

Case Name

InterContinental Xiamen — Whale Fantasy World Metaverse Family Vacation Experience - Cai Qiyao

Theory

Digital marketing theory

Keywords

Immersive experience; Technology interaction

Background Information

InterContinental Xiamen has always intended to provide a distinguished accommodation experience as an international luxury hotel. With the booming parent-child travel market, the hotel has accurately understood the market demand. It has taken the lead in creating the first full-scene immersive ocean parent-child metaverse experience hotel in South China. This move enriches the holiday options for family tourists and gives them a high-tech feeling and fun. With its unique sea and sky scenery and the marine cultural elements of the "King of Blue Whale" art installation, the hotel has pioneered a new chapter in the parent-child holiday market.

Marketing Strategy

InterContinental Xiamen created the immersive theme concept of "Whale Fantasy World," which leads tourists and Whale mascot LuoLuo on a fantastic metaverse journey by creating a new marine IP character. "InterContinental - Whale Fantasy World" takes the original metaverse theme script as its focal point and cleverly combines multiple MR technologies, technological interactive devices, and upgraded art and visual display to unlock a series of online and offline exploration mechanisms for tourists. The hotel lobby and sea view rooms are equipped with MR space titles for an immersive visual experience, and the combination of virtual and real creates a multi-dimensional sensory art scene check-in point. This innovative measure allows tourists to feel the magnificence and mystery of the ocean in reality and experience an unprecedented fantasy journey in the virtual world. With its forward-looking vision and innovative concepts, InterContinental Xiamen has created a new landmark for urban parent-child tourism and has become an unforgettable resort for family tourists.

1. Online promotion

Use social media platforms (such as Weibo, WeChat, Douyin, etc.) extensively to promote and publish hotel design, special services, and event information.

Cooperate with travel bloggers and parent-child experts to invite them to experience and share hotel experiences to enhance influence.

Carry out online interactive activities (such as VR experience reservations, parent-child game challenges, etc.) to attract the attention and participation of potential customers.

2. Offline activities

To increase customer viscosity, hold parent-child-themed activities (such as marine science lectures, Whale mascot LuoLuo meet-and-greet events, etc.).

Cooperate with local tourism agencies to launch parent-child travel packages and include the hotel in tourist routes.

Set up and display a promotional area around the hotel to showcase the hotel's characteristics and design concepts and attract the attention of passing tourists.

3. Partnership

Establish a partnership with travel platforms (such as Ctrip, Qunar, etc.) to promote hotel products.

Establish cooperation with children's product brands (such as educational institutions, etc.) to develop parent-child travel products jointly.

Outcomes

After a series of marketing activities, the "Whale Fantasy World " Metaverse family vacation experience has successfully attracted the attention of many family tourists. It sells guest rooms, catering, and parent-child peripheral products. Customers have given positive feedback, saying this experience is technologically advanced and full of parent-child fun. It is an excellent choice for family travel. Besides, by continuously optimizing products and services, the hotel can improve customer satisfaction and loyalty and achieve sustainable development.

Implications & Challenges

During the marketing process, the hotel also faces some challenges. For example, using MR technology requires high-cost investment, customer acceptance, and operational proficiency. In addition, with the popularization of the metaverse concept, similar competitive products may appear in the market. Maintaining innovation and continuing to attract customers will become a problem that hotels need to face. However, by continuously optimizing product experience and service quality, the hotel is confident that it will stand out in the fierce market competition.

案例名称

厦门海景洲际酒店—奇鲸幻境元宇宙亲子度假体验 - 蔡琪瑶

理论依据

数字营销理论

关键词

沉浸式体验；科技互动

背景资料

厦门海景洲际酒店作为国际奢华酒店，始终坚守提供尊贵住宿体验的初心。随着亲子旅游市场的蓬勃发展，酒店精准洞察市场需求，勇立潮头，创新打造了华南地区首家全场景沉浸式海洋亲子元宇宙体验酒店。这一举措不仅丰富了家庭游客的度假选择，更赋予其浓厚的科技感与趣味性。酒店凭借得天独厚的海天一色美景与“王者蓝鲸”艺术装置的海洋文化元素，开创性地开拓了亲子度假市场的新篇章。

营销策略

酒店精心打造的“奇鲸幻境”沉浸式主题概念，通过塑造全新的海洋 IP 角色，引领游客与鲸灵洛洛共同踏上一段奇幻的元宇宙之旅。“洲际·奇鲸幻境”以匠心独运的原创元宇宙主题剧本为灵魂，巧妙结合多元 MR 技术、科技互动装置以及美陈视觉的升级，为游客解锁线上线下的一系列交互探索机制。在酒店大堂及海景房设置 MR 空间头衔沉浸式视觉体验，虚实结合打造多维感官艺术场景打卡点，这一创新举措不仅让游客在现实中感受海洋的壮阔与神秘，更在虚拟世界中体验前所未有的奇幻之旅。厦门海景洲际酒店以其前瞻性的视野和创新的理念，成功塑造了城市亲子旅游的新地标，成为家庭游客流连忘返的度假胜地。

1. 线上推广

利用社交媒体平台（如微博、微信、抖音等）进行广泛宣传，发布酒店设计、特色服务和活动信息。

与旅游博主、亲子达人合作，邀请他们体验并分享酒店体验，扩大影响力。

开展线上互动活动，如 VR 体验预约、亲子游戏挑战等，吸引潜在客户的关注和参与。

2. 线下活动

举办亲子主题活动，如海洋科普讲座、鲸灵洛洛见面会等，增强客户黏性。

与当地旅游机构合作，推出亲子游套餐，将酒店纳入旅游线路中。

在酒店周边设置宣传展示区，展示酒店特色和设计理念，吸引过往游客的关注。

3. 合作伙伴关系

与旅游平台（如携程、去哪儿等）建立合作关系，推广酒店产品。

与儿童用品品牌、教育机构等建立合作，共同开发亲子旅游产品。

成果

经过一系列的营销活动，“奇鲸幻境”元宇宙亲子度假体验成功吸引了大量家庭游客的关注和预订，售卖客房、餐饮、亲子周边产品。客户反馈积极，纷纷表示这一体验既富有科技感又充满亲子乐趣，是家庭出游的绝佳选择。同时，通过不断优化产品和服务，提升客户满意度和忠诚度，实现酒店的可持续发展。

挑战与反思

在营销过程中，酒店也面临了一些挑战，如 MR 技术的运用需要较高的成本投入，同时对于客户的接受度和操作熟练度也提出了要求。此外，随着元宇宙概念的普及，未来市场上可能会出现类似的竞争产品，如何保持创新并持续吸引客户将成为酒店需要面对的问题。然而，通过不断优化产品体验和服务质量，酒店有信心在激烈的市场竞争中脱颖而出。