

**Case Name****Huaniao Island Working Holiday****Theory**

Internal Marketing; Social Marketing

**Key words**

Working Holiday; Travel experience sharing; New Resident Programme

**Background information**

1.A working holiday allows visitors to work and travel simultaneously. Usually, it involves working at other places or in a foreign country, and jobs vary in farms, factories, or hotels, etc. This could cover the cost of a vacation at the same place. Countries such as New Zealand, France, and Japan encourage young people to come for the working holidays, hoping to attract more tourists and boost the local economy. In China, a working holiday is getting popular among young people. It is one of their favorite ways to reduce travel costs while increasing their personal and social experiences.

2.Huaniao Island is in Zhoushan City, Zhejiang Province. As a niche destination, it is ideal for hiking, camping and fishing. It is also known as the Santorini of Zhejiang Province by the younger generation. According to the statistics, 54.24% of visitors are women at ages of 20-25, and almost all of them have social media accounts. If they are encouraged to share their experiences on social media by giving some incentives, it would be beneficial to attract more attention.

**Marketing Strategy**

1.Start the "New Resident Program." Recruit a community of island volunteers and engage in a training project for them. Let the volunteers feel that they belong to the community. Design a volunteer logo to label Huaniao Island's working holiday as a brand.

2.Recruit young people to be volunteers via social media. Besides working at the lodges, supply them opportunities of being social. Conduct an "Island Art Festival" where the young volunteers can show their talents. Encourage volunteers to actively spread the work experience on social media so that they can inspire young people likewise.

**Outcomes**

By holding various working holiday promotions, 40% of the repeated customers come from social media referrals. On average, there are more than 100 volunteers on the island each month and everyone is qualified to promote Huaniao Island. With lower-cost publicity, Huaniao Island has become one of the popular vacation spots for young people, especially college students who have winter and summer breaks.

**Implications & Challenges**

As a new type of traveling, working-for-vacation posts an outstanding direction in building brand and establishing independent cultural attributes of scenic spots. It is a new way to rejuvenate marketing for scenic spots as well.

## **案例名称**

### **花鸟岛打工换度假**

## **理论依据**

内部营销;社会营销

## **关键词**

打工换度假;旅游体验分享;新岛民计划

## **背景资料**

1. 工作换度假，是指边打工边旅行的一种旅游形式，通常是去异地或异国，而工作场景多是例如农场、工厂、旅店等地打工来换取在当地度假的费用。新西兰，法国，日本等国家在政策上十分鼓励年轻人打工旅行，希望通过这样的方式吸引到更多的旅行者从而带动当地的经济的发展。在中国，打工旅行也在年轻人之间非常流行，既降低旅行成本，同时又增加个人的阅历和社交经验，所以这种旅行方式是他们喜爱的度假方式之一。

2. 浙江嵊泗县花鸟岛，位于浙江省舟山市。作为一个小众的旅游目的地，是登山、野营、垂钓的理想去处，也被年轻一代称为浙江省的圣托里尼。经过统计，54.24%的上岛游客是20-25岁的女性，而且她们几乎都拥有社交媒体账户。如果通过给予一定奖励的方式来鼓励她们在社交媒体上分享花鸟岛体验，一定会吸引更多人的关注。

## **营销策略**

1. 开启“新居民计划”。组建岛内义工社群，建立培训计划，给义工集体感和归属感；设计义工标识，使花鸟岛的工作度假品牌标签化。

2. 在社交媒体上招募年轻人做义工。除了参与民宿劳动以外，为他们提供社交机会。开展岛上艺术节来展示义工的才艺。鼓励义工积极在社交媒体传播工作体验，让年轻人带动年轻人。

## **成果**

通过举办各式各样的工作换度假的宣传活动，使得花鸟岛民宿回头客的渠道占比达到40%。目前整岛每个月平均约有100多个义工在岛，主要是年轻人服务年轻人，每一位义工都是花鸟岛的传播者。用义工的形式，花鸟岛以较低的成本的成为年轻人，尤其是拥有寒暑假的大学生的度假热门地之一。

## **反思与挑战**

作为一个在我国新兴的旅游度假产品，工作换度假在打造景区品牌、建立独立的景区文化属性方面开拓了一个非常好的方向，也是景区市场营销年轻化的一个新出路