



## THE TRAVELLING HISTORY COMPANY JOINS CHINA TOURISM DRIVE

We are delighted to announce that The Travelling History Company has been awarded a new Chartermark confirming its suitability for Chinese visitors.

The GREAT China Welcome Charter was launched in 2014 by VisitBritain to help make Britain the destination of choice for the rapidly-growing Chinese market. Visitors from China to Britain have trebled in the last five years and tourism bosses believe they will be worth over £1 billion to Britain by 2020.

The Charter – which now has over 400 members - is designed to help Chinese visitors easily identify hotels, attractions, retailers and tour operators that are making themselves 'China-ready' by providing information in Chinese and creating new products especially for the market.

The Travelling History Company qualified for membership because it's established Chinese connections and links, it's quite unique approach to English landscape history in the context of Chinese history and, rather unusually, a penchant for ancient Chinese astronomy.

John Swann said, "We pride ourselves on providing a great landscape experience to all our customers and we have a particular interest in Chinese history and culture. For our Chinese customers, we combine both cultures together with the objective of providing an informed, inspiring and contextualised landscape experience. But more than this, we want our customers to have fun.

Jo Leslie, who manages the GREAT China Welcome programme for VisitBritain, said, "There is strong evidence that businesses who go the extra mile in catering for certain nationalities quickly reap the benefits. The Travelling History Company is a great example of a tourism business which has been quick to recognise the massive potential of the Chinese market and invested accordingly. We look forward to working with them in building their share of the market."

For more information about the Charter please see [www.visitbritain.org/greatchinawelcome](http://www.visitbritain.org/greatchinawelcome)