

**Case Name**

Aden Select Shenzhen Taizi Hotel Brand Promotion

**Theory**

Brand building

**Keywords**

China Merchants Group; "Aden" ship; Aden Select Hotel; Nostalgia; Ship culture

**Background Information**

The former Shenzhen Taizi Hotel, now known as the Aden Select Shenzhen Taizi Hotel, was established in 1983 and was one of the earliest business hotels in the Shekou area of Shenzhen. After more than 30 years of operation, Taizi Hotel was closed in 2019 to undergo an upgrade and renovation before it became the first urban business hotel brand wholly managed by Shenzhen China Merchants Aden Hotel and Apartment Management Co., Ltd.

Aden Select Shenzhen Taizi Hotel is in the center of the beautiful Shekou Peninsula in Shenzhen, with a prime location just 50 meters from the Hai Shang Shi Jie Station of Metro Line 2. It is a 5-minute drive from the Shekou Ferry Terminal, where people can take ferries to Zhuhai, Hong Kong, and Macau. It is also only a 30-minute drive to Shenzhen Bao'an International Airport. The hotel is adjacent to the popular tourist attraction, Hai Shang Shi Jie(World By The Sea), and the Shenzhen Bay Coastal Promenade, with the beautiful Nanshan Mountain as its backdrop. Guests can enjoy global cuisine, stunning sea views at Hai Shang Shi Jie, and the mesmerizing sea lights and music fountain. Next to the hotel is the Hui Gang Shopping Center, a comprehensive commercial center that combines shopping, movies, family entertainment, and a high-end office building. It can also provide meticulous services for business guests. The hotel has 107 rooms, with coastal culture as the central theme, combined with a retro industrial atmosphere to demonstrate modern retro and straightforward luxury to provide every guest with a comfortable and hospitable experience.

**Marketing Strategy**

In November 1872, China Merchants Group purchased the steam-powered iron-hulled mail ship "ADEN" from the British Steamship Company for 50,397 taels of silver (equivalent to 15,000 pounds sterling), which was later renamed the "Aden" ship. The "Aden" ship was China's first steam-powered commercial ship to sail on international routes, marking a new era of development for China's modern shipping industry. On November 30, 1872, the "Aden" ship made its maiden voyage from Shanghai to Shantou, becoming the first Chinese merchant ship to explore China's coastal routes. In 1873, the "Aden" ship initiated China's first long-distance commercial shipping route and quickly became popular in the market.

**Outcomes**

China Merchants Aden's line of products covers a variety of residential needs, from luxury five-star hotels to long-term rental apartments in the community. The hotel business is operated under its brands "Aden" and "Aden Select" in world-class hotels, Serviced-Apartments, and boutique communities, providing a high-quality business service to high-end guests. China Merchants Aden presented fairly good statistics in the first year after the pandemic.

**Implications & Challenges**

In the ocean, ships are "homes on the sea"; in the city, China Merchants Aden is a "soothing harbor." "Aden" bears the history of China Merchants Group to forge a lovely "homey" experience for the traveler of the city, which can make our life on the road more enjoyable.

## 案例名称

伊敦睿选酒店

## 理论依据

品牌塑造

## 关键词

招商局：“伊敦”号；伊敦睿选酒店；复古；船文化

## 背景资料

深圳太子伊敦睿选酒店前身为深圳太子宾馆，始建于1983年，是深圳蛇口片区最早的商务型酒店。太子宾馆历经三十多年时间，于2019年停业启动升级改造工程，成为首家由深圳招商伊敦酒店及公寓管理有限公司管理的城市商务型自主酒店品牌——伊敦睿选酒店。

酒店位于风光绚丽的深圳蛇口半岛中心，地理位置优越，距地铁2号线海上世界站50米；距蛇口邮轮码头5分钟车程，蛇口码头可坐船前往珠海、香港、澳门；距深圳宝安国际机场也仅需30分钟车程。酒店毗邻深圳网红打卡圣地——海上世界以及深圳湾滨海长廊，背靠秀丽的南山。宾客可以在海上世界品尝来自全球各地的美食，观赏到如梦如幻的海上灯光和音乐喷泉。酒店旁边有集购物、观影、亲子、娱乐于一体的综合性商业中心——汇港购物中心，以及高端写字楼群，为商务客人提供全方位的细致服务。酒店共拥有107间客房，设计以滨海文化为主要元素，结合复古工业气息，集摩登复古与简约轻奢为一体，为每一位客人提供文舒适温馨的旅居体验。

## 营销策略

从1872年11月，招商局以5.0397万两白银（折合1.5万英镑）购进大英轮船公司载重1万石（812吨）的蒸汽动力铁壳邮轮“ADEN”号，后改名“伊敦”号。“伊敦”号是中国第一艘在国际航线上航行的蒸汽动力商船。由此标志着我国近代航运业进入了新的发展时期。1872年11月30日，“伊敦”号从上海首航驶往汕头，是中国商船第一次开拓中国近海航线的船只。1873年，伊敦轮又开拓了中国商船的首条远洋航线，成为营销卖点。

## 成果

招商伊敦的产品线覆盖了从奢华五星级酒店到社区型长租公寓的各种居住需求。酒店业务涵盖了“伊敦”及“伊敦睿选”自有酒店品牌，以及涵盖国际品牌酒店、服务式公寓和社区精品商业，为中高端商务人士提供高品质差旅服务。疫情放开的第一年，招商伊敦的可研报告数据一直保持良好的。

## 挑战与反思

在海上 轮船是“海上之家”；在城市里，招商伊敦是“宁静港湾”。“伊敦”这个名字承载招商局历史，旨在打造城市旅人“宾至如归”的美好生活体验，让旅居生活更美好。