

Case Name

[Feizhu offers discounts for visiting Macau and Macau Pass for food, accommodation, entertainment, and travel] - Feizhu x Macau Pass co-branded card launched in Galaxy Macau Resort City – Luo Jiangwei

Theory

Digital marketing theory

Keywords

Customer segmentation; Online and offline integration; Cross-border marketing

Background Information

1. Macau Pass is the most used payment application in Macau. It hopes to meet the needs of the government and expand the number of tourists to Macau.

In 2023, the number of inbound tourists to Macau exceeded 28 million, an increase of 3.9 times year-on-year. During the Spring Festival, air ticket bookings to Macau increased by more than 160% year-on-year, and hotel bookings in Macau increased by nearly two times year-on-year. The core goal is to improve the experience of consumers traveling to Macau and increase the number of mainland tourists traveling to Macau.

2. Fliggy insists on product innovation and hopes to seize the opportunity to increase market share during the international recovery process

Fliggy has recently completed several industry product innovations, including pre-sale packages, credit stays, and member interconnection systems. Fliggy members have direct access to Marriott, American Airlines, Singapore Airlines, Hilton, Accor, Shangri-La, and other named groups or brands. This cooperation with Macau Pass will help the government expand the popularity of the destination on the mainland, enhance the consumer experience, and increase the number of tourists to Macau. Each destination in the cross-border and overseas markets has remarkably differentiated characteristics. This model is expected to be reused to cooperate with other destinations and increase Fliggy's international business market share.

Marketing Strategy

1. Marketing communication strategy:
Using the Fliggy x Macau Pass co-branded card as a carrier to create the brand mindset of "Visit Hong Kong and Macau on Fliggy."

Fliggy has created the brand mindset of "Visit Hong Kong and Macau on Fliggy" through the "co-branded card" with Macau Pass. The two parties' "co-branded card" will provide Fliggy users with a series of benefits for their trip to Macau, covering "accommodation, transportation, shopping, entertainment, and food," etc., bringing more surprises and convenience to users during their stay in Macau hotels and enjoying Fliggy's personalized service experience.

2. Experiential marketing design - online and offline integration of the entire journey

The event has designed a variety of marketing benefits that integrate online and offline. Macau Pass and Galaxy provide exclusive check-in counters for in-store check-in. Holders of Fliggy orders can check in first, and the benefit card can be redeemed during the check-in process. Members only need to add 0.01 yuan to enjoy all the benefits when booking (including MOP 6 balance (at least one free ride on Macau bus), 12% discount on Koi Kei Bakery (Galaxy Macau), 1 MOP 5 "Hui Group Purchase-Macau Pass mass" no threshold red envelope, dining coupons in Galaxy Macau and Fliggy air, hotel and entertainment coupons worth 245 yuan)

3. Integrated marketing plan-Mainland and Macau resources with social media coverage

Social media resources: Fliggy Weibo and Xiaohongshu

Media resources: TravelDaily, GUOJIALVYE, China Consumer Network, and other media

Fliggy online resources: including venue resources in Fliggy App, etc

Fliggy targeted population resources through high-end customer groups, precise delivery, e-mail invitations, and corporate WeChat delivery

Local resources in Macau: including Macau media, Galaxy Resort, check-in counters, bus advertisements, etc.

Outcomes

The project was launched recently. In a short period, thousands of passengers booked Macau hotels on the Fliggy platform by purchasing cards, which brought new passengers to Macau and increased the purchase conversion rate. Fliggy, Macau Pass, and senior executives related to the Macau government also cut the ribbon for this marketing promotion in Macau, which attracted many people to participate. The Macau government also has prospects with Fliggy for the next event to expand the Macau hotel customer base.

For the value of Macau Pass: "Two-way interoperability with mobile payment tools. The implementation of joint activities with Galaxy Macau and Fliggy, in conjunction with multiple large-scale events in Macau and the arrival of the Lunar New Year and Lantern Festival tourist peak seasons, will bring new business growth to Macau's tourism companies and share the results of digital tourism and diversified development."

For Galaxy Group: "This new digital tourism consumption project will help stimulate local consumption in Macau, and tourists to Macau will also be able to get a more convenient and affordable accommodation, dining, and entertainment experience."

For Fliggy: "Fliggy hopes that through innovative cooperation with Macau Pass and Galaxy Macau, consumers traveling to Macau can deeply discover the beauty of Macau more simply and conveniently and help the high-quality development of Macau's comprehensive tourism and leisure industry."

Implications & Challenges

- **Challenges:**
Significant uncertainties exist in the connection between the government and customer demand. In addition, cooperation with Macau Pass, the Macau government, the corresponding hotels, and other collaborative units will also cause coordination difficulties.
- **Reflection:**
The entire project's rhythm remained very tight during the event. Therefore, the first reflection is on managing the time cycle. Government cooperation projects and related projects like this also need to be planned.

The R&D cost and operating cost of the entire investment in the event are relatively high. For the efficiency and scale of business execution, it is necessary to consider standardizing and reusing relevant strategies and R&D capabilities when expanding to other destinations in the future to solve the problem of R&D operating costs.

案例名称

【飞猪优惠游澳门，吃住玩行澳门通】-飞猪 x 澳门通联名卡落地澳门银河度假城 - 罗江威

理论依据

数字营销理论

关键词

细分客群；线上线下一体化；跨界营销

背景资料

1. 澳门通是澳门使用率最高的支付应用，希望承接政府需求，扩大赴澳旅客
2023 年全年澳门入境旅客超过 2800 万人次，按年增加 3.9 倍。春节期间，飞往澳门的机票预订量同比增长超 160%，澳门酒店预订量同比增长近 2 倍。核心目标是：提升赴澳消费者体验，增加赴澳大陆旅客数。
2. 飞猪旅行坚持产品创新，希望在国际复苏过程中抢占先机提升市占率
飞猪旅行在近些年完成了多个业界产品创新，包括预售套餐、信用住、会员互通体系，飞猪会员已经直通万豪、美国航空、新加坡航空、希尔顿、雅高、香格里拉等指名集团或品牌。本次与澳门通合作，有助于帮助政府扩大目的地在大陆的知名度，提升消费者体验并增加赴澳旅客数。跨境及海外市场每个目的均有差异化非常大的特色，期望未来可复用此样板与其他目的地合作，提升飞猪国际业务市占率。

营销策略

1. 营销传播策略：以飞猪*澳门通联名卡作为载体，打造“游港澳、上飞猪”的品牌心智
飞猪通过与澳门通合作“联名卡”，打造“游港澳、上飞猪”的品牌心智。双方合作的“联名卡”将为飞猪的用户提供与澳门之行的一系列权益，涵盖“住、行、购、娱、吃”等多个方面，为用户在澳门酒店入住之旅中带来更多的惊喜和便利，享受到飞猪个性化的服务体验。
2. 体验式营销设计-全旅程线上线下一体化
活动设计了线上线下一体化的多种营销权益，到店入住澳门通和银河提供了专享入住柜台，持有飞猪订单可优先入住，入住过程中可兑换权益卡。只需要在预定的时候，0.01 元加购即可享受所有权益（包含 MOP6 元余额（至少可免费乘澳门公交 1 次）、钜记手信「澳门银河店」88 折、MOP5 元「惠团购-澳门通 mPass」无门槛红包 1 个、「澳门银河」内餐饮权益 券以及飞猪总价值 245 元机酒玩乐券）
3. 整合营销方案-大陆澳门资源+社交媒体覆盖
社交媒体资源：飞猪微博和小红书
媒体资源：环球旅讯、中国旅业网、中国消费网等多家媒体
飞猪线上资源：包括飞猪 App 内的会场资源位等
飞猪定向人群资源：通过高端客群精准投放加电子函邀请，以及企业微信投放

澳门当地资源：包括澳门媒体、银河度假村，入住 counter，公交广告等

成果

项目已于近期上线，短时间飞猪平台预订澳门酒店旅客购卡就达数千张，带来了新增赴澳旅客，购买转化率提升数，飞猪、澳门通还有澳门政府相关的高层也在澳门为此次营销做了剪彩活动，现场吸引了多人参与，澳门政府也与飞猪旅行就下一次扩大澳门酒店客群活动做了展望。

对于澳门通的价值：“与手机支付工具双向互通。随着与澳门银河、飞猪联合活动的落地，并配合澳门多个大型活动以及农历新年、元宵节旅游旺季到来，将为澳门旅游企业带来新的商业增量，共同分享数字旅游和多元发展的成果。”

对于银河集团：“此次全新数字旅游消费项目有助于刺激澳门本地消费，来澳游客也能获得更加丰富、便捷、实惠的住宿及餐饮娱乐体验。”

对于飞猪：“飞猪希望通过与澳门通、澳门银河的创新合作，让赴澳门旅游的消费者能以更简单、方便的方式深度发现澳门之美，助力澳门综合旅游休闲业的高质量发展。”

挑战与反思

- 挑战：

政府端的对接，需求等均有较大不确定性。另外联合澳门通以及澳门政府以及对应的酒店等多个协作单位，也会带来相应的协同难度。

- 反思：

活动过程中，整个项目节奏还是非常紧张的，因此，第一个反思是时间周期的管理，政府合作项目需要提前做规划；类似于此类的其他相关的政府合作项目，也需要提前做规划。

活动整个投入的研发成本和运营成本比较高，对于业务端执行的效率和规模化，需要考虑未来在规模化扩展到其他目的地的时候，把相关的策略和研发能力做到标准化，可复用，解决研发运营成本问题。