

Case Name

Shangri-La K20 Happy Growth Plan – Liu Yanqiu

Theory

Consumer socialization theory

Keywords

Personalized products; Parent-child

Background Information

Since the first Shangri-La Hotel of Singapore in 1971, Shangri-La Hotels and Resorts has continued moving to the international market. It has become one of Asia's largest luxury hotel groups, with over 100 hotels under four brands from 22 countries, regions, and 76 destinations. The business hotels under the group face the problem of high occupancy rates on weekdays and relatively quiet business on weekends. At the same time, the resort hotels also want to consolidate the source of parent-child customers further and provide more diversified parent-child activities. To address the above issues and increase brand awareness, the group launched the Shangri-La K20 Happy Growth Plan.

Marketing Strategy

1. Target the parent-child market by launching relevant marketing projects
In the K20 Happy Growth Plan of Shangri-La Hotel Group, "K" stands for the English word Kid; "20" represents that children account for 20% of the world's population. Children are the hope of every family, and they are the driving force and hope for the future of our society. In children's eyes, the adult world is always entirely of unknown mysteries. This plan aims to create an interactive and exciting experience based on the needs of growing children so that they can experience some professions in a fun way.
2. The hotel launched a variety of parent-child activities by taking advantage of its characteristics
The hotels under the Shangri-La Group displayed their characteristics and launched a series of colorful parent-child activities, such as little chefs, firefighters, housekeepers, table etiquette classes, etc. The hotel offers experienced instructors who accompany children to explore life experiences and some professional skills; chefs take children to experience the fun of cooking; engineers teach children safety knowledge about fire and teach children to use fire extinguishers and rescue skills. Children and parents love these courses. At the same time, the hotel incorporates traditional festival elements such as the Spring Festival, Dragon Boat Festival, and Mid-Autumn Festival into the activities, allowing children to experience the charm of traditional culture.
3. Create a three-dimensional publicity matrix to promote the K20 Happy Growth Plan
First, the hotel promotes the K20 Happy Growth Plan through the official website, WeChat public account, guest room TV, public area LED screen, and other ways. Second, news about the event is constantly released to all media to increase reports and exposure. Furthermore, well-known parent-child experts were invited to participate in all activities; their relevant videos were later published on social media platforms for promotions. Using the above three-dimensional publicity matrix is expected to achieve better advertising effects.

Outcomes

1. Hotel revenue has increased.

The K20 Happy Growth Plan is very popular. It provides a variety of parent-child activities and cleverly combines hotel rooms, afternoon tea, dinner, spa services, etc. Customers can enjoy parent-child activities while experiencing the various services and facilities provided by the hotel. This marketing strategy has increased the sales of guest rooms and services, bringing more revenue to the hotel.

2. The utilization rate of hotel venues and the exposure rate of parent-child facilities have been increased.

To increase the utilization rate of venues, the hotel uses vacant venues in the off-season or on weekends to hold various parent-child activities. For example, DIY handcraft courses, Christmas parties, pillow fight parties, etc., are held in the banquet hall. At the same time, outdoor adventure activities, swimming courses, fun pitching pots, lawn archery, and other parent-child activities are held in the playground and swimming pool. It can not only improve the utilization of the hotel venue but also increase the exposure of the hotel facilities, effectively advertise and promote the hotel's parent-child facilities, and attract more families to stay here.

3. Multi-channels were used to attract parent-child customers

The hotel has promoted the K20 Happy Growth Plan by creating a three-dimensional publicity matrix, which has increased the hotel's exposure in the parent-child market and attracted parents who pay attention to the quality of parent-child activities because the hotel's safe and hygienic venues, high-quality services, and good food meet their requirements. The above practices have attracted more parent-child customers to the hotel.

Implications & Challenges

Although the above marketing activities have succeeded in the first place, some activities need more creativity and are challenging to attract parent-child guests continuously. If the hotels want to continue the developing momentum, they must understand customer needs and preferences better than other brands and continue to stimulate consumers' interest through marketing activities. The hotels under the group should combine their characteristics and advantages to launch more attractive parent-child activities continuously, provide unique experiences, and increase publicity in major media and social-media platforms so that the K20 Growth Plan can develop sustainably in a long-term and become a "long-lasting" brand activity for the group's parent-child sector.

案例名称

香格里拉 K20 快乐成长计划 – 刘雁秋

理论依据

消费者社会化理论

关键词

个性化产品；亲子

背景资料

从 1971 年在新加坡开第一家香格里拉酒店开始，香格里拉酒店集团便不断向国际迈进，如今已成为亚洲最大的豪华酒店集团之一，集团拥有四个不同品牌的 100 多家酒店，分布在 22 个国家和地区、76 个目的地。集团旗下的商务酒店面临工作日出租率高，周末生意较冷清的问题。同时，集团旗下度假酒店也想进一步巩固亲子客源，提供更加丰富的亲子活动。为解决以上问题，同时提高品牌知名度，集团推出香格里拉 K20 快乐成长计划。

营销策略

1. 定位亲子市场，推出亲子营销项目

香格里拉酒店集团的 K20 快乐成长计划，字母“K”，代表英文单词 Kid；数字“20”，代表孩子占全世界人口的 20%。孩子是每个家庭的希望，也是社会未来发展的动力和期冀。在孩子们眼中，成人的世界总是充满着未知的神秘感，此计划旨在根据儿童成长需求，打造充满互动性和趣味性的体验活动，以寓教于乐的方式让孩子们对相关职业进行全方位体验。

2. 酒店结合自身特色，推出丰富亲子活动

香格里拉集团旗下酒店结合自身特色，推出一系列丰富多彩的亲子活动，比如小小厨师，小小消防员，小小管家，餐桌礼仪课堂等。酒店有经验丰富的导师陪伴孩子们一起探索生活体验式的成长技能；厨师带领孩子们体验烹饪美食的乐趣；工程师为小朋友们培训消防安全知识，教孩子使用灭火器及自救技能。这些课程深受小朋友和家长的喜爱。同时酒店把春节、端午节、中秋节等传统节庆元素融入活动中，让孩子体验传统文化之美。

3. 打造立体宣传矩阵，推广 K20 快乐成长计划

首先，酒店通过官网、微信公众号、客房电视、公共区域 LED 屏幕等渠道，全方位推广 K20 快乐成长计划。其次，积极向新闻媒体发布活动新闻稿，增加媒体报道数量，提高曝光度。此外，邀请知名亲子达人参与亲子活动，请其拍摄相关视频，剪辑并发布在社交媒体账号进行宣传。通过以上立体宣传矩阵的运用，以期达到更好的宣传效果。

成果

1. 为酒店增加收益

K20 快乐成长计划广受欢迎，不仅提供了丰富多彩的亲子活动，还将酒店客房、下午茶、晚餐、水疗服务等进行了巧妙的组合推出，顾客可以在享受亲子活动的同时，

也能够尽情地体验到酒店提供的各种服务和设施。这种营销策略增加了酒店客房及餐饮的销售量，为酒店带来了更多收益。

2. 提高酒店会场使用率及亲子设施曝光率

为了提高会场使用率，酒店利用淡季或周末的空置会场举办各类亲子活动。比如，在宴会厅举办 DIY 手工课程、圣诞派对、枕头大战派对等。同时，在酒店的亲子游乐场和游泳池举办户外探险活动、游泳课程、趣味投壶、草坪射箭等亲子活动。这样不仅能够提升酒店会场的利用率，还能够增加对酒店亲子设施的曝光率，有效地宣传和推广酒店的亲子设施，吸引更多家庭选择入住该酒店。

3. 多渠道宣传，吸引亲子客源

酒店通过打造立体宣传矩阵推广 K20 快乐成长计划，提高了酒店在亲子市场的曝光度，吸引了注重亲子活动品质的家长，因为酒店安全卫生的场地，优质的服务，较高的食品安全标准比较符合他们的要求。以上做法以为酒店吸引了更多亲子客源。

挑战与反思

虽然以上营销活动取得了阶段性的成功，但部分酒店的亲子活动缺乏创造力，很难持续吸引亲子客人，品牌活动想要持续发展，就要比其他品牌更了解客户的需求和喜好，并不断通过营销活动引起消费者的兴趣。集团旗下各家酒店应该结合自身特点和优势，持续不断地推出更多具有吸引力的亲子活动，提供独特的活动体验，并加大在各大媒体和自媒体平台宣传力度，使 K20 成长计划长久且持续性发展，成为集团亲子板块的“长青”品牌活动。