

Case Name

Global Villa Hot Spring Paradise

Theory

Network marketing; Multi-channel promotion

Keywords

Outdoor experience activities; Campsite; Family vacation

Background Information

People, especially families, and groups, are more inclined to natural and interactive outdoor vacation activities in the post-pandemic era. After three years of relatively close living, people are stepping out of their homes and are more inclined towards natural and interactive outdoor vacation activities, especially families and groups. The May Day holiday saw a surge in tourists at various tourist attractions nationwide, indicating a strong desire for offline interaction. Therefore, we have launched outdoor camping experience packages tailored to families, couples, and group customers to satisfy their desire to be close to nature.

Marketing Strategy

1. Personalized services: Provide customized activity content for different customer segments. For example, activities for families with children may include performances and camp sports, while activities for couples and friends may include afternoon tea and DIY projects. Team customers may enjoy expansion activities and bonfire parties, while customers seeking health and wellness may participate in the Eight Section Brocade exercise and food making.
2. Multi-channel promotion: Launch family and couple packages on OTA platforms to facilitate experience planning and increase booking prices for individual customers. Create short videos and purchase links for package activities on other new media platforms to convert hot traffic. Promote products through offline travel agencies and other channels for group customers.
3. Collaborate with bloggers and KOLs to increase exposure and conversion rates for activity content.

Outcomes

1. Increase the catalogs of hotel products, avoid the high homogeneity of vacation hotels, and create differentiated products while providing warm and thoughtful services.
2. Improve customer experience by providing customized product content and combining local cultural characteristics with experiential activities, which can help improve the hotel's rating on OTA platforms.
3. Provide customized services for different customer needs to increase overall consumption and achieve revenue growth.

Implications & Challenges

Outdoor experience activities have captured the current consumer demand, but more innovation is needed in activity content and updates to attract more customers and avoid imitation by competitors. Only by achieving differentiation and uniqueness can high-quality products and services be provided in the long term. The hotel must also ensure that personalized services are genuinely tailored to the needs of each customer segment.

锦绣香江温泉城-户外玩野营地体验活动套餐促销

理论依据

网络营销；多渠道推广

关键词

户外体验活动；营地；亲子度假

背景资料

后疫情时代背景下，在过去三年相对封闭的生活后，人们走出家门，更倾向于自然互动式的户外度假出游方式，尤其是家庭和团体客群的增加更加明显。疫情后人们非常渴望线下的见面互动，在刚刚过去的五一长假，全国各地旅游景区都出现了游客爆满的现象，因此我们推出专门针对亲子家庭、情侣闺蜜以及团体客群的户外营地体验活动套餐，以满足人们强烈的亲近自然的需求。

营销策略

1. 个性化定制服务。针对不同客群客人需求提供个性化的定制活动内容。亲子客群有活动表演、营地运动会等课程，情侣闺蜜有打卡下午茶、DIY 制作，团队客户有拓展活动、篝火狂欢，夕阳红康养客人有健康养生的八段锦体验、采摘及美食制作。
2. 多渠道推广：针对散客群体在 OTA 上推出家庭亲子和情侣闺蜜的套餐内容方便散客群体在预定客房时做好体验规划提高预定单价。同时在其他新媒体平台制作套餐活动短视频及购买链接，将热点流量转化。针对团体客户在线下旅行社等渠道进行产品结合推广。
3. 与自媒体博主、KOL 等合作宣传，增加活动内容曝光率，提高转化率。

成果

1. 提高酒店产品的丰富度，避免度假酒店高度同质化现象，打造差异化产品，并提供温暖贴心的服务。
2. 提升客人体验感，定制化产品内容并且结合当地地域文化特色的体验活动，为客人非常特殊难忘的体验，有助于酒店在 OTA 平台的评分提升。
3. 针对不同客户需求提供定制化的服务，提升综合消费，从而达到总营业额的增长。

挑战与反思

户外体验活动抓住了目前消费者的需求点，但在活动内容的设定上和更新上需要更多的创新，以吸引更多客人以及摆脱竞争对手的不断模仿，真正做到差异化和独特性，才能长期持续地提供优质产品和服务。