

Case Name

Crowne Plaza Hefei Annual Meeting Theme Show – Feng Jingjing

Theory

Situation theory

Keywords

Theme; Customization

Background Information

More and more hotels have joined the competition in the post-pandemic market while the economy is declining. Many companies start to lower their annual meeting budgets at the end of the year. Much of the time is usually spent at the annual conference held by different company departments. The yearly meetings can create substantial revenue for the hotels. So, launching a unique and innovative product for the hotel to increase its sales and income is becoming an urgent mission.

Marketing Strategy

Before the annual meetings of various companies at the end of the year, the hotel can hold a yearly meeting show, and the theme of this annual meeting show is a masquerade party; all guests are required to attend in formal attire, mainly suits for boys and dresses for girls. All attendees will receive a mask, and many check-in spots of this theme will be set up on-site for guests to take photos. The whole party will offer mini-shows and inter-activities for the guests together with inserted hotel promotions and advertisements. The on-site screen will display the different theme packages and their price, like “masquerade,” “Back to Tang Dynasty,” “Nostalgic Ceremony,” etc., which can be a reference for the immersed guests who might need to plan a company's annual meeting show themselves in the future.

Outcomes

Soon after this event, the market received enthusiastic feedback. Many company leaders have proactively consulted about the price of the theme package for the annual meeting. This event has also enhanced the recognition of making good money.

Implications & Challenges

As the hotel is aging its hardware year after year, a more significant gap has been compared to the new hotels in the market. We have to innovate the software of our service as we can only do a little to our hardware facilities. Learning about the likes and concerns of the customers can help increase the hotel's revenue. So we need to do special promotions and advertisements on all holidays and special occasions to increase the hotel's exposure in the market, which may continue to attract more customers and help them save time and money for their yearly meeting party. The all-inclusive package service has rooted out our customers' worries, and many reservations were made for the annual meeting parties held by the hotel, which customers.

案例名称

合肥皇冠假日酒店年会主题秀 - 凤晶晶

理论依据

情景理论

关键词

主题；定制

背景资料

随着市场上酒店数量的增加，并且疫情后经济形势的下降，很多公司对于年会的预算开始缩减，并且每年在年会的筹办上，相关部门都要花费很多时间；年会也是酒店预算中一项很重要的收入，为了完成酒店预算，增加营收，打造特色产品，做出一些创新已刻不容缓。

营销策略

在年底各家公司年会筹备前，酒店会举办一场主题年会秀，而此次年会秀的主题是假面舞会；要求到场嘉宾均以正装出席，男生西服为主，女生礼服为主，到场人员均会领取一个假面面具，并且现场会设置很多此主题的打卡点，用于嘉宾拍照宣传；整场活动以节目和全场互动为主线，穿插一些年会促销和特色的宣传，并且现场屏幕中展现此次年会打包的价格和主题，包括假面舞会，梦回盛唐，怀旧盛典等，让大家沉浸在舞会的氛围中为后期其公司后期年会做参考。

成果

通过此次活动，市场上得到了热烈的反馈，很多公司负责人积极咨询关于年会的主题套餐价格；增加了消费者的认同感，并且节约了他们的年会筹划时间和预算，酒店通过一站式的打包服务解决客人后顾之忧，在年底的年会预订中，取得了很好的收益。

挑战与反思

随着酒店年限增加，硬件逐渐老化，与市场新的酒店硬件服务差距较大，在无法更新硬件的情况下只能在软件服务上做出创新，知道消费者的喜好和关注点，增加酒店收入。并且要在各特殊日期和节假日做产品宣传，增加酒店在市场的曝光度，吸引消费者持续的使用。