

**Case Name**

EVEN HOTEL Chengdu Jinniu Health and Fitness Event marketing

**Theory**

Brand communication, Event marketing; Segmentation

**Keywords**

Fitness; KOL marketing; Community visitor flow.

**Background Information**

EVEN HOTEL is a high-end hotel brand IHG InterContinental Hotels Group launched in 2020, focusing on a healthy lifestyle. The brand has a precise market segmentation, emphasizing the concept of sports, health, a balanced diet, and recovery. EVEN HOTEL Chengdu Jinniu provides guests with a variety of sports and health experiences, including a bike station, vitality hall, private fitness area, body fat scale, and professional fitness videos on TV, allowing guests to enjoy a satisfying and refreshing sweat experience or a peaceful and enjoyable yoga journey. In addition, each guest room is equipped with an independent area for exercise and stretching, bringing the conditions and environment of movement to the room, allowing every business traveler to awaken their body and restore their energy during their stay. At the same time, EVEN HOTEL Chengdu Jinniu's F&B also pays special attention to the balance of Chinese and Western cuisine, cold and hot food, energy food, and local ingredients, with 70%-80% of the dishes being creative Chinese cuisine and the remaining 30%-20% being Western specialties and providing customized healthy food to meet the diverse tastes of guests.

Although EVEN HOTEL Chengdu Jinniu's market positioning is very accurate, it still faces the following challenges due to the short establishment time of the brand and the small number of hotels opened: 1. How to build EVEN HOTEL Chengdu Jinniu's brand awareness and reputation; 2. How to find accurate customer groups and KOLs, so that consumers are willing to endorse EVEN HOTEL Chengdu Jinniu; 3. How can fitness enthusiasts better stay in the hotel, regard it as their favorite fitness place, and generate consumption and repurchase?

**Marketing Strategy**

1. Advocate the Wellbeing-healthy lifestyle concept, and recruit employees who love sports, including the general manager, who is proficient in sports. All employees' weights are controlled within the standard range.
2. During EVEN HOTEL Chengdu Jinniu's preparation period, regularly organize activities in the surrounding communities, invite residents to participate, and distribute experience coupons to the participants to promote the hotel.
3. Continuously live stream on major live broadcast platforms. At the same time, combined with EVEN HOTEL Chengdu Jinniu's multiple sports scenes, create and update videos and promotions with sports as the theme every day to increase the hotel's exposure.
4. Invite fitness enthusiasts to hold regular events at the hotel. There is a professional fitness coach every Monday, an experienced street dance teacher on Wednesday night, and a yoga teacher on Saturday night, leading guests to exercise for free.
5. Every member of the hotel management team stays after work to exercise with guests, allowing guests to feel that this is not only a place with sports functions but also a hotel with a sports atmosphere.

**Outcomes**

Through promoting the above marketing activities, EVEN HOTEL Chengdu Jinniu's surrounding community residents come to try and check-in, share their experiences on social media, and attract more potential guests. The regular activities on Wednesdays have attracted more fitness, street dance, and yoga KOLs to join. The national street dance champion Ye Yin

has become the spokesperson for EVEN HOTEL Chengdu Jinniu and participated in activities at the hotel, attracting many fans and students before and after the event, creating a reasonable occupancy rate for the hotel. In July 2023, the World Street Dance Competition champion will hold an event at EVEN HOTEL Chengdu Jinniu. The hotel staff and guests exercise together and highly evaluate the hotel. The team is satisfied because they exercise regularly, which is good for their physical and mental health. Overall, EVEN HOTEL Chengdu Jinniu's marketing plan has dramatically shortened the hotel's opening period, and the OCC and catering revenue have continued to rise.

### **Implications & Challenges**

Advocating a healthy lifestyle is the central theme of the post-epidemic era. With the acceleration of people's pace of life, finding time to exercise has become a pain point for many people. EVEN HOTEL Chengdu Jinniu has integrated exercise into the hotel and guest rooms, making training more convenient and allowing guests to complete some simple stretching exercises even during their fragmented time. With the continuous enrichment and diversification of hotel products in the market, the challenge for EVEN HOTEL Chengdu Jinniu is the dispersion of customer sources. Secondly, there are challenges in marketing costs and hotel operating costs. When the hotel conducts the weekly healthy check-in activities led by professional teachers, it also needs to control operating costs.

## 案例名称

EVEN HOTEL 逸衡酒店健康运动主题营销

## 理论依据

品牌传播；主题营销；市场细分

## 关键词

全员运动；运动达人 KOL；社区私域流量

## 背景资料

EVEN HOTEL 逸衡酒店是 IHG 洲际酒店集团于 2020 年推出的专注于健康生活方式的高端酒店品牌。对酒店行业市场做了更专注的领域细分，打造运动、健康、平衡饮食、恢复元气的理念。成都金牛逸衡酒店，就专门为客人提供了多种运动健康体验，单车站，活力馆，私人健身区，体脂秤，以及电视机里的专业健身运动教学视频等，让下榻的客人尽享酣畅淋漓的热汗体验或静心愉悦的瑜伽旅程。

除此以外，酒店的每间客房都配备了独立的运动和拉伸的区域，把运动的条件和环境搬到了客房，让每一个下榻的商旅人士都可以在休憩之余，唤醒自己的身体，恢复体力。同时，酒店的餐饮也特别注重中西餐平衡，冷热食平衡，能量食物当地食材平衡，不论是早餐还是中晚餐，70%-80%的菜品为创意菜，剩余的 30%-20%菜品为西式特色菜，并提供定制的健康美食，满足宾客多样口味需求，。

虽然逸衡酒店的市场定位非常精准，但是因为品牌成立时间较短，开业的酒店数量又不多，酒店的营销团队面临着如下挑战：1、如何打造逸衡酒店品牌知名度和美誉度；2、如何找到精准的客户群体和 KOL，让消费者愿意为逸衡酒店代言；3、如何让健身爱好者能更好的居住在酒店，并把酒店作为其喜爱的健身场所，进而在酒店产生消费和复购？

## 营销策略

- 1、倡导 Wellbeing-健康的生活理念，酒店包括总经理在内，招募的全是热爱运动的员工，深谙运动之道，所有员工的体重都控制在标准范围之内。
- 2、酒店在筹开期，就组织所有员工定期在周边社区开展各种活动，并邀请社区的居民一起参加，为参加的民众发放试住体验券，大范围的种草。
- 3、各大直播平台持续的直播。同时结合酒店的多个运动场景，每天创作更新以运动为主题的视频和宣传，增加酒店曝光率。
- 4、邀请运动达人定期在酒店举办活动。每周一有专业的健身教练，周三晚上有专业的街舞老师，周六晚上有瑜伽老师，免费带领在住客人一起运动。
- 5、酒店管理层的每一位成员，下班后都会留下来与客人一起运动，让客人感受到这不仅是一个有运动功能的场所，而是一个拥有运动氛围的酒店。

## 成果

通过以上营销活动的推广，酒店周边的社区居民来试住并打卡后，在社交媒体分享体验，吸引了更多的潜在客人；每周三场的定期活动，有更多健身、街舞、瑜伽圈层的 KOL 加入其中，连续两届街舞大赛全国冠军叶音为逸衡品牌代言，并到酒店参加活动，在活动前后都给酒店吸引了大量的粉丝和学员，为酒店创造了较好的入住率。同时，2023 年 7 月，世界街舞大赛的冠军将来逸衡酒店举办活动。酒店员工与客人一起健康打卡，坚持运动，客人对酒店的评价非常高，员工因为经常运动，身心愉悦。综

合逸衡酒店的这一系列营销方案，成成都金牛逸衡酒店开业后 OCC 和餐饮收入在持续上极速长升，大大缩短了酒店的开业爬坡期。

### **挑战与反思**

倡导运动健康的生活方式，是后疫情时代的主旋律。随着人们的生活节奏不断加快，抽出时间运动已成为了大家的痛点。逸衡酒店把运动植入到客人入住的酒店内，甚至入住的房间内，提高了运动的便利程度，即使利用碎片时间也能完成一些简单的拉伸运动。随着市场上酒店产品的不断的丰富和多元化，导致客源的分散，是逸衡酒店面积的挑战。其次是营销成本以及酒店经营成本的挑战，酒店在做每周三次由专业老师带领客人进行健康打卡活动时，也要注意控制运营成本。