

Case Name**Daming Shan Sky Resort****Theory**

Product Innovation

Keywords

Winter Sports

Background information

With the rise of snow and ice sports, the number of people who enjoy winter sports has gradually increased. Especially after successfully hosting the 2020 Winter Olympics in Beijing, the number of ski resorts has also increased nationally. Compared to the north, although constrained by geographical factors, the economically developed regions in the south are still able to attract the construction of many large ski resorts because of their strong visitor base and the obvious advantage of location. Located in Lin'an, Hangzhou, the construction of the Daming Mountain Ski Resort started in July 2010 and was opened on January the 18th, 2011. With a total investment of more than 50 million yuan and a capacity of 3,000 people skiing at the same time, it is the largest paradise of enjoying snowy scenes, playing snow and skiing at the highest altitude in East China. As being a ski resort with outdated facilities and a single business format for 10 years, Daming Mountain is facing a huge challenge in terms of competition in the market with many other new winter sports venues in East China.

Marketing strategy

- 1.Experience the unique activity. Promoting “Snow Hotpot”, a highly differentiated experience, while presenting “Snow Ballet”, “Violin Concert in Snowy Theater” and other ornamental experience and creating personalized and rare experiences.
- 2.Exquisite Netflix scene creation. Building luxury snow camp hunting chairs as the style of Nordic Ins, snow bar, outdoor living room and other popular photo spots for young girls. Not only can you ski, but you can also take photos and short videos in styles and post them on social media platforms quickly.
- 3.The events that touch hearts. With the contrast of “cold skiing” and “steaming hotpot” to meet the feelings and attitude of the young clients who were in the shadow of the epidemic in 2020, the campaign proposed the slogan of "Over every cold, it is a hotter us". Going to Daming Mountain is not only skiing but also a ritual event of saying farewell to the year 2020.

Outcomes

Through the marketing strategy above, Daming Mountain Ski Resort received a ridership three times as much as that of previous year. It not only filled the gap of winter tourism in Lin'an, but also combined sports in leisure with landscape tourism, and that is another innovative case of tourism in Lin'an. It has made Lin'an a hot spot of winter tourism in East China.

Implications & Challenges

Along with the popularity of the skiing market, there are still many problems in the domestic ski resorts. For example, the general awareness of skiing is low, the consumer demand for skiing has not been fully developed, and there are still many problems in the operation and management of ski resorts.

案例名称

大明山滑雪场

理论依据

产品创新理论

关键词

冰雪运动

背景资料

随着冰雪运动的兴起,喜爱冰雪运动的人逐渐增多。特别是在北京办冬季奥运会举办成功后,全国的滑雪场也随之增多。与北方相比,虽然南方经济发达地区受地理环境因素制约,但凭其强大的客源基础和明显的区位优势,依然能够吸引众多大型滑雪场的建设。入驻位于杭州临安的大明山滑雪场工程自 2010 年 7 月动工修建,于 2011 年 1 月 18 日建成开放。项目总投资五千余万元,可容纳 3000 人同时滑雪,是华东地区海拔最高、面积最大的赏雪、玩雪、滑雪乐园。但作为已经运营 10 余年的老牌滑雪场,它的设施陈旧、业态单一,面对华东地区竞争越来越激烈的新型冰雪场地市场,大明山市场存量和增量皆面临巨大挑战。

营销策略

1. 独一无二的活动体验设计。以雪地火锅作为极具差异化的体验,同时配套雪地芭蕾、雪地小提琴演奏等观赏性体验,创造个性化的稀缺玩法
2. 精致的网红场景打造。搭建北欧 ins 野奢雪景营地狩猎椅、雪地酒吧、户外客厅等深受年轻女孩喜爱的拍照打卡点。不仅可以滑雪,还能拍出逼格爆满的照片和短视频,能够在社交平台形成快速规模化的传播
3. 打动人心的活动内涵。用滑雪的冰冷与火锅的热气腾腾的对比,对应 2020 年疫情的大背景资料下年轻客群的心理情绪,提出“越过每一场寒冷,是更滚烫的我们”的活动。去大明山不仅是滑雪,更是一场对 2020 年的重大仪式告别活动。

成果

通过以上的市场营销策略,大明山滑雪场在开业当天客流同比翻了三番。不仅填补了临安冬季旅游的空白,更将运动休闲与山水观光旅游结合起来,是临安旅游的又一创举,成为华东地区冬季旅游的热点。

反思与挑战

伴随着滑雪市场火热的趋势,国内滑雪场目前仍然存在很多问题。比如,对滑雪运动的普遍认知程度低,对滑雪运动的消费需求没有被完全挖掘,滑雪场的运营管理上还存在诸多的问题。