

IN-STORE

Value Retail promotes shopping tourism with Chinese airline partnership

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Value Retail promotional image

By STAFF REPORTS

Luxury outlet chain Value Retail is launching a partnership with China Eastern, one of the largest airlines in Mainland China, giving its fliers privileges in return for promotion of its shopping centers.

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Through this collaboration, China Eastern's frequent fliers will get three miles for every British pound or euro spent across the collection's 10 global villages. This collaboration could help convince Chinese consumers on a shopping tourism trip to visit Value Retail as they look for luxury goods at lower prices.

Courting China

Value Retail operates luxury outlet shopping centers that sell brands such as Gucci, Prada and Burberry.

In addition to the miles, throughout 2015 China Eastern members will also have access to bonus miles promotions, VIP offers, shopping packages and special savings.

Value Retail's villages appeal to Chinese tourists, since they provide a European experience to shoppers, with art, food and events in addition to the stores. In 2014, China accounted for 44 percent of non-EU sales, representing the largest tax-refunded market. Beyond this airline partnership, Value Retail has worked to make Chinese guests feel at home with Mandarin-speaking associates and the acceptance of Union Pay International. This partnership may also help drive traffic to Value Retail's recently opened Suzhou Village, the first outlet for the brand in China. A second location in Shanghai is planned for 2016.



Value Retail's Suzhou Village

Shopping tourism is growing, but to best reach these potential consumers, fashion brands and retailers should begin marketing to them before they leave their home country, according to a report from Fashionbi.

Just as travelers heavily research hotels, restaurants, sites and entertainment before embarking on a trip, they are also using online media to plan their shopping excursions. Brands should ensure they are catering to their potential international clientele with Web sites in their native languages and social accounts on the platforms popular in different markets ([see story](#)).