

SELFRIDGES  
2017

MANCHESTER - INTERNATIONAL CITY

# How Important are International Customers to Selfridges?



VERY !



# Average Spend

International spend £1504k

Domestic spend £235k



# Who are Selfridges International Customers ?



Saudi Arabia



Kuwait



China



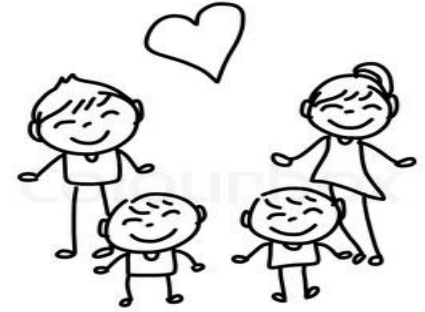
Qatar



Hong Kong



Tour Groups



FAMILY

Families



Students



# What do they like to purchase ?



SELFRIDGES  
**2017** TO BE THE DESTINATION  
FOR THE MOST **EXTRAORDINARY**  
CUSTOMER **EXPERIENCE**

WE OWN CUSTOMER EXPERIENCE • WE LEAD AND INSPIRE • WE TAKE RESPONSIBILITY AND DELIVER • WE SHOW RESPECT • WE SHARE OUR KNOWLEDGE

# How do we promote Selfridges in overseas markets?



Manchester Airport T 2 – Arrivals Lightbox



Harpers Bazaar Arabia Edition for Eid



# Services



Tax Free Lounge 3<sup>rd</sup> Floor



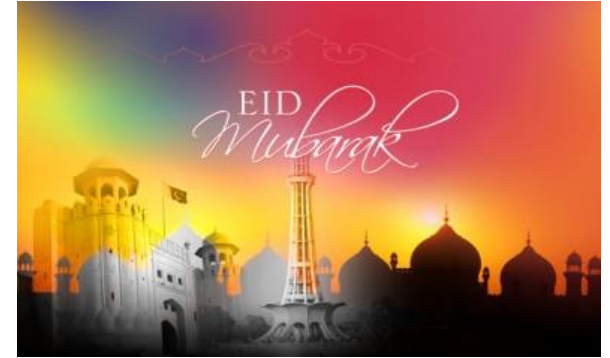
Personal Shopping Suite



Languages spoken by Teams at Selfridges Exchange Sq:  
English, Mandarin, German, Polish, Romanian, Spanish, Cantonese, Greek, Sign Language, Malay, Punjabi, Urdu, Gujarati, Welsh, Maltese, French, Hungarian, Persian, Polish, Hakka, Croatian, Danish, Russian, Dutch, Chinese, Arabic, Gaelic, Estonian, Lithuanian, Kurdish and Japanese.



# How as City Centre retailers do we capitalise on these customers?



Eid

Chinese New Year 2017: BID information

+19% footfall increase across the BID district vs calendar dates

- +27% footfall increase on Market Street

- [£1.44 million + AVE of press coverage across national and regional print, regional broadcast and online news articles.](#)

- [£200,000 value multi-media advertising campaign](#) across digital, press, print, radio, outdoor, social





Luxury retailing is what nobody needs but everyone wants .....



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