

英国等你 来命名

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Naming Theme and POI (Point of Interest) List

GREAT Chinese Names for GREAT Britain

December 3, 2014



GREAT Chinese Names for GREAT Britain: Nine Naming Theme

The 101 to-be-named in Chinese POI (Point of Interests) will be released in batches and categorized into the below nine themes:

NO.	Naming Theme	Launch and Promote Period	Lead POI
1	Royal Connections 皇家风尚	3 Dec – 10 Dec 2014	Beefeater
2	Secret Or Quirky 神秘奇趣	11 Dec – 17 Dec 2014	Quay House
3	Shopping & Luxury 奢华购物	18 Dec – 24 Dec 2014	Knightsbridge
4	Events 文娱庆典	25 Dec – 31 Dec 2014	Highland Games
5	Film & Literature 文学电影	1 Jan – 7 Jan 2014	Glenfinnan
6	Countryside 田园风光	8 Jan – 14 Jan 2015	Cotswolds
7	Natural Wonders 自然奇观	25 Jan – 21 Jan 2015	Beachy Head
8	History & Castles 历史文化	22 Jan – 28 Jan 2015	Carreg Cennen Castle
9	Food & Drink 美食佳酿	29 Jan – 11 Feb 2015	Malt Whisky Trail



Nine Themes and 101 POI List:

Royal Connections

Get closer to the scandal, glamour and history of the British royal family. Explore the magnificent Hampton Court Palace: big enough for Henry VIII and all six of his wives! Get a taste of everyday life as a royal at the Queen's private residences, and see if you can spot William, Kate and George at Kensington Palace. Experience a royal party first-hand at Trooping the Colour, and discover the secrets behind the mysterious Beefeaters and their ravens at the Tower of London.

“Royal Connections” POIs to-be-named in Chinese :

- The Mall
- Hampton Court Palace
- Kensington Palace
- Sandringham Estate
- Trooping The Colour
- Royal Mile
- Balmoral
- Brighton Pavilion
- Beefeater

Secret or Quirky

You know about Big Ben and Buckingham Palace – now hop off the beaten track and uncover Britain's hidden gems. From the charming to the curious, Britain's lesser-known attractions certainly make an impact. Where will your unusual adventure take you? Perhaps to a magical theatre carved out of a cliff; the gateway to King Arthur's Kingdom of Avalon; the sights and sounds of a traditional British seaside town, or to the rolling hills of Dorset, where you might just stumble across a naked giant?

“神秘奇趣”等你来命名:

- Minack Theatre
- Blackpool
- Quay House
- Denis Severs' House
- Llanfair-pwllgwyn-gyllgo-gery-chwyrn-drobwll-llanty-silio-gogo-goch
- Loch Ness Monster
- Kilt
- The Kelpies
- Brimham Rocks
- Lost Gardens Of Heligan
- Cerne Abbas Giant
- Glastonbury Tor

Shopping & Luxury

Credit cards at the ready! From bargain-laden markets to the world's biggest designer names, Britain is paradise for shoppers, whatever your budget. For a taste of the high life, head to London's Savile Row for the sharpest suits in town, or rub shoulders with the rich and famous in the chic boutiques of Knightsbridge or Edinburgh's George Street. For high street fashion favourites you can't beat Glasgow's Style Mile, and vintage rules in edgy Shoreditch and Manchester's Northern Quarter.

“Shopping & Luxury” POIs to-be-named in Chinese :

- Savile Row
- Carnaby Street
- Portobello Market
- Knightsbridge
- The Shard
- Northern Quarter
- Jewellery Quarter
- Harrogate
- The Style Mile
- Shoreditch
- George Street



Events

There's simply no celebration like a British celebration. The British social calendar is jam-packed with festivities dedicated to music, sport, heritage, literature, country gardens and much more. Take your pick from the vibrant festival atmosphere of the Royal Edinburgh Military Tattoo, the traditionally English experience of the Glyndebourne Opera Festival, or the competitive spirit of the Grand National horse race or Oxford and Cambridge University Boat Race. Wherever you end up, we guarantee you'll have a rip-roaring time.

"Events" POIs to-be-named in Chinese in Chinese:

- The Royal Edinburgh Military Tattoo
- Highland Games
- Glyndebourne
- Hay Festival
- Grand National
- Bristol Balloon Fiesta
- University Boat Race
- Tatton Park Flower Show (Tatton Park)

Film & literature

Transport yourself in to your favourite film, or cast yourself in to the plot of the most famous literary creations in Britain. Wannabe wizard? Follow in the footsteps of Harry Potter and seek out magical Platform 9¾ at London's King's Cross station – next stop Hogwarts! Literature lovers, explore the romantic ruins that inspired Bram Stoker's Dracula, the forest that gave shelter to Robin Hood and his merry men and discover Shakespeare's famous final verse.

"Film & Literature" POIs to-be-named in Chinese:

- King's Cross
- St Pancras Station
- Bodleian Library
- Glenfinnan Viaduct
- Whitby
- Temple Church
- Agatha Christie's English Riviera
- Hill Top Farm
- Holy Trinity Church
- Sherwood Forest
- Leadenhall Market
- Freshwater West
- The Elephant House (Elephant Café)

Countryside

For a breath of fresh air or an action-packed holiday, there's nowhere better than the great British outdoors. And from the dramatic Scottish Highlands to England's rolling fields, it's all within a few hours of London. Our favourites include an historic landmark built by the Romans, picture-perfect countryside villages, gorgeous golden beaches and the eerily beautiful moorlands that starred in one of Sherlock Holmes' best-known adventures.

"Countryside" POIs to-be-named in Chinese:

- Cotswolds
- Wales Coastal Path
- Land's End
- Dartmoor
- Snowdonia
- Pembrokeshire
- Brecon Beacons
- Loch Lomond & The Trossachs
- The Cairngorms
- Peak District
- Hadrian's Wall
- Holy Island


