

Case Name**Children's Wilderness Adventure-Ritz-Carlton Hotel****Theory**

Product innovation; Customer preference

Key words

Ritz-kids; STEAM; Combo sales

Background information

As people are becoming more experienced in travelling, they have higher expectations for gaining certain experiences. This is particularly true for family travelers that those products which help them to create a more emotional family bond are increasingly appreciated. Hotels show a great of expertise on tightening family ties. In addition to providing rooms and facilities, a hotel can help its brand be recognized by more of the targeted customers. The growth of the market for family-friendly products has led more and more hotels to recognize this as an excellent opportunity to promote their hotel brands to their target groups. Based on the theory of Madelis, the famous educator who produced Children's Development Concept, children can learn various knowledge and skills while having fun. Such an approach enables children to develop their instincts and protect their curiosity about the world. Therefore, The Ritz-Carlton Hotel Group launched the Ritz Kids program in December 2013, aiming to bring children surprises beyond their expectations and unforgettable memories through active participation and profound experiences that focus on education, culture, adventure, and environmental awareness.

Marketing Strategy

1. Provide children with shorter check-in counters that exclusively suit their need. A set of indoor camping tent and equipment for children are available in the room. Children will see the fantastic twinkling stars while lying in tents, giving them an unprecedented "stargazing" experience.
2. During their stay, the hotel would arrange a series of science-related activities that encompass the four themes of "soil, environment, water, and culture" to help children explore knowledge beyond classroom.
3. In the meanwhile, parents could get a moment of relief from their busy parenting time and enjoy relaxing afternoon tea or spas that can bring additional revenue to the hotel.

Outcomes

1. Unlike the homogeneous products in the market, the STEAM theme-based program and perfect Ritz service experience have made the Ritz-kids family products stand out and won popularity from family guests. The Ritz-kids lion dolls have become a favorite for the children's members. Their sense of imitation makes them want to learn from adults, and the creation of such activities can meet the psychological needs of children. Their preferences directly affect the entire family's choice to become repeat customers again.
2. Based on the marketing idea, the Ritz hotels of different domestic cities further optimized the contents of the themed activities according to its regional characteristics such as the "Jungle adventure" in Shanghai and "Panda preservation" in Chengdu. As a result, the revenue of the hotel had been improved and its brand promoted in the

family-oriented travel market.

3. Arrange some activities for experiencing the features of the hotel, such as the “cup-shaped cake making” introduced by Ritz Shanghai which had increased the occupancy rate of the restaurants during uncrowded hours.

Implications & Challenges

Excessive educational elements in products (though core of the product) would reduce the fun part while Less content affects the return rate. Especially for science-based products, the activities' content design and safety control need to be more thoughtful.

Reference list:

Kids Night Safari, Retrieved 18 March 2023 from <https://www.ritzcarlton.com/zh-cn/hotels/china/shanghai/offers/ritz-kids-night-safari>

案例名称

儿童原野探奇之旅=丽思卡尔顿酒店

理论依据

产品创新；消费者偏好

关键词

Riz-kids；STEAM；组合促销

背景资料

随着旅游经验的丰富，人们对旅游过程中的能够获得的体验有了更高的期待。特别对于家庭游客来说，能够创造亲子情感交流体验的产品越来越受到他们的喜爱。酒店在这方面占有很大的优势。除了提供客房及配套设施以外，酒店还可以使更多的目标客户认识品牌。亲子产品市场的发展，使越来越多的酒店认识到这是对目标群体宣传酒店品牌的好机会。根据著名儿童教育家马得里斯提出的的儿童发展理念，儿童可以在玩乐的同时学习到各种各样的知识、技能。这样的方法使得孩子释放天性，会保护并激发他们对世界的好奇心。基于此，丽思卡尔顿酒店集团于 2013 年 12 月推出丽思儿童（Ritz Kids）项目，旨在通过注重教育、文化、历险及提高环保意识等活动的积极参与和深层体验，为儿童带去超出预期的入住惊喜和难以忘怀的珍贵回忆

营销策略

1. 提供孩子身高相符的丽思儿童专属柜台，为他们办理登记入住服务。客房内搭建好的室内露营帐篷并提供全套儿童露营装备，孩子们躺在帐篷中将看到令人惊喜的闪闪繁星，给孩子们带来前所未有的“仰望星空”体验。
2. 入住期间，酒店围绕“土壤、环境、水源、文化”四大主题，安排了一系列的科学活动，帮助孩子探索课堂以外的知识。
3. 与此同时，家长们也能从繁忙的育儿时间中得到片刻的解脱，可以悠闲地享受下午茶、Spa 项目，为酒店带来额外收益。

成果

1. 区别于以往市场上的同质化产品，STEAM 主题式的项目设计和成熟完善的丽思服务体验，使 Riz-kids 酒店亲子产品脱颖而出并获得家庭客人的喜爱。丽思小狮子玩偶成为亲子活动的儿童成员的挚爱。儿童的模仿意识使他们都想变成大人的模样，这类的活动的诞生可以满足孩子们的心理需求，他们的喜好直接影响到整个家庭的再次购买的选择。
2. 在此基础上，中国国内不同城市的丽思酒店，根据区域特点，又进一步的提升了主题内容。如上海的丛林探险，成都的熊猫保护等等。不仅在酒店营收方面有所贡献，也促进了丽思酒店在中国国内家庭旅游市场中的品牌影响提升。
3. 根据酒店的特色安排体验活动，例如上海丽思酒店推出的杯子蛋糕手工体验，提高餐厅空闲时段的使用率。

反思与挑战

亲子产品的教育元素（即使是产品核心）过多，则会降低趣味性。内容太少，则会流于形式，影响回客率。特别是科学类的亲子产品的活动内容设计，和安全性的把控需要更加严谨。