

Case Name

Hotel Marketing New Track-Content-Drive Marketing of Yushui Hot Spring Inn

Theory

New Media Marketing; Experiential Marketing

Keywords

Insight into demand; Content-driven; Scene interaction; Value creation

Background Information

Yushui Hot Spring Inn is the latest masterpiece of Jiangsu Tianmu Lake Tourism Co., Ltd. (Tianmu Lake 603136), a highly distinctive Chinese luxury hotel. The hotel is built along the creek valley, with single-story guest rooms highly characteristic of the classical Jiangnan style distributed on both sides. They outline a graceful silhouette between the bamboo shadows and the creek light, while the distant green mountains play with the smoke and clouds, creating a simple and pure mountain paradise. Yushui Hot Spring Inn has 50 buildings and 120 rooms, five themed room types, and independent hot springs, providing a comfortable private experience. Before and after the epidemic, it has created a circle of cultural experiences that meet the needs of high-end vacationers, driven by content.

Marketing Strategy

Yushui Hot Spring Inn combined new media marketing, such as social media and fans, focusing on the user. By insight into the needs of tourists, it achieved an increase in click-through rates. Yushui Hot Spring Inn focused on producing short videos of independent swimming pools on TikTok, taking advantage of the hotel's unique private swimming pool. Through a unique waterborne live broadcast for internet celebrities, we have attracted users' attention with beautiful scenes and tourist check-ins as features, successfully achieving "gold absorption" of content and appearance. Yushui Hot Spring Inn transformed from simple advertising to marketing vacation aesthetics. Creative activities such as Ferrari member salons and industry summit forums achieved a complete marketing chain from content seeding to monetization through word-of-mouth communication in private domain communities. Vacation aesthetics inspire tourists' yearning.

Outcomes

1. Yushui Hot Spring Inn has explosive growth in user numbers and rapid improvement in business performance by rapidly increasing the number of fans and improving the speed of traffic monetization.
2. Performance data: GMV of a single live broadcast exceeded 6 million, with a redemption rate of 40%, higher than the industry average of 30%; the average ADR increased from 1,500 yuan in 2020 to 2,480 yuan in 2023.
3. Brand data: Through the operation of a full self-media matrix such as Xiaohongshu, TikTok, and Bilibili, the playback volume of a single Douyin video reached 40 million. It accumulated over one million fans, and the hotel's topic tags have reached 120 million. There are over 100 popular videos per year, and the ROI leads the high-end hotel industry with a ratio of 1:30.

Implications & Challenges

1. Under the influence of the overall economic environment, the purchasing power of users is declining. How should high-end hotels define customers and pain points to target the crowd and do marketing? More accurately?

2. The competition between international alliances and independent brand hotels will continue to intensify. How to create unique characteristics for different brand hotels to form differentiated competition?

案例名称

酒店营销新赛道-御水温泉竹溪谷酒店内容驱动市场营销

理论依据

新媒体营销；体验营销

关键词

洞察需求；内容驱动；场景交互；价值创造

背景资料

御水温泉竹溪谷酒店是江苏天目湖旅游股份有限公司（天目湖 603136）旗下极具特色的中国野奢酒店的最新力作。酒店沿溪谷依势而建，极具江南古典特色的独栋式客房分布于两岸，在溪光竹影之间，勾勒出翩跹丽影，远处的青山又戏荡着烟云，构成了一个质朴纯净的山居美境。酒店共有 50 栋客房 120 间，5 种主题房型，独立温泉入户，尽享私密惬意，疫情前后以内容驱动打造了符合高端度假客群的圈层文化体验。

营销策略

我们将社群、粉丝等新媒体营销进行了结合，以用户为中心。通过洞察游客需求，实现点击率的提升。利用酒店自带私家泳池的独特优势，聚焦抖音生产独立泳池系列短视频。通过独特的网红泳池水上直播间，吸引了用户的注意力，以唯美场景及游客打卡互动为特色，成功实现了内容及颜值的“吸金”。从单纯的广告转变为对度假美学的营销。通过法拉利会员沙龙、行业高峰论坛等创意活动，以私域社群等口碑传播实现了内容种草到变现的完整营销链路。度假美学激发游客向往。

成果

我们通过快速增加粉丝数量、提高流量变现速度，最终实现了用户数量的爆发式增长和经营效益的快速提升。

1. 业绩数据：单场直播 GMV 超 600 万，核销率达到 40%，高于行业平均水平的 30%；年平均 ADR 从 2020 年的 1500 元提升到了 2023 年的 2480 元。
2. 品牌数据：我们通过小红书、抖音、B 站等全自媒体矩阵的运营，单条抖音播放量达 4000 万。我们积累了百余万的粉丝，酒店话题标签达到了 1.2 亿，年爆款视频百余条，ROI 以 1: 30 的水准领跑酒店业高端赛道。

挑战与反思

1. 受整体经济环境的影响，用户消费力在下降。高端酒店应该如何定义客户和痛点，以便更精准地锁定人群并做好营销？
2. 未来国际联号和自主品牌酒店之间的竞争将继续加剧。如何打造不同品牌酒店的独特特色，以形成差异化竞争？