



ForwardKeys
PREDICTING TRAVELLERS' IMPACT

CHINESE SHOPPER TRACKER

ForwardKeys' solution to monitor Chinese shoppers in Duty Free Shopping areas.



HOW WILL TRAVEL RETAIL AND LUXURY BRANDS ADAPT TO THE “NEW NORMAL”?

With travel restrictions in place, local, and regional tourism has never been more important for the travel retail sector.

A big challenge for many retailers and brands, for whom Chinese shoppers are an important target audience, is having to re-adjust their strategy, brand messages and promotional campaigns.



- Who can you expect at your store in China?
- Is Revenge Shopping real?
- Are shopper types changing?
- How can you prepare your engagement with customers by understanding their profiles?
- Will Hainan live up to the duty-free sales expectations?

PREPARE FOR THE NEW NORMAL

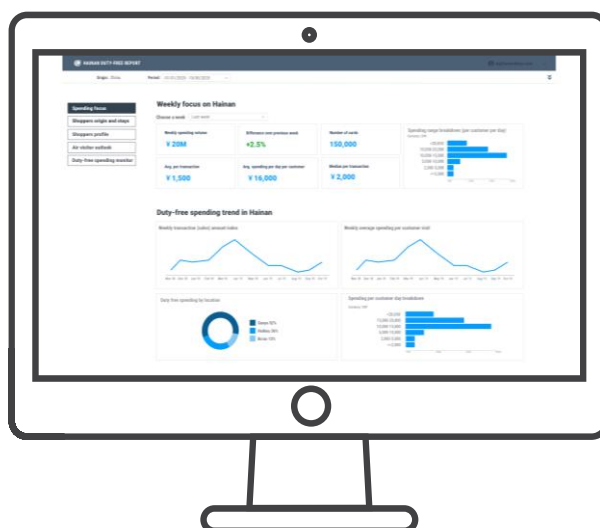
MAKE DATA-DRIVEN DECISIONS ON YOUR NEW STRATEGY AND BE PREPARED FOR THE FUTURE.

Presenting the China Shopper Tracker; ForwardKeys new data solution, which helps you understand your consumer audiences through their credit card purchases.

INTRODUCING: CHINESE SHOPPER TRACKER – HAINAN EDITION

To monitor shopping trends in Hainan, ForwardKeys has created the Chinese Shopper Tracker: an interactive dashboard to reflect on duty free spending and shopper profiles.

Updated monthly, it provides you with the opportunity to understand what travel audiences shop in Hainan. This allows you to make data-driven decisions on your new marketing and retail strategies.



What information does the dashboard offer?

The dashboard has three standard modules that provides you with an overview of total Duty Free Spending in your areas of interest, the spending breakdowns, shopper profiles, trends over time and shopper profiles.



Executive Summary & Trends Over Time

To understand the real shopping performance in Hainan.

Get access to:

- Total spend
- Number of transactions
- Average spend per visit
- Number of visits
- New vs. returning customers
- And more!



Shopper Profiles

Understand the whereabouts and preferences of your shopping audiences.

Get access to:

- Shopper origins by Mainland cities
- Age groups
- Share of favorite hotel brands.
- Shoppers' general monthly spending
- Shoppers' credit card brand
- Preferred international travel destination, countries and cities
- And more!

INTRODUCING: CHINESE SHOPPER TRACKER

Optional upgrades

In addition to the sections always included in the dashboard, there are two optional upgrades. These upgrades provide you with a benchmark with other Duty-Free spending information, and even the luxury goods consumption in the domestic downtown stand-alone shops.



Additional markets for a Duty Free Spending Benchmark

Benchmark the duty-free sales at your location with selected competing locations.

Get access to:

- Duty-free spending figures in Chinese airports.
- Duty-free spending in international countries.



Luxury good consumption in China – domestic downtown stand-alone shops

Understand the consumption of luxury goods, like Fashion, Jewelry and Watches, in the downtown stores in selected cities in China.

Get access to:

- Weekly spending KPIs
- Spending range and shares
- Luxury brand preference and competition
- Luxury shopping frequency
- Spending by commercial zones.

How can you access this dashboard?



Interactive online dashboard
(flat files as an option)



Historical data available from 2018



Update frequency: weekly or monthly

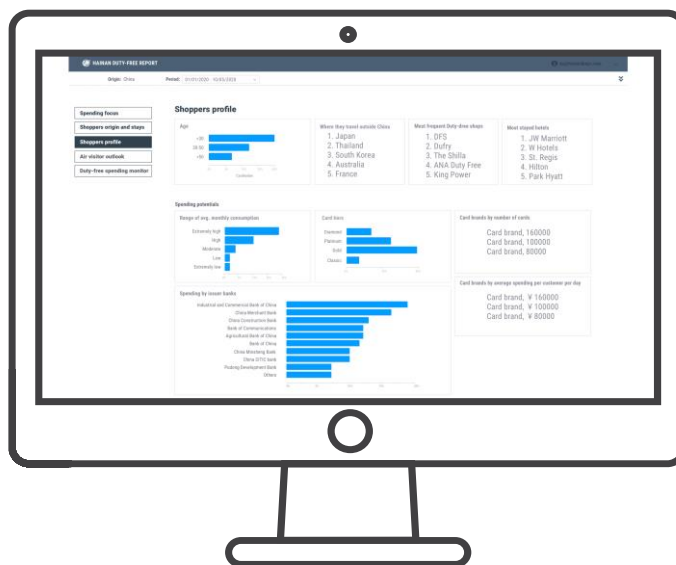


Granularity: weekly or monthly

FORWARDKEYS HELPS YOU...

ForwardKeys is the travel analytics company that provides data that captures and reflects the entire traveller journey. Every day our data team receives data on tickets booked via travel agencies and directly with the airlines, flight searches performed via Skyscanner, scheduled flights and spending.

This data is processed and enriched, after which we make it live via our online tools. We thereby provide the most comprehensive data on air travel available in the market.



TO MEASURE YOUR PERFORMANCE

With access to the most relevant and comprehensive datasets on spending and air travel, ForwardKeys helps you understand your own performance in relation to other locations.



ADAPT YOUR RETAIL STRATEGY

ForwardKeys near real-time data analysis delivers a better understanding of how shopping trends are unravelling, affected by demand and global crisis which enables you to work in a highly responsive way ahead of your competitor.



ADAPT YOUR MARKETING

Providing you with insights on the shopper types you can expect at the locations of your stores, we help you optimize your marketing strategy and promotional activities.



PREDICTING TRAVELLERS' IMPACT

REQUEST A DEMO!

CONTACT US

Check our latest analysis at
www.forwardkeys.com

