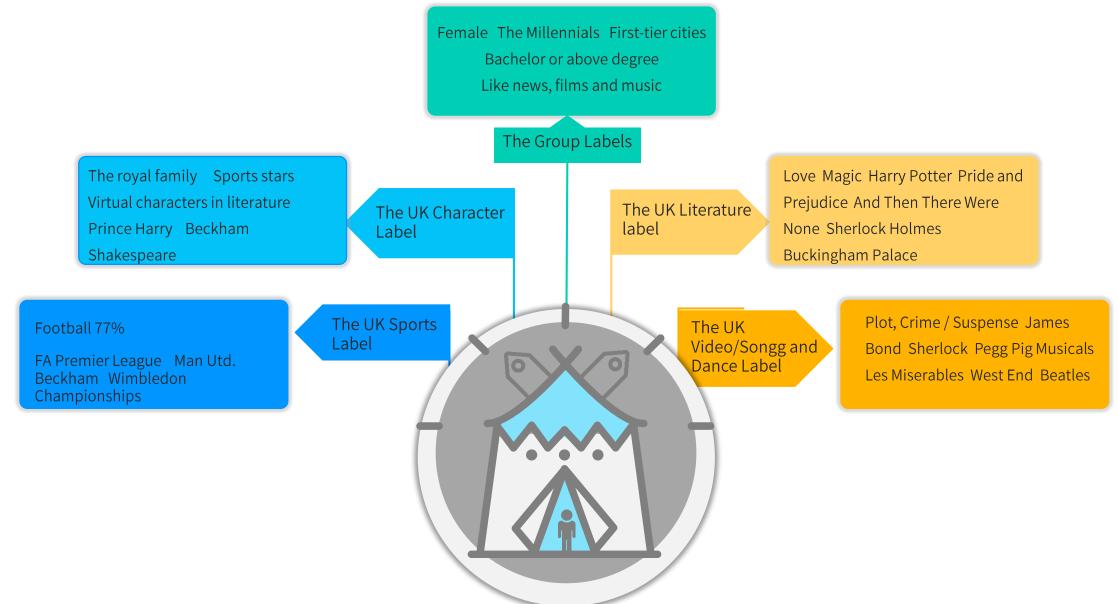
Data Source: Grdsum MediaD Product Data

# Part III User Profile

Basic attributes
British characters
British literature and art
British sports

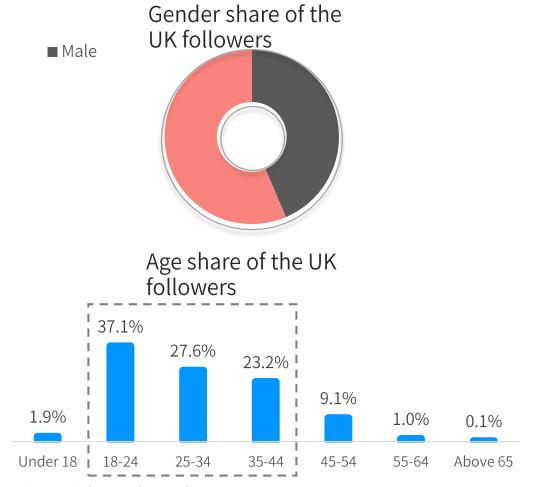


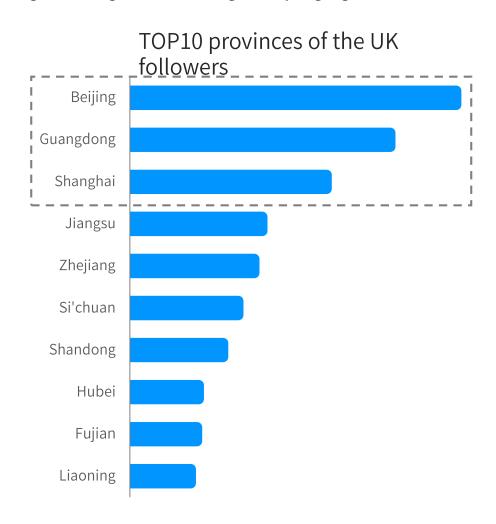
### A glimpse at the labels for an overall profile of the group concerned



## Basic attributes: the Millennial-generation females follow the UK, and they mainly come from first-tier cities

Among the UK followers, there are more females than males, as the former account for 56.4%. They are mainly young people born in the 1980s and 1990s, between the age of 18 and 44. Nearly 90% of them come from Beijing, Shanghai, Guangzhou and Jiangsu-Zhejiang region.



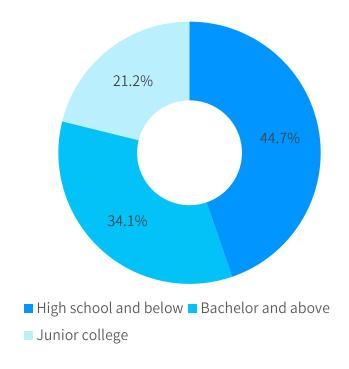


Data Source: Grdsum MediaD Product Data

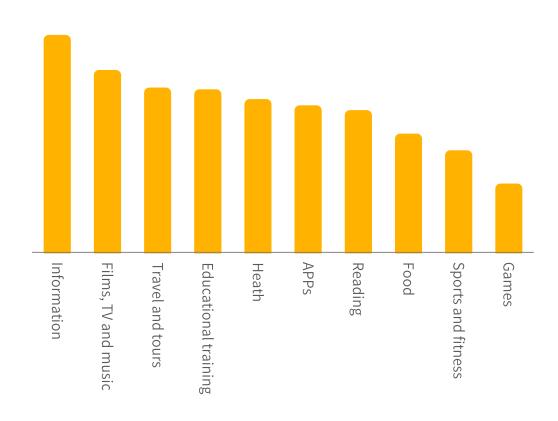
# Basic attributes: those that graduated from a junior college and above account for over 50%, preferring information, films and music, travel and education

The UK followers that graduated from a junior college or with a bachelor's degree or above account for 55.3%, and they focus on information, reading, films, television and music, travel, and education related information

Share of educational background of the UK followers



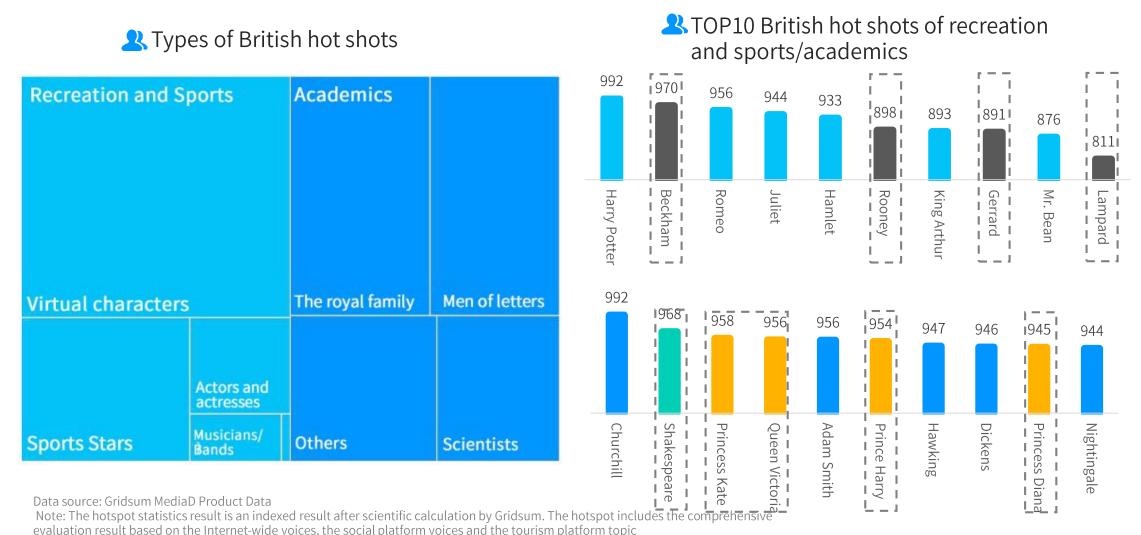
#### Interests and hobbies of the UK followers



Data Source: Grdsum MediaD Product Data

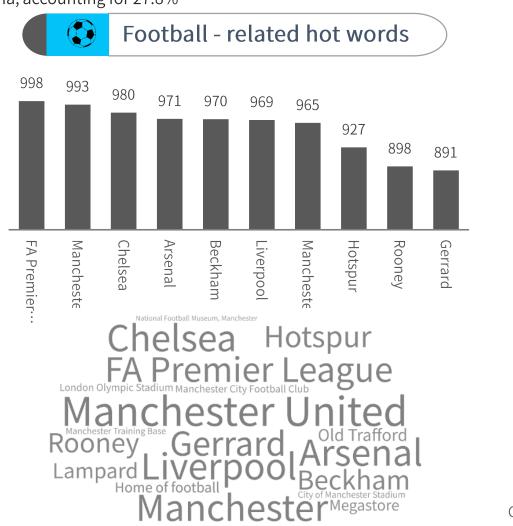
# British characters: sports stars represented by Beckham and the Royal family represented by Princess Kate are the most discussed ones

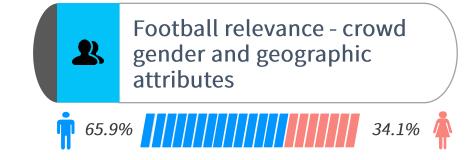
The proportion of virtual characters far exceeds that of sports stars, accounting for 62.7%, ranking first among the recreation and sports figures, represented by Harry Potter, Romeo, and Juliet; the British royal family is hotter topic than the literary writers, and among them are Princess Kate, Queen Victoria, Prince Harry, Princess Diana, etc. Princess giving birth to a son and the wedding of Prince Harry sparked hot discussions.

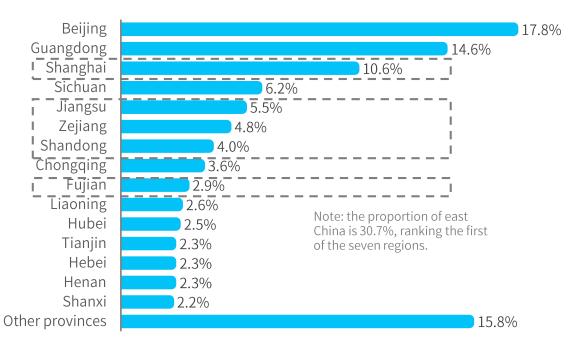


British characters: the hotspot football elements involve the football team and stars, mainly males, a larger share come from East China

Manchester United, Chelsea, Arsenal and other teams were heatedly discussed. In addition, Manchester's Old Trafford Stadium and Manchester United Megastore were mentioned; engaged users are mainly distributed in Beijing, Guangdong, Shanghai, and five of TOP15 provinces are in East China, accounting for 27.8%



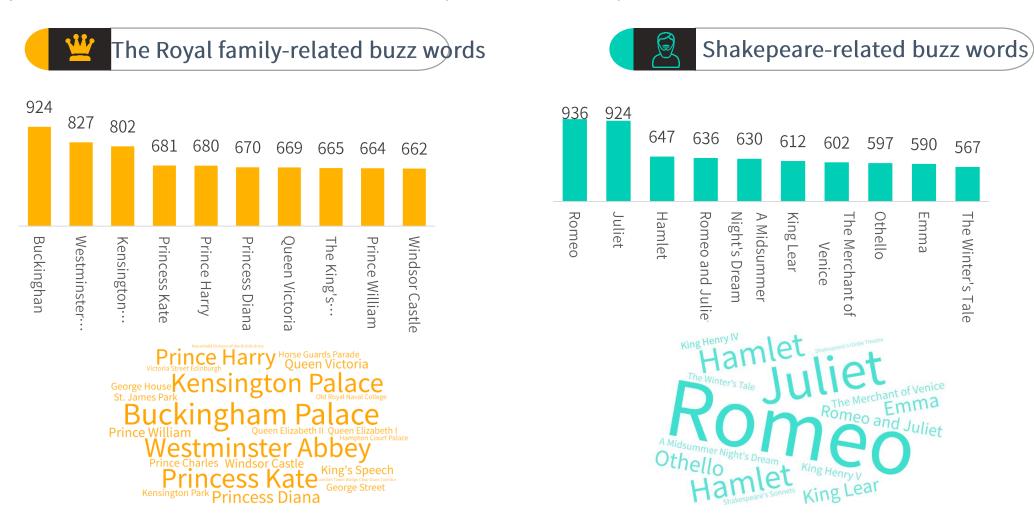




Source: Gridsum MediaD Product Data

### British characters:the royal-related hotspot elements involve attractions and characters, Shakespeare-related includes virtual characters and works

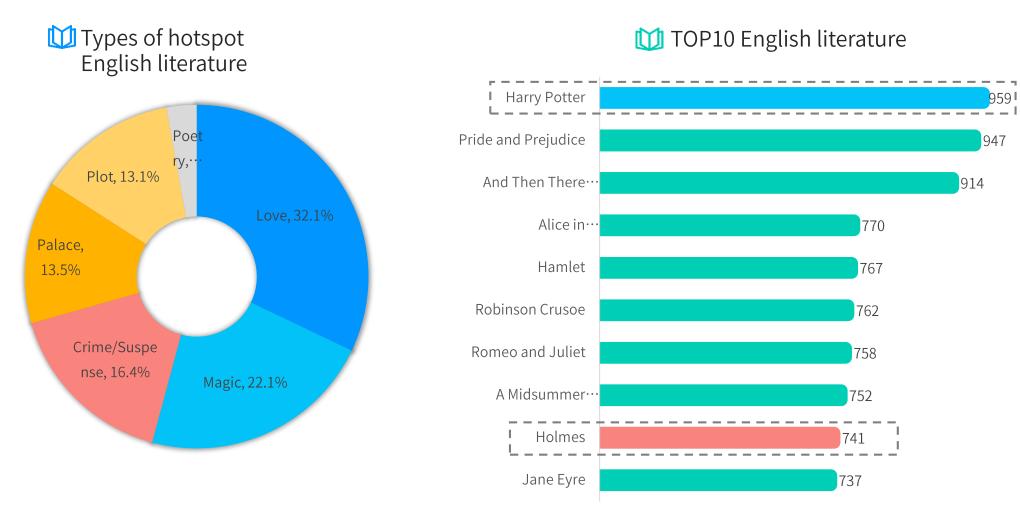
Buckingham Palace, Westminster Abbey, Kensington Palace, Princess Kate and Prince Harry are among the hotspot elements related to the royal family; the virtual characters Romeo, Juliet, and Hamlet are hotspot elements of Shakespeare, and other hot elements are works-related.



Data Source: Gridsum MediaD Product Data

### British literature and art-Literature: magic "Harry Potter", love-related "Pride and Prejudice" enjoy a high hotspot index

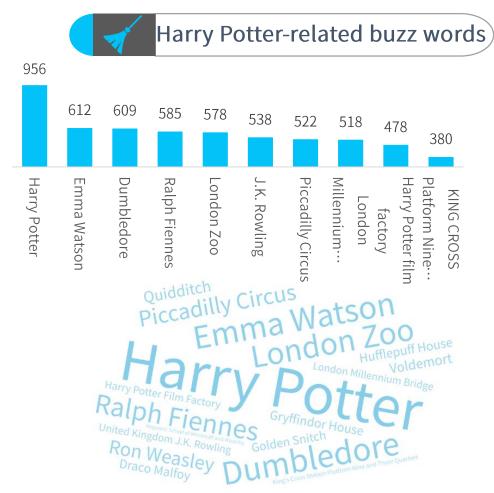
The UK followers pay attention to love, magic, crime / suspense themed works, represented by Harry Potter, Pride and Prejudice, And Then There were None

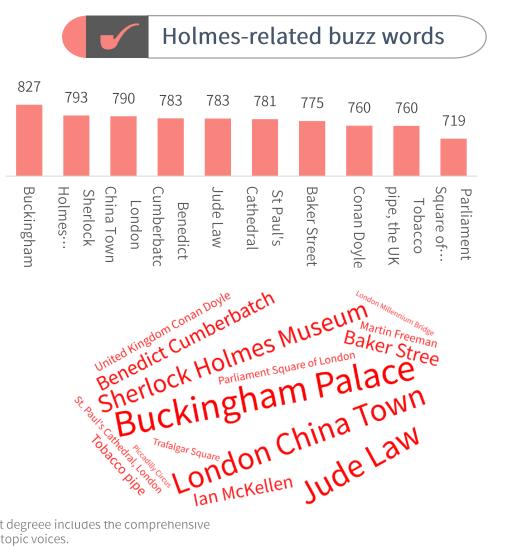


Data Source: Gridsum MediaD Product Data

### British literature and art-Literature: Harry Potter and Holmes-related elements involve scenes and works figures

Harry Potter and Sherlock Holmes' works are all shot into films and TV plays, and the UK followers's related discussions involve the scenes and figures, such as the scenes of Platform Nine and Three-quarters, Piccadilly Circus, St. Paul's Cathedral, etc., and the figures of Emma Watson, Professor Dumbledore, film and TV actors, etc.

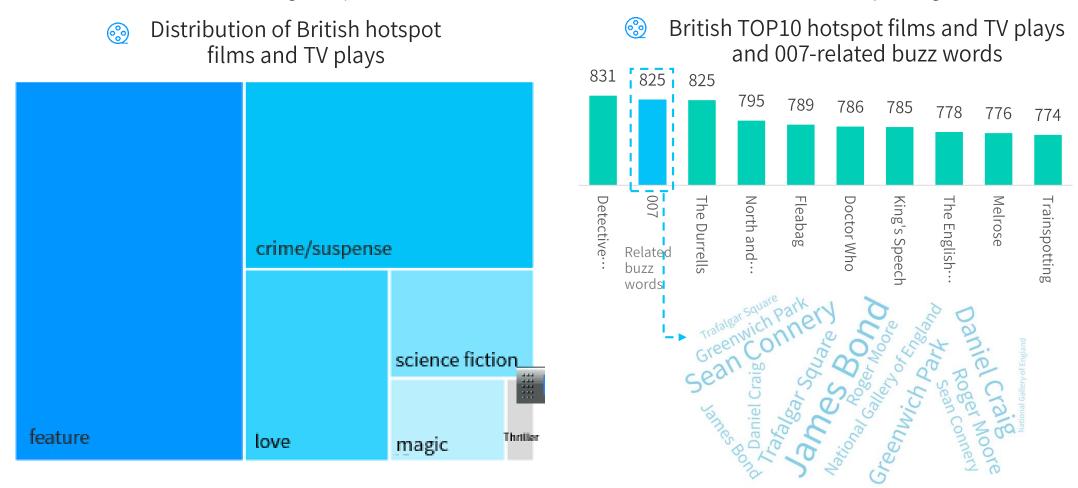




Data Source: Gridsum MediaD Product Data

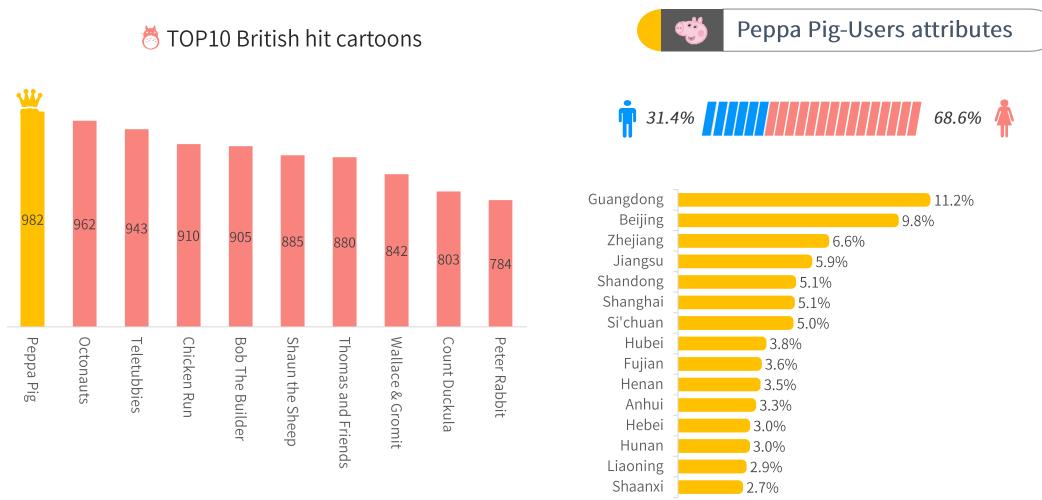
# British literature and art-Films and TV: feature, crime/suspense films are hotspot topics, Detective Sherlock and 007 series enjoy enduring popularity

Users who discuss about feature and crime/suspense films and TV plays account for 71.8% of the total, and the new drama "Melrose" starred by Benedict Cumberbatch was rated among the top 10 TV dramas; 007 related elements include James Bond, Sean Connery, filming location, etc



### British literature and art-Cartoon: Big shot "Peppa Pig" tops all, and nearly 70% of its followers are females

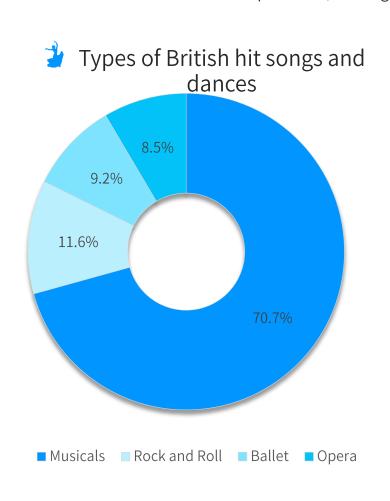
Peppa Pig has become a hit cartoon drama, ranking the first, followed by "Octonauts". Female users in Guangdong, Beijing, Jiangsu-Zhejiang area, Shandong and other places pay more attention to Peppa Pig. The "big shot" Peppa Pig is all the rage.

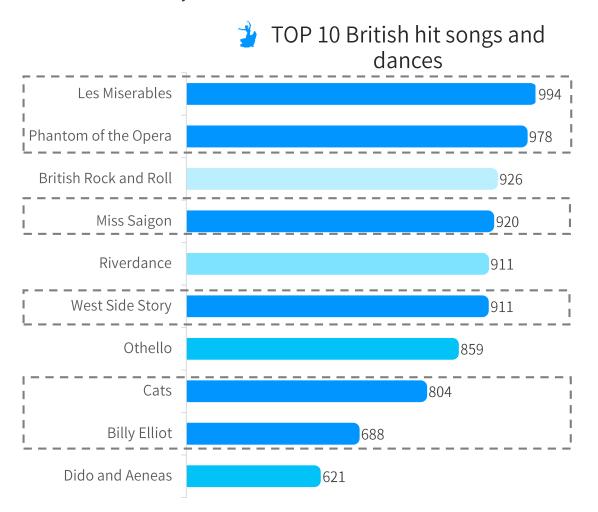


Data Source: Gridsum MediaD Product Data

### British literature and art-Song and dance: British musicals are widely known, and British rock sets the trend

Among the British musicals, "Les Miserables", "Phantom of the Opera" and "Miss Saigon" are under heated discussions. In addition, the British Rock 'n' Roll ranks the third in hotspot index, leading the trend of the Rock community.

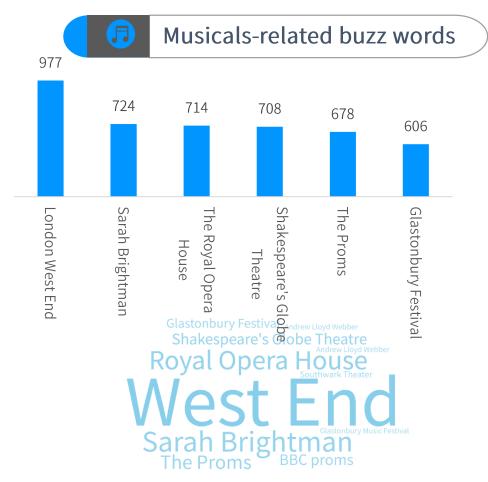


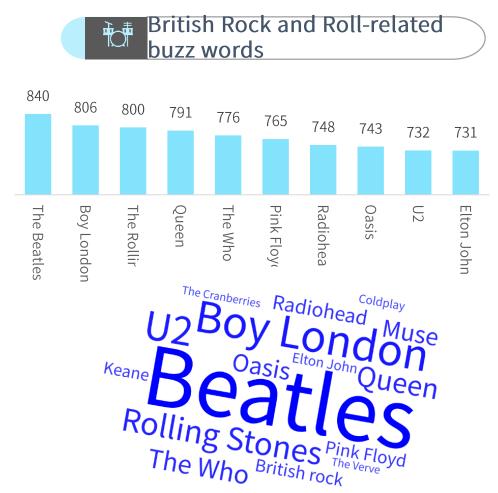


Data Source: Gridsum MediaD Product Data

## British literature and art-Song and dance: musicals-related elements are mainly theatres, and the Rock and Roll-related ones are mainly the bands

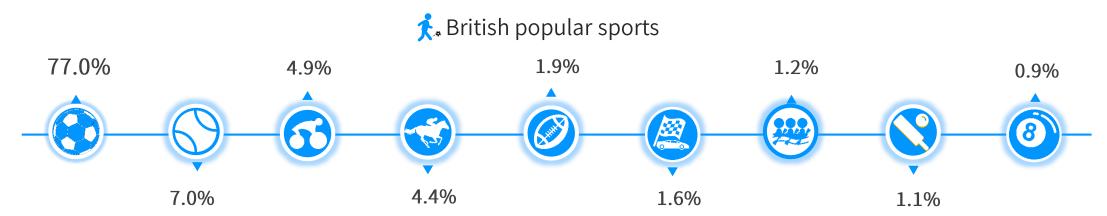
London's West End is a gathering place for British opera performances, highly related to musicals, followed by Sarah Brightman, a world-known singer. The British Rock and Roll-related elements are led by the Beatles, followed by the rock brand Boy London.

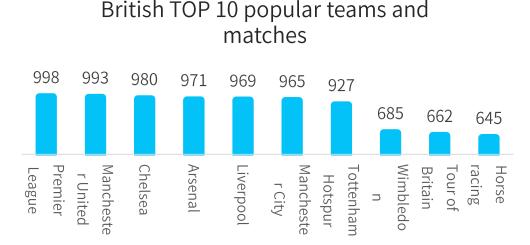




### British Sports: represented by the football game. The Premiere League is well-known

British football account for 80% of hit topics, followed by Wimbledon, the Premier League, the Tour of Britain and the horse races, which are all heatedly discussed and rank among the TOP10 hit topic list. The other hit topics involve the British football teams.





#### British sports-related buzz words



Data Source: Gridsum MediaD Product Data

#### **About Gridsum Data Center**

Gridsum Data Center is a data sharing organization. Based on the powerful interactive data mining platform of OLAP technology, we aggregate, correlate and cross data from multiple data sources such as PC and mobiles, and study user behavior and click on website pages through multiple forms such as attribution model and rich media heat map, so as to meet the enterprises' needs of data mining needs from different perspectives, and present data analysis reports of different depths.

Our research covers a wide range of industries and media categories, covering hundreds of dimensions and indicators.

We have long tracked the quality of websites and the behavior of netizens, while paying attention to media influences and industry trends, and regularly publishing research results in terms of China's Internet website quality, netizens' behavior trends, and media influences.

Gridsum Data Center focuses on data, and is dedicated to creating value, and sharing with you the future of China's Internet data.

#### **About CADAS**

The CADAS team is the research team of the Civil Aviation Resource Net of China that focuses on industry trend research and market observation. The team, relying on the Civil Aviation Resource Net of China, grasps the information of the global aviation industry in the first time, and dig the secrets of aviation data with the help of VariFlight big data. CADAS provides passenger airlines, airports, aircraft manufacturers, investment and financing institutions and government agencies with professional consulting services for including aviation development planning, market development plans, route networks, and aviation market tracking.

Civil Aviation Resource Net of China is the largest aviation information website in China's civil aviation industry. Variflight covers 99% of the dynamic data of the Chinese aviation market. Ctrip, controlling shareholder of VariFlight Technology Co. Ltd, is China's largest OTA.

The CADAS analyst team members all have experience in the aviation industry. Members are mainly from airlines and consulting companies.

CADAS, committed to an approach based on innovation, pragmatism and collaboration, aims to assist partners in gaining strategic benefits and economic benefits, and assist enterprises in cultivating management talents during its research process.



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