

Case Name

JW Marriott Hotel Shenzhen Gym Membership Promotion

Theory

Integrated Marketing Communication

Keywords

Hotel gym; Fitness memberships

Background information

There are many chain-operated fitness centers around the JW Marriott Hotel Shenzhen. The market competition is fierce as the hotel gym has a smaller area than professional gyms, and only about 60% of its members use the facilities regularly. The sales of membership cards face significant challenges. Research into the local fitness market shows that only around 20% of gym members with strong willpower and long-term dedication could maintain a fitness regimen. Of the long-term gym members, only about 20% can maintain a high-frequency workout routine. Thus, the hotel launched a campaign called "You Work Out, We Pay the Bill" for fitness memberships to attract more premium customers.

Marketing strategy

This campaign requires gym members to pay a membership fee of 15800 yuan during the promotion period and complete 20 designated fitness classes per month, each lasting at least 90 minutes. If the member meets the above requirements by the end of the promotion, the gym will fully refund their membership fees. Oppositely, the gym will deduct from the membership fees if the members fail to meet the monthly goal. If there are five months within a year when the member fails to meet the plan, the membership fee will be fully removed, and no refund will be given.

Outcomes

During the campaign, the JW Marriott Hotel Shenzhen sold 17 fitness memberships, but only six guests met the requirement to receive a full refund, while the remaining 11 still needed to reach the standard. Following the rules, the hotel earned approximately CNY 120,000, accounting for 32% of the gym's revenue that year. In addition, gym members spent money on various services within the hotel, such as dining and guest room accommodations.

Implications & Challenges

Whether customers effectively utilize, hotel gyms have always been a marketing concern. Apart from expanding the gym's size and increasing fitness equipment, more hotels are gradually weakening the leisure aspect of fitness centers and emphasizing them as essential elements of daily life. Additionally, in catering services, hotels can meet the demands of modern people for healthy lifestyles by ensuring dietary nutrition and health.

案例名称

金茂深圳万豪酒店健身会籍促销

理论依据

整合营销传播

关键词

酒店健身房；顾客忠诚度计划

背景资料

在金茂深圳万豪酒店的周边有很多连锁经营的健身房，市场竞争十分激烈。与专业健身房相比，酒店健身房面积小，存续会员的饱和度只有 6 成左右，会员卡销售面临很大的挑战。经过对当地的健身市场调查，在健身房会员中只有 20%左右的会员能保高频率的运动。保持健身习惯需要有很强的意志力和长久的热情投入。加入健身房的长期会员中只有 20%左右的会员能保高频率的运动，据此金茂深圳万豪酒店推出了“你健身，我埋单”的健身会籍的营销活动，从而吸引更多的优质客户。

营销策略

活动为期一年，客人需要预付为 15,800 元的会籍费即可参加。活动的规则是，在一年内如果参加活动的用户每月都能完成指定的 20 天次健身次数，且每次运动时间不少于 90 分钟，则在会籍结束时全部的会籍费用会被返还；反之，如果其中任何一个月没有达到目标，将从会籍费里面扣除一定比例的费用。如果在一年内总计有 5 个月没有达到指标，那么会籍费用将会全部扣完。

营销活动成果

这次营销活动，金茂深圳万豪酒店总共销售 17 张健身会籍。但最终只有 6 位客人达到全额返还的要求，其余 11 位客人则没有达标。按照规则，酒店总收益约 12 万的费用，占当年健身房收入的 32%。除此之外，健身房会员还在酒店餐饮，客房等酒店的不同场所所带来的附带消费。

挑战与反思

酒店健身房是否会被客户有效利用一直是酒店市场营销需要考虑的问题。除了扩大健身房的规模，增加健身设备以外，越来越多的酒店逐渐弱化健身中心休闲功效，转而使之成为生活必备元素。同时，在配套的餐饮服务上，可以参考现代人对健康生活方式的要求，保证饮食营养、健康。

JW Marriott Hotel Shenzhen Gym's photos:



Figure 1. JW Marriott Hotel Shenzhen Gym (<https://www.72min.com/wordwall/15443.html>)

The fitness facilities at JW Marriott Hotel Shenzhen are well-equipped with hardware, and the environment is clean and tidy.



Figure 2. Outdoor Swimming Pool (<https://www.marriott.com.cn/hotels/szxjw-jw-marriott-hotel-shenzhen/photos/>)

Gym members are also able to utilize the sauna, steam bath, jacuzzi, and outdoor swimming pool.

Reference list:

JW Marriott Hotel Shenzhen's Gym , digital image, viewed 15 May 2023,
< <https://www.72min.com/wordwall/15443.html> >

JW Marriott Hotel Shenzhen's Outdoor Swimming Pool, digital image, viewed 15 May 2023,<<https://www.marriott.com.cn/hotels/szxjw-jw-marriott-hotel-shenzhen/photos/>>