

Selling Luxury: Marketing Branded Residences to Chinese Investors

Sally Maier-Yip,
Founder & Managing Director, 11K Consulting

Briefly about me...



I founded 11K Consulting in 2015.

We are a specialist consultancy that **unlocks the potential of Chinese high-net-worth markets worldwide** through strategic planning and communications in **China and beyond**.

Specialism:

- Real estate
- Hospitality
- Architecture and design
- Luxury lifestyle



[11K's corporate video](#)

Contents

Part 1

- Why China?

Part 2

- Why Chinese Investors Buy Branded Residences
- Who are Chinese investors?
- Challenges of reaching Chinese investors

Part 3

- How to Influence Chinese Investors to Buy
- Integrated Marketing Communications Approach
- Example: The OWO Residences by Raffles, London



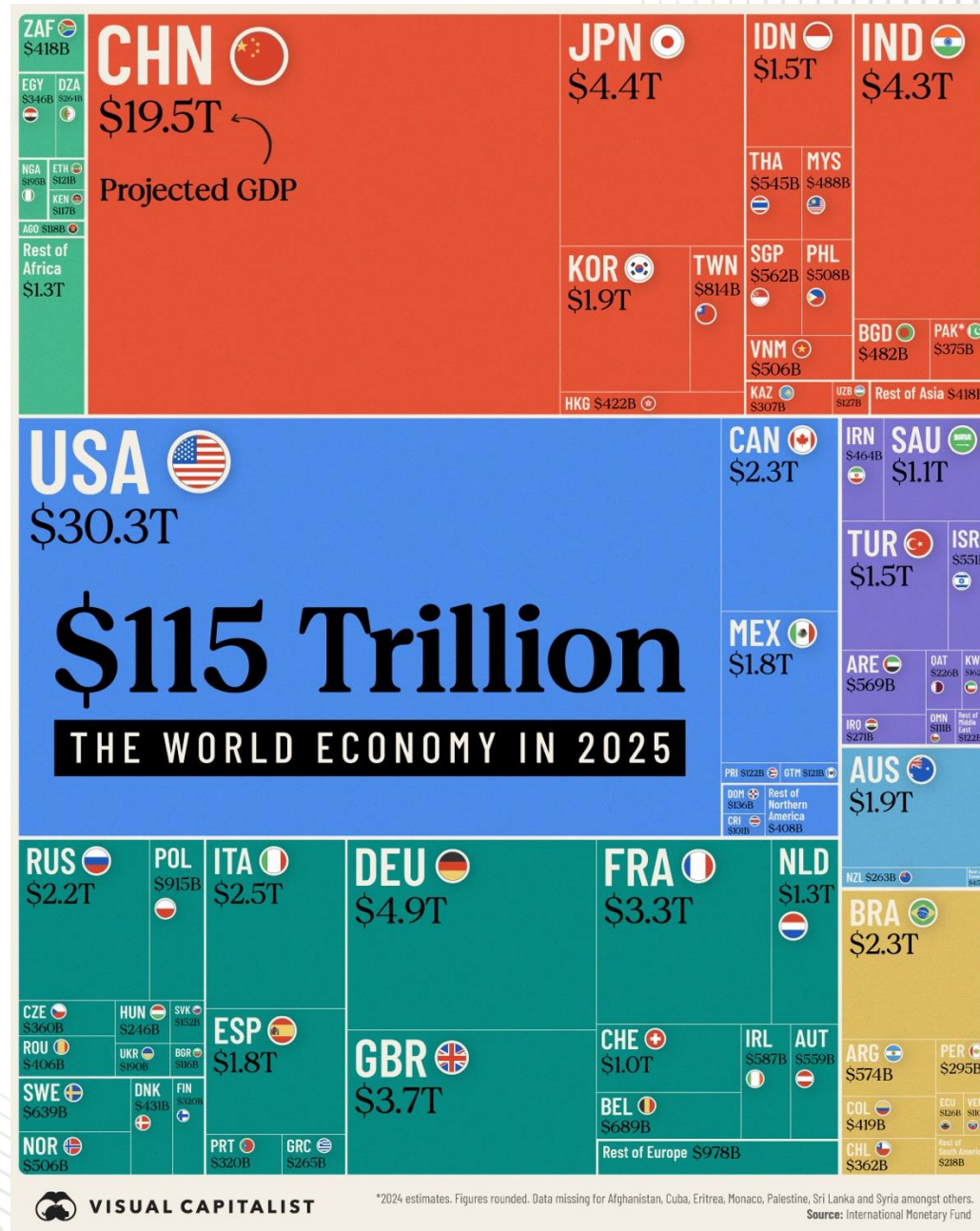
Raffles Residences in One Shenzhen Bay, China

Why China?

The largest world economy in 2025 (by GDP):

- ✓ 1st: USA (\$30.3T)
- ✓ 2nd: China (\$19.5T)
- ✓ 3rd: Germany (\$4.9T)

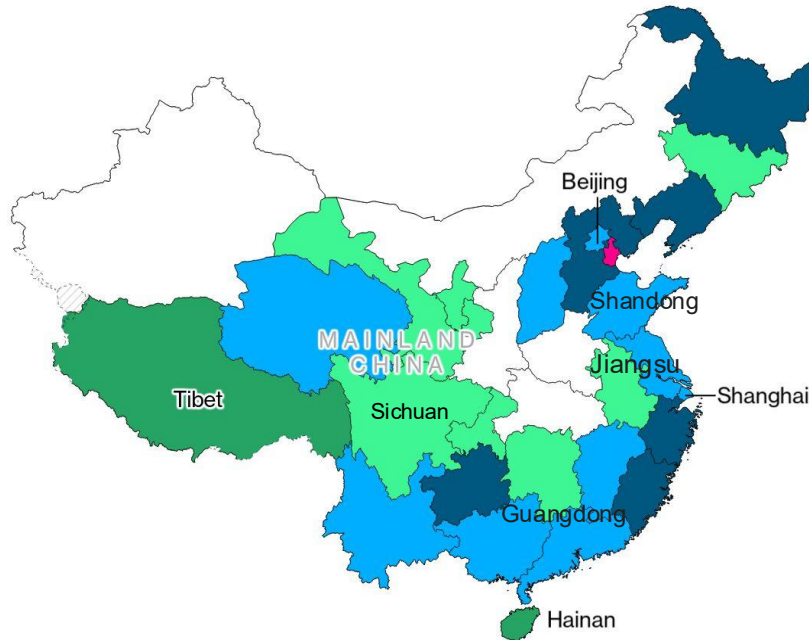
Source: Focus Economics



Why China?

Mainland Provinces See Growth Mostly at 5% or Higher This Year
Regional authorities are targeting a median GDP goal of 5.5% in 2024

■ 4.5% ■ 5% ■ 5.5% ■ 6% ■ 8% □ No Data



Source: Official statements and media reports
Note: Data as of Jan. 24

Bloomberg

Top 5 China's provinces (2024 GDP):

- ✓ 1st: Guangdong (\$1.99T) = South Korea KR
- ✓ 2nd: Jiangsu (\$1.92T) = Mexico MX
- ✓ 3rd: Shandong (\$1.38T) = Turkey TR
- ✓ 4th: Zhejiang (\$1.27T) = Netherlands NL
- ✓ 5th: Sichuan (\$1.09T) = Saudi Arabia SA

Why China?

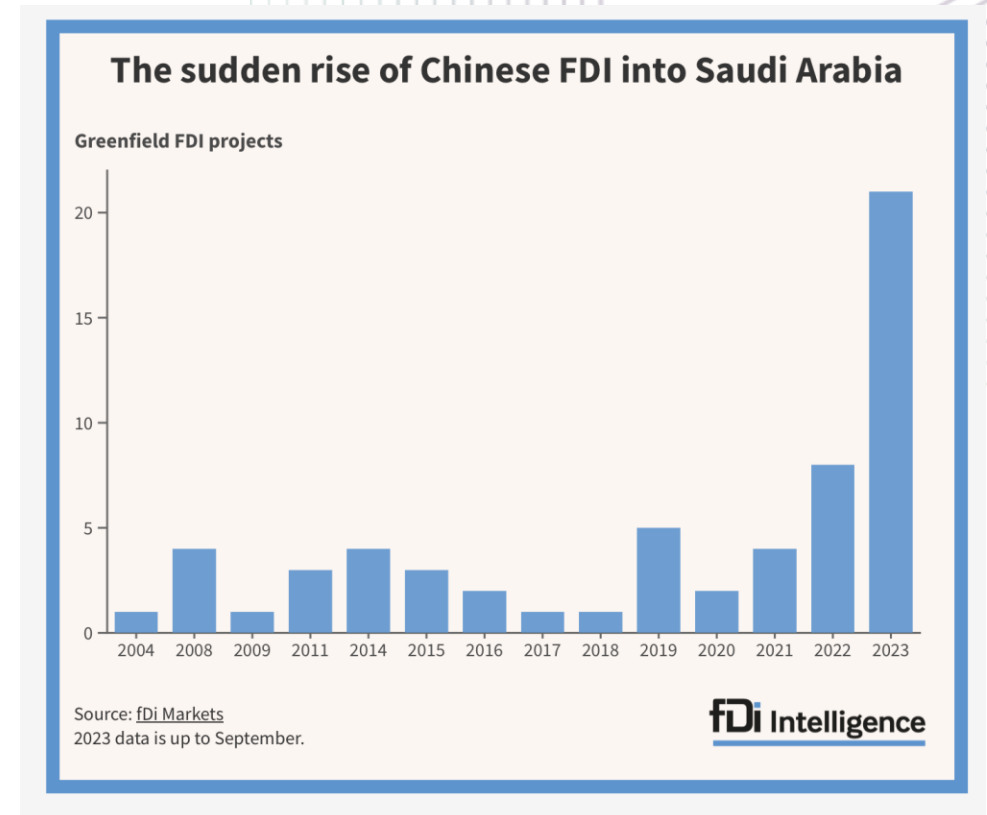
- Chinese investors pour up to **70%** of their savings into **real estate**
- 43%** of respondents in Asia would be willing to **pay a premium** for ownership of a **branded residence**
- China's population of **ultra-wealthy** is set to expand to **145,000 by 2028**, i.e. a **47% increase** from 2023

Source: Knight Frank



Increasing Chinese investment in Saudi Arabia

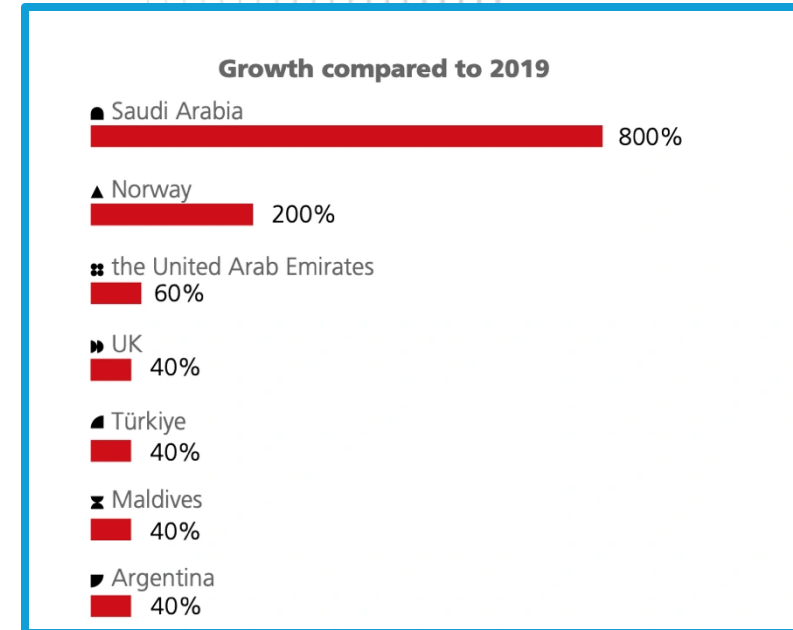
- **China Becomes Top Greenfield Investor in Saudi Arabia** (\$16.8 billion in 2023, up 1,020% from 2022)
- China's direct investment stock in Saudi Arabia **exceeded \$20 billion** as of 2023, with key sectors including **real estate**, energy and telecommunications
- Around **750 Chinese companies** are currently operating in the country, contributing to **major construction projects**
- **\$1.33B in Housing Deals with China** (totaling \$1.3 billion in 2023)



Increasing Chinese visits to Saudi Arabia

Vision 2030 Attracting Chinese Interest:

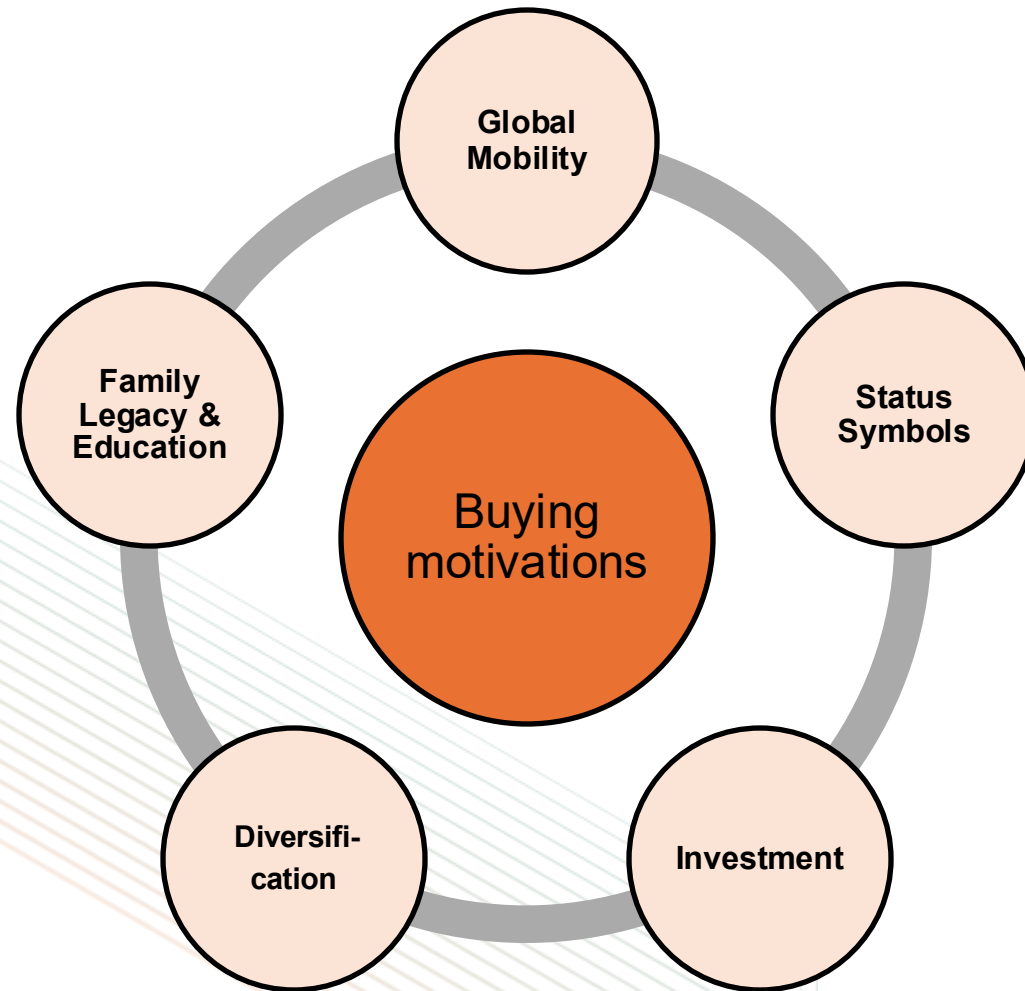
- Chinese visits to Saudi Arabia surged over **800%** during CNY in 2024 vs. 2019 — the highest among Belt and Road countries
- Saudi Arabia aims to **attract 5 million Chinese tourists by 2030**
- Effective from 1 July 2024, Chinese tourists have access to easier travel to Saudi Arabia after China gave the country **Approved Destination Status**



Source: [Financial Times](#), [Arab News](#), [Carnegie Endowment](#)

<https://www.visitsaudi.cn/zh>

Why Chinese investors buy branded residences



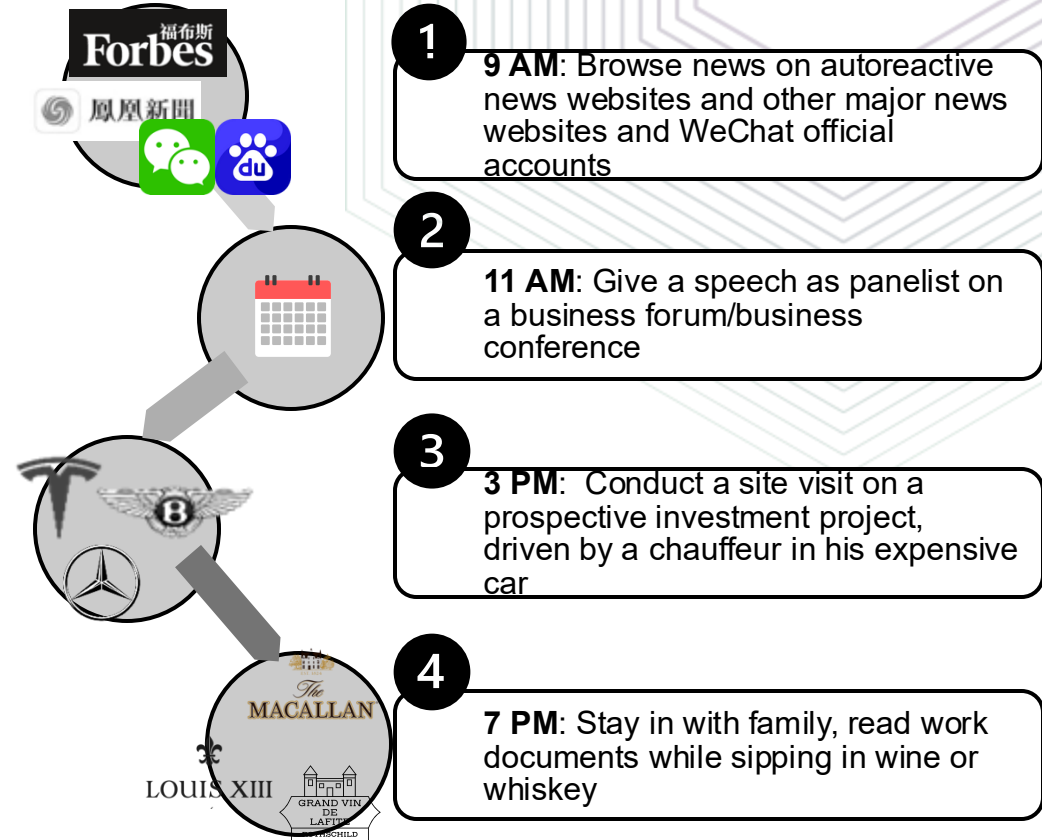
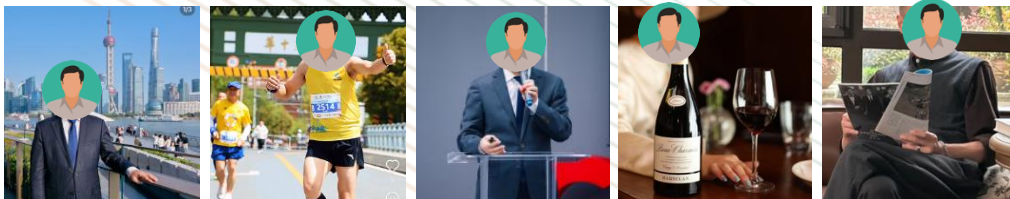
Who are Chinese investors?



Wei Zhang

Business owner living in Shanghai

- **Age:** 45
- **Gender:** Male
- **Marital Status:** Married with 1-2 children
- **Location:** Based in Shanghai, with frequent business travels to Hong Kong, Singapore, London, Dubai and Saudi Arabia
- **Occupation:** A CEO of a listed company



Challenges of reaching Chinese investors

1. Communication platforms



2. Trust issues



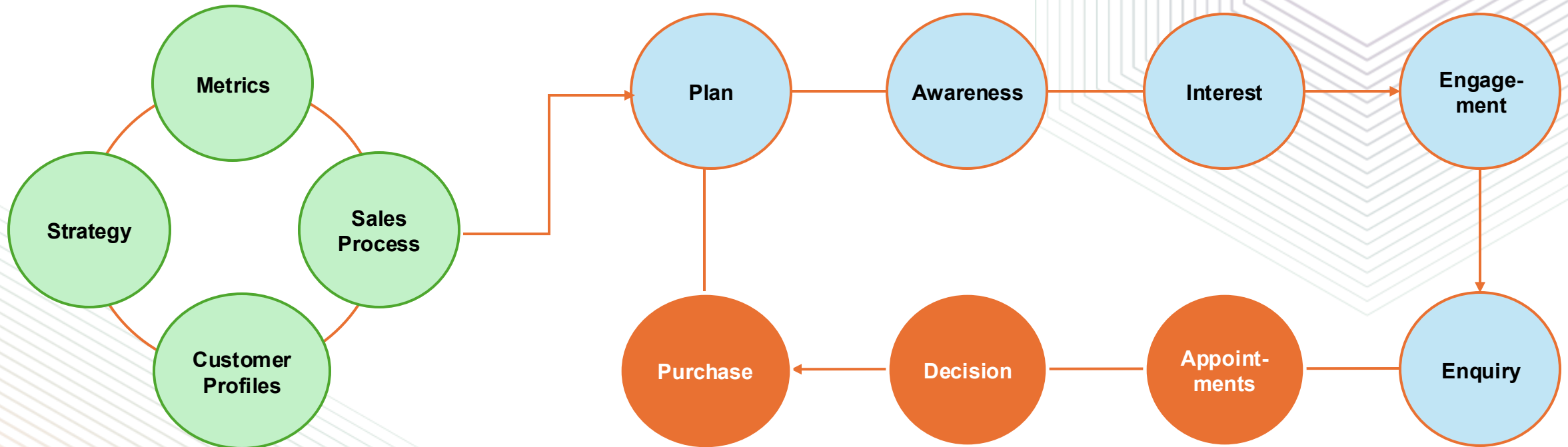
3. Strong competition with global markets



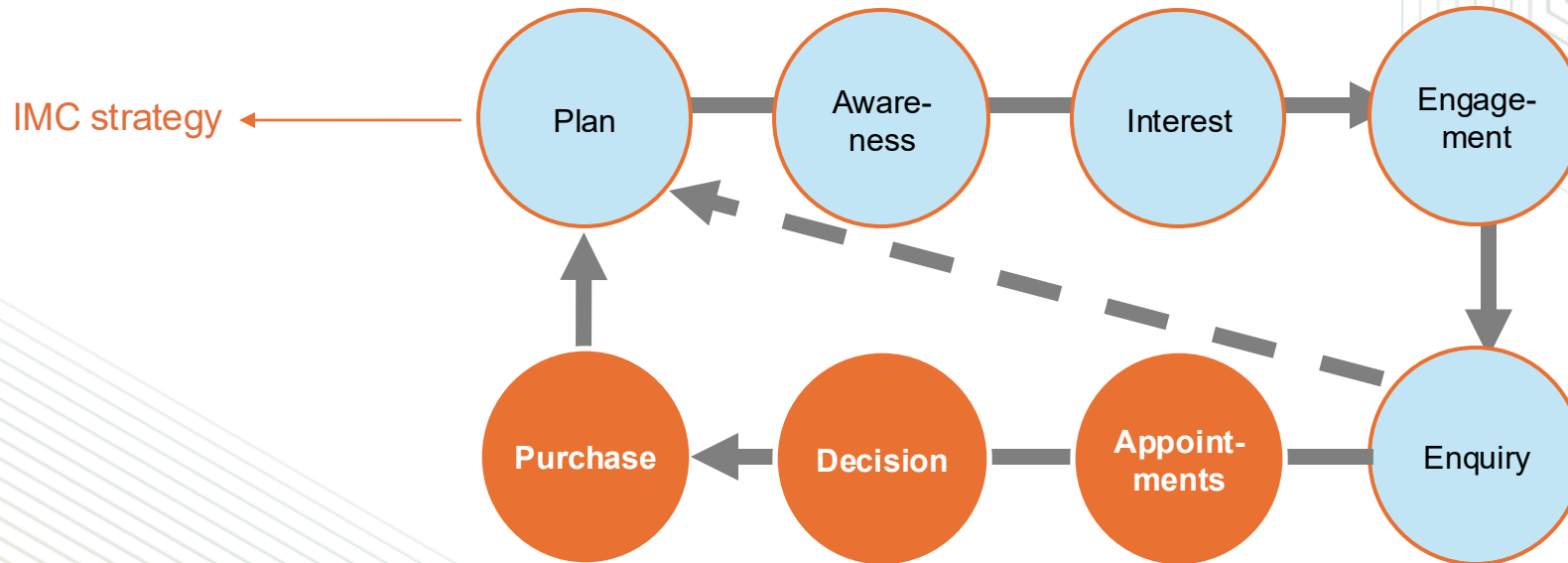
4. Regulatory miscommunication



How to **influence** Chinese investors to buy



Integrated Marketing Communications Approach



China Marketing Comms Tactics

1. Media Relations

2. Social Media

3. Business Introduction

4. Brand Collaboration

5. Event



1. Media Relations

×

...

×

财富生活 Daily >

...

探秘希腊仙境：Elounda Hills 超豪华度假山庄的璀璨奇景

Original 周周 财富生活Daily 2024-01-06 10:00

听全文



Elounda Hills

超豪华度假山庄

希腊以其丰富的历史和哲学、联合国教科文组织世界遗

泊。



Mirum集团全球销售总监Ricardo Severini先生

我们本次与Mirum集团全球销售总监Ricardo Severini先生进行了一场深入的访谈，听他分享关于Elounda Hills项目的更多精彩细节以及对希腊房地产市场的深刻见解。

FC：作为一家全球房地产开发商，您如何看待全球和亚洲房地产市场的重大变化？在与疫情前后市场条件的比较中，投资者信心或行为是否发生了变化？

Forbes 福布斯

VOGUE

ELLE 世界时尚之苑

鳳凰新聞

新華社 XINHUA NEWS AGENCY

信報 HKEJ

IDEAT 理想家

Entrepreneur

Tatler HONG KONG

时尚芭莎 BAZAAR

智族 GQ

JING DAILY 精奢

Apex Manual

The Standard 英文虎報

Shanghai Daily 上海日报

Noblesse LEADER OF A PREMIER LIFESTYLE

South China Morning Post

CHINA DAILY 中國日報

安邸 AD

Esquire

搜 狐 SOHU.com

星島日報 SING TAO DAILY

居外 Juwai.com

每日頭條

FHS SAUDI ARABIA

2. Social Media



RedNote



WeChat



3. Business Introduction/ Brand Collaboration/Event



Example: The OWO Residences by Raffles, London



WeChat content marketing



China media relations



Connections with Chinese HNWLs & business influencers



Enhanced Brand Awareness:

- ✓ 80+ high-profile media articles in China and HK
- ✓ Reached over 10 million Chinese readers globally
- ✓ 200+ million views in China

The OWO Residences by Raffles, London



Positive Commercial Results:

For The OWO Residences By Raffles:

- ✓ **25% of buyers** are from SE Asia, China and HK
- ✓ A \$20 million three-bed apartment was bought by a HK family
- ✓ A Chinese student rented an OWO residence at \$27,000 p/w

For Raffles London at The OWO:

- ✓ China is the 4th biggest market for Raffles London in 202
- ✓ 30+% of the diners at Mauro Colagreco restaurant are UK-based Chinese and Chinese inbound travellers

Let's create success together.

Sally Maier-Yip, Founder & MD, 11K Consulting
sally@11kconsulting.com
[+44\(0\)7841377018](tel:+44(0)7841377018)
www.11kconsulting.com

