

ForwardKeys introduces Chinese Shopper Tracker

The image shows a large aerial view of a modern city skyline at dusk or night. Overlaid on the left side is a blue arrow-shaped banner containing the white text 'JUST LAUNCHED!'. To the right of the banner is a screenshot of a digital dashboard titled 'CHINESE SHOPPER TRACKER - HAINAN EDITION'. The dashboard includes a header with filters for 'Open: All', 'Destination: Hong Kong', and 'Period: 2020'. Below this is an 'Executive summary' section with various metrics and a bar chart showing spending by week. On the far right, there's a photograph of a man and a woman walking through a shopping mall, both carrying shopping bags. The ForwardKeys logo is visible in the bottom right corner of the dashboard.

ForwardKeys' Chinese Shopper Tracker (Hainan Edition) details what types of travel audiences shopped in Hainan before the outbreak of COVID-19 and how this has evolved

Travel data specialist ForwardKeys has partnered with a major payment service provider in China to create a new, interactive dashboard for the travel retail sector which will reveal how much a Chinese traveler spends at the airport and duty free stores and how the profile of Chinese shoppers is evolving.

The data helps brands and retailers understand what kind of consumers they can expect at specific locations and what they are spending, according to Marina Giuliano, Director of Travel Retail at ForwardKeys.

The service aims to provide quantitative data and insights that allow travel retailers to readjust their strategies to target Chinese shoppers traveling domestically during these challenging times.

The dashboard seeks to capture and reflect Chinese consumer habits. It provides insights into spending data, covering transactions, visits, average spend per visit, total spend and more; and shopper profiles, including shopper origin, age groups, their credit card brand, their spend, preferred hotel brands and travel destinations.

Benchmarking spending

Two more features are available as an upgrade that will allow brands and retailers to enlarge their scope of analysis:

- to benchmark duty free spending at competing locations, China and International;

- to examine the consumption of luxury goods and brands in select cities within China.

Due to the growth of duty free shopping in Hainan, the ForwardKeys team has focused on this free-trade zone first.

"The Chinese Shopper Tracker (Hainan Edition) provides you with the opportunity to understand what types of travel audiences shopped in Hainan before the outbreak of COVID-19 and how this has been changing along the weeks since when stores have welcomed again Chinese travelers. Thanks to exceptionally fresh data, it allows you to make data-driven decisions on future marketing and retail strategies," said Giuliano.

Historical data is available from 2018 and interested parties can choose to access the data via the dashboard or flat files to suit their business intelligence strategy.

For details, visit <https://forwardkeys.com/chinese-shopper-tracker/>