

**Case Name**

Your home on the road – Van to wild

**Theory**

STP

**Keywords**

The pandemic outbreak; RV travel; Outdoor recreation; Travel restrictions

**Background information**

1. From 2020, the China government rolled out restrictive control actions to mitigate the disease, such as social distancing, prohibition of major gatherings, quarantine measures, and travel restrictions. Due to the impact of the epidemic policy, travel companies have incurred huge losses and trauma and have had to take the initiative to transform. The traditional travel model has struggled to survive under the epidemic policy. Self-drive travel mode solves the customers' problem of customers' flexibility for travel, but there are still problems, such as laborious and difficult accommodation. It cannot meet the demand of high-end people's families or friends for a private, comfortable, and labor-saving way of travel.
2. Because of the ongoing outbreak, most people have not traveled out of the country for a long time. Even when traveling domestically, there is fear of the potential risk of infection during the trip. Those who do not have an excessively long vacation but want to spend an enriching, fun weekend or mini break wish to have a more leisurely time for family or friends to gather. Mainland China desperately needs a new type of travel for families and friends amid an epidemic.

**Marketing Strategy**

Hangzhou Youxiake Travel Agency combines the concept of RV travel and camping, which has been popular overseas for a long time, to establish a brand that focuses on RVs' unique and personalized experience, targeting families and young people.

The first phase launched three destinations for winter, namely Yunnan, Hainan, and Alshan. RV camping destinations also have different natural scenery: rainforest, jungle, island, and ice lake. The destination campsites are utilized with outdoor decorations to experience the local culture and taste the food. Although long popular overseas, this kind of travel by renting RVs is still a new trendy product in the mainland. In the later product updates, new themes are added to take full advantage of seasonal changes, and there are even peripheral tour RV products designed for urban weekend trips. The number of travelers is also lowered to 2 people who can travel, with Tik Tok and Little Red Book sharing reduction offers to increase product exposure.

## **Outcomes**

The whole process of online butler service, customized journeys for two people, niche destinations, wild nomadic lifestyle, and stop-and-go travel have made the company's RV travel products a best seller and harvested many fans in Little Red Book. By forming a WeChat group, Youxiake keeps promoting the following RV products. It not only creates a new concept of RV travel on the mainland but also raises awareness and brings economic benefits to the company.

## **Implications & Challenges**

This brand of tourism products has good sales and reviews, but the overall problem is the high cost compared with other tourism products and the lack of labor during the epidemic. There is also the problem of a lack of market profitability. Designing and developing new products requires much time and labor upfront. After a lot of product development, the brand products are gradually taking shape, and customers can quickly access RV travel details and place orders using small programs and apps.

## 案例名称

路上的家-房车旅行

## 理论依据

STP 理论

## 关键词

疫情爆发；房车旅行；户外娱乐；旅行限制

## 背景资料

1. 从 2020 年开始，中国政府为了缓解疫情，发布了一系列的如保持一定社交距离、禁止重大集会、隔离措施、限制旅行等政策来缓解疫情。由于疫情政策的影响，旅游企业遭受了巨大的损失和打击，需要主动采取业务转型进行自救。传统的旅游模式已经难以生存。在疫情政策下，自驾游旅行模式解决了出行的灵活性问题，但仍存在费力不讨好、住宿难等问题。它不能满足高端人群的家庭或朋友对私密、舒适、省力的出行方式的需求。
2. 由于疫情爆发，出境旅行已经成为奢望。即使在境内旅行，人们也会担心在旅行中可能出现的感染风险。特别是那些长期缺少长假，但希望度过一个充实、有趣的周末或小长假的人，他们会更加期待以一个更悠闲的方式与家人或朋友聚会。中国内地游客迫切需要一种新型的方式，使他们可以安全地在疫情持续期间，与家人和朋友一起旅行。

## 营销策略

杭州游侠客旅行社结合国外流行已久的房车旅行和露营的概念，建立了以房车独特的个性化体验为主的 brand，目标客户为家庭和年轻人。

第一阶段推出了三个冬季目的地，即云南、海南和阿尔山。房车露营目的地也有不同的自然风光：雨林、丛林、海岛和冰湖。目的地的营地利用户外装饰，体验当地文化，品尝特色美食。虽然在国外早已流行，但这种租用房车的旅行方式在大陆仍是一种新的潮流产品。在后期的产品更新中，增加了新的主题，以充分利用季节性变化，甚至还有专为城市周末旅行设计的周边游房车产品。旅行者的数量也被降低到 2 人可以旅行，滴滴打车和小红书，分享减价优惠，增加产品曝光。

## 成果

在线管家服务、2 人定制旅程、小众目的地、野性游牧生活、走走停停的整个过程，让公司的房车旅游产品成为畅销品，在小红书收获了众多粉丝。通过组建微信群，尤溪客不断推广以下房车产品。这不仅在大陆创造了房车旅行的新概念，也提高了知名度，为公司带来了经济效益。

## 反思与挑战

该品牌的旅游产品有很好的销量和评价，但总体来说，与其他自驾游的旅游产品相比成本较高。而且在疫情阶段，人工的需求无法解决。另外，市场盈利能力也是一个问题。设计和开发新产品的前期需要很多时间和劳动力。经过大量的产品开发，品牌产品逐渐成型，客户可以通过小程序和 APP 快速获取房车旅游的详细信息并下

订单。