

Case Name

Hangzhou Cultural and Innovation Bazaar - Integrated Marketing Plan for Cultural Tourism Consumption Event

Theory

Integrated marketing; Differentiation

Keywords

Cultural tourism; Theme marketing; Interactive content; Cross-industry collaboration; Immersive experience.

Background Information

Hangzhou is a historic city and was the capital of the Southern Song Dynasty. Today, Hangzhou's cultural foundation inherits the poetry, music, painting, calligraphy, and other artistic achievements of the Song Dynasty. Hangzhou is renowned worldwide for its long history, beautiful natural resources, and romantic cultural heritage. The Hangzhou Cultural Tourism Consumption Event is a series of activities promoting cultural tourism consumption for 3-6 months. The event aims to strengthen Hangzhou's artistic image, enhance residents' spiritual and entertainment environment, and attract tourists from outside Hangzhou. The event includes cultural temple fairs, culture and creativity expos, concerts, dance performances, and other cultural activities. It is popular among both local and foreign tourists. Since the outbreak of the Covid-19 pandemic in 2020, the Hangzhou Cultural Tourism Consumption Event has faced various restrictions, and tourist traffic has decreased significantly. In 2022, as the pandemic control measures gradually eased, the event organizers needed to find ways to revitalize Hangzhou's cultural tourism industry.

Marketing Strategy

1. Combine Song Dynasty culture with modern Z-generation culture to create a unique cultural identity that appeals to young consumers. Incorporate elements such as Chinese fashion, IP, and murder mystery games to create a cultural symbol with Chinese characteristics and regional identity.
2. Innovate and upgrade the cultural tourism market by focusing on Song Dynasty culture. Transform the traditional temple fair into a unified Song Dynasty-style landscape. Dress some staff in Song Dynasty costumes and incorporate ten Song Dynasty-themed exhibitions and five experiential activities to create a comprehensive cultural tourism market that integrates sightseeing, entertainment, experience, photography, dining, and souvenirs.
3. Collaborate with different industries to create unique and interactive content. The "Hangzhou Non-legacy Art Gallery" collaborates with the China Academy of Art to use digital projection and virtual imaging technology to create a unique time and space art tunnel for visitors. The "One Glance Across a Thousand Years" project collaborates with the Hangzhou Museum to use 3D naked-eye technology to bring visitors closer to the museum's Song Dynasty cultural relics collection.
4. Innovate content and focus on the visitor experience. Visitors can dress up in Song Dynasty costumes and experience a day in the life of a Song Dynasty citizen. From morning rituals to evening poetry readings, visitors can immerse themselves in the culture and have fun. The "Moonlight Light Food Record" provides visitors the ultimate experience of enjoying Song Dynasty cuisine while boating on the beautiful West Lake.
5. Upgrade communication methods. The event organizers introduced AR technology to create an online H5 game called "Song Chao - Wonderful Cloud Market." The game includes AI face-changing, AR lantern blessings, and other interactive games. Visitors can enter a miniature version of Lin'an City to learn about the cultural tourism market and

participate in various activities. The game also includes inviting friends to play, one-click sharing, and social media forwarding, attracting many online market visitors.

Outcomes

Through a series of PR campaigns, social media promotions, and online interactive games, the Hangzhou Cultural and Innovation Bazaar gained a lot of online discussions and exposure. It attracted the highest number of offline visitors in three years. The attendance was the highest in recent years, driving residents' enthusiasm and attracting tourists from surrounding cities. The success of the cultural tourism bazaar has also led other cities in Zhejiang Province, such as Shaoxing and Ningbo, to participate in the cultural tourism consumption season and launch their own Song Dynasty-themed activities. In the foreseeable future, Song Dynasty culture will be not only the cultural theme of Hangzhou but also a cultural symbol that other cities in Zhejiang Province will follow, making the Zhejiang Cultural Tourism Consumption Event even better and stronger.

Implications & Challenges

The preferences of young people are constantly changing, and in today's content explosion, how to make traditional cultural content more exciting and appealing to young consumers is a challenge that every cultural tourism industry practitioner needs to learn and explore continuously. The challenge for Hangzhou Cultural and Innovation Bazaar is to maintain its uniqueness and differentiation while keeping up with the changing preferences of young consumers. Additionally, the market must control operating costs while providing immersive experiences and interactive content.

案例名称

杭州文旅市集-文旅消费季整合营销方案

理论依据

整合营销;差异化

关键词

文化旅游;主题营销;互动内容;跨界合作;沉浸式体验

背景资料

- 1、杭州是一座历史名城，古来是南宋故都。如今，杭州的文化基础承袭了宋代文化觉醒复兴下的词曲歌赋、琴棋书画，凭其悠久的历史、瑰丽的自然资源和浪漫的宋文化发祥地而享誉世界。
- 2、杭州文旅消费季是一系列促进文化旅游消费的活动，为期 3-6 个月，旨在强化杭州文化形象，提升本地居民的精神娱乐环境，吸引杭外游客。
- 3、每年的杭州文旅消费季通常在 4 月至 10 月期间举办，包含文化庙会、文化创意博览会、音乐会、歌舞演出等文化活动，深受到杭州内外游客的喜爱和欢迎。
- 4、自 2020 年起疫情开始，杭州文旅消费季的举办受到各种限制，旅客流量也大幅减少。2022 年作为疫情管控逐步放开的第一年，如何利用该契机重新焕活杭州这座文化旅游城市的新鲜活力成为了亟需解决的问题。

营销策略

- 1、宋文化与 Z 时代文化融合，对宋韵文化进行深度表达和创新诠释。创新地融入当年轻人喜爱的国潮、IP、剧本杀等元素，成为具有中国特色、浙江地域辨识度的文化标识。
- 2、立足宋文化，做文化旅游市集的创新升级。将原有的摊位形式的庙会，改造为统一的宋朝建筑风格景观；部分工作人员穿着宋朝服饰，穿插十大宋文化主题展和五大体验活动，将游览、娱乐、体验、拍照、餐饮、纪念等融合为一体的综合文化旅游市集，让宋文化“可观、可感、可体验、可消费”。
- 3、跨界创新合作。“杭派非遗艺术长廊”与中国美术学院合作，采用数字投影+虚拟映像技术，将宝相花、团窠玉兔等多种杭州非物质文化遗产项目打造成为一条别出心裁的时空艺术隧道，为游客带来全新的观展体验。“一眼跃千年”项目则与杭州博物馆合作，在 3D 裸眼技术的加持下，将馆藏文物南宋龙泉窑粉青釉凤首耳瓷瓶、南宋龙泉窑粉青釉鬲式炉等珍品，穿越时空带到游客们眼前。
- 4、创新内容，注重游客体验。穿上宋服，游客即可开启做一天宋人的奇妙之旅。卯时“宋刻”，辰时“阅瓷”，巳时“更衣”，午时“赏花”等等，从晨起洗漱、熏香簪花到午间樊楼饮宴、弹琴下棋，再到夜晚品茗作诗、观歌赏演……妙趣恒生，让年轻人趋之若鹜。“月下轻食纪”为游客们提供一边泛舟绝美西湖，一边享受宋朝千年美食的极致体验。宋宴、八卦田、殊胜龙井等一线美食品牌将“杨梅鳕鱼球、梦梁鸡、莲房鱼包、蟹酿橙、莲花酥”等兼具杭州特色和古法工艺的宋朝复刻美食带给游客。
- 5、传播升级。本次市集活动引入 AR 技术，“宋潮-奇妙云市集”是为文旅市集宣传打造的一款线上 H5 小游戏，由宋服 AI 换脸、AR 孔明灯祈福等线上互动游戏构成。游客通过活动页进入一座微缩版临安府，宋朝的酒肆茶楼、勾栏瓦舍尽入眼帘，之后边玩边了解到文旅市集活动信息。游戏带有邀好友同玩、一键分享、转发到社交媒体等功能，为市集前期宣传吸引到大量线上流量。

成果

- 1、通过一系列的 PR 宣发、社媒造势、线上互动传播游戏等，使当年度文旅市集不仅获得大量线上讨论和曝光量，同时也收获了 3 年来最高的线下参与人数。市集人流量为近年来最高，不仅带动了杭州本地市民的热情参与，也拉动了部分杭州周边城市的旅游需求。
- 2、文旅市集的成功带动了杭州周边城市对文化旅游的重视，在后续的文旅消费季活动中，绍兴、宁波等城市也积极参与合作，推出了宋韵文化主题下的分会场系列活动。可预见的未来，宋韵文化不仅是杭州的文化主题，浙江省其他城市也将追随宋韵文化参与进来，共同将浙江文旅消费季做得更好更强。

挑战与反思

年轻人的喜好瞬息万变，在内容爆炸的今天，如何把传统文化内容做的不枯燥、更有趣，能够结合现代 Z 世代文化、连接年轻人的情感需求、和他们产生共鸣，是每位文旅行业从业者需要持续学习和探讨的问题。