

**Case Name**

Hilton Hotels & Resorts and Xiamen Marathon Co-Branding Promotion

**Theory**

Co-Branding

**Keywords**

Marathon; Runner Package

**Background information**

In recent years, Xiamen has become a popular travel destination in the domestic tourism market due to its superior natural environment and unique cultural landscape. The Xiamen Marathon, with its high level of competition, extensive participation from the public, and rich supporting activities, has also become one of China's most influential and internationally renowned marathons. In the era of mass sports, Hilton Hotels & Resorts has recognized the growing demand of Chinese consumers for sports and leisure tourism, actively cooperating with various sports events and winning the favor of more and more guests. The two-year in-depth cooperation with the Xiamen Marathon reflects Hilton's continued commitment to enhancing Chinese guests' sports and leisure travel experience.

**Marketing strategy**

- 1.Hilton Hotels & Resorts invited top leaders in the marathon industry, including top-level national athlete Yu Xingbo, "China's Marathon Leader " Li Zicheng, and "Running Goddess" Jiao Anjing, to share their practical experience and training tips with marathon participants. They exchanged experiences and insights on three main themes: pre-race preparation, in-race strategy, and post-race recovery.
- 2.As the only official designated hotel, Hilton Hotels & Resorts organized a "Hilton Running Team" of 40 employees, Hilton Honors members, and special guests. The team held a pre-race exchange meeting at the Curio Collection by Hilton the day before the race. Participants tasted the energy supplement meals specially designed for them by the hotel. On the race day, four Hilton hotels opened their breakfast services early, providing take-out breakfast services for participants. They set up the "Hilton Xiamen Marathon Shuttles" to transport participants to the race venue.
- 3.In addition, more than 100 cheerleaders of Hilton Hotel Group employees cheered and provided energy supplements for participants at the Hilton refreshment stations along the race route. After the race, the Hilton exhibition hall at the finish line provided participants with tea breaks, unique ice pools, and professional coaches to help runners relax their muscles, reduce muscle soreness, and recover their physical strength as soon as possible.

**Outcomes**

The Hilton Hotel Group helped more running enthusiasts participate in the race through deep cooperation with the Xiamen Marathon. Guests can redeem a quota for Xiamen Marathon through the Hilton Honors Club's auction website and enjoy sports fun. In addition, the four Hilton hotels in Xiamen - Conrad Xiamen, Curio Collection by Hilton, DoubleTree by Hilton Hotel Xiamen, and Hilton Xiamen - have launched Xiamen Marathon runner packages that include accommodation, catering, transportation, and other services, providing guests with a series of value experiences and helping them achieve their best results.

**Challenges/Reflection**

Hilton Hotels & Resorts and Xiamen Marathon co-branding promotion increased customer loyalty and the Hilton Honors' visibility. Through social media and the advertising of KOL, this event has achieved results beyond expectations, becoming a successful marketing case for effectively improving hotel member loyalty.

## 案例名称

希尔顿酒店集团与厦门马拉松联合营销

## 理论依据

联合营销

## 关键词

马拉松；跑者套餐

## 背景资料

近年来，厦门凭借优越的自然环境和独特的人文景观，在国内的旅游市场炙手可热的旅行目的地。厦门马拉松比赛也因其较高的竞赛水平、广泛的群众参与和丰富的配套活动，成为国内最具影响力和国际知名度的马拉松赛事之一。在全民运动的时代，希尔顿酒店集团洞察到中国消费者对运动休闲旅游日益增长的需求，积极与各类体育赛事达成合作，赢得了越来越多宾客的青睐。与厦门马拉松为期两年的深度合作，体现了希尔顿持续为中国宾客提升运动休闲旅行体验的又一重要实践。

## 营销策略

1. 希尔顿酒店集团特邀马拉松届的顶尖人物——国家级运动健将于兴波、“中国马拉松第一人”李子成、“跑圈女神”焦安静，为马拉松参赛者分享实战经验和训练贴士，以赛前准备、赛中攻略及赛后恢复三个主题进行了经验交流和心得分享。
2. 作为唯一官方指定酒店，希尔顿酒店集团组织一支由 40 位员工、希尔顿荣誉会员及特邀嘉宾组成的“希跑团”，并比赛前一天，在厦门佳逸希尔顿格芮精选酒店举办赛前交流会。参赛宾客在现场品尝了酒店为参赛者专门定制的能量补充餐食。比赛当天，四家希尔顿旗下酒店提早开放早餐服务，为参赛者提供早餐外带服务，并开设“希尔顿厦门马拉松专车”将参赛者送至比赛点。
3. 除此之外，共百余位来自希尔顿酒店集团员工组成的拉拉队，在赛道沿途的希尔顿加油站，为参赛者们助威呐喊，并提供饮料及能量补给。赛程结束后，位于终点的希尔顿展厅也为参赛者准备好了茶歇，还有特设的冰池以及专业教练帮助跑者进行肌肉放松，减少肌肉酸痛感，助他们尽快恢复体能。

## 成果

通过与厦门马拉松的深度合作，希尔顿酒店集团帮助更多热爱跑步的宾客参与比赛。客人可以通过希尔顿俱乐部的积分竞拍网站赢取参加厦门马拉松的名额，尽情享受运动的乐趣。除此之外，位于厦门的四家希尔顿酒店——厦门康莱德酒店、厦门佳逸希尔顿格芮精选酒店、厦门磐基希尔顿酒店、厦门希尔顿逸林酒店均推出了包含住宿、餐饮、交通等服务的厦马跑者套餐，为宾客提供一系列超值的赛事相关体验，全力帮助参赛宾客达到最佳状态，取得理想成绩。

## 挑战与反思

本次营销推广，在提升了客户忠诚度的同时，又增加了酒店平台的知名度。通过社交媒体的运用，网络红人的宣传下，活动都取得了超预期的效果，成为有效提升酒店会员忠诚度的市场营销案例。

## Hilton Hotels & Resorts and Xiamen Marathon Co-Branding Promotion's photos:



Figure 1. Hilton Honors website for Marathon quota auction ([https://www.sohu.com/a/366090408\\_659015](https://www.sohu.com/a/366090408_659015))



Figure 2. Hilton Refreshment Station ([https://www.sohu.com/a/366090408\\_659015](https://www.sohu.com/a/366090408_659015))

### Reference list:

Hilton Hotels & Resorts and Xiamen Marathon Co-Branding Promotion's photos, digital image, viewed 21 May 2023,

< [https://www.sohu.com/a/366090408\\_659015](https://www.sohu.com/a/366090408_659015) >