

Internship Bureau Case Study: Castle Howard

Chinese Marketing Internship, Summer 2016



Castle Howard is well known as one of the finest historic houses in England. Located 15 miles north of York it is a private residence, and has been the home of the Carlisle branch of the Howard family for more than 300 years.

You can find out more here:

<http://www.castlehoward.co.uk>

Li Xu: Postgraduate; Global Marketing

Li completed a part-time internship at Castle Howard for 20 hours per week over 9 weeks of the summer vacation 2016. The main aim of her project was to help encourage more Chinese visitors to the estate, and to help improve Castle Howard's services to this particular group of visitors when they are on site.

The internship involved Li undertaking research into the reasons why Chinese visitors are attracted to Castle Howard, as well as an examination of the way in which social media platforms could be better used to update events and activities at Castle Howard in order to provide a useful channel for potential Chinese visitors to follow and engage with the residence even before arriving in the UK. A particular focus of Li's work involved setting up Chinese social media websites such as Weibo and Weichat for Castle Howard; examples of Li's social media posts on these sites can be seen below.

Li was kept very busy during the 9 weeks, and was keen to contact and liaise with Chinese travel agencies to help them plan their visits to Castle Howard in the most effective way possible. An additional output of Li's internship has been the development of a map, in Chinese, which is now provided to coach parties visiting the site with limited time and as part of a wider UK tour; the map helps guide visitors around the key highlights of the estate, avoiding missing any of its beauty spots!

'My Internship at Castle Howard has really helped me develop so many new skills, and prepare me for the world of work.'

-Li Xu

INTERNSHIP BUREAU RECRUITMENT

All employers are given the opportunity to interview a shortlist of applicants, ensuring that the right intern is selected by the business itself. **To find out more visit:**

www.york.ac.uk/careers (students) or
www.york.ac.uk/employers (employers)

