

Case Name

"Socializing with Strangers + Active Sharing" - Camping Product Promotion

Theory

Private domain traffic; Brand communication

Keywords

Homestay transformation; Exquisite camping; All-inclusive price; Event planning; Word-of-mouth communication

Background Information

In 2022, camping has become a popular outdoor lifestyle. The analytical report "Insight into the Chinese Camping Market in 2022" released by "Yiguan Analysis" has pointed out the following intrinsic reasons behind the popularity of camping:

1. Impact of the pandemic: During the pandemic, people paid more attention to safety, health, freedom, and closeness to nature when it came to travel. Long-distance travel was restricted, and suburban camping could meet the needs above.
2. Upgrade of Consumption: With the upgrade of consumption, people's demand for travel has been constantly increasing, and their expectations for a good travel experience are also increasing. Camping, as a new way of travel, can meet people's needs for a diversified tour experience.
3. Media promotion: There have been more and more reports and promotions on camping from the media in recent years, which will attract more people to learn about this emerging outdoor lifestyle.
4. Policy support: The support by the government for camping is also increasing, which provides vital assistance for the development of the camping industry.

Marketing Strategy

1. All-inclusive service

As camping sites are located in the suburbs, and most of the trips require an overnight stay, the campsite must provide visitors with pleasant activities to stay energized. Therefore the organizers have used nearly 80% of the land for building various entertainment facilities, such as kayaking, fishing, hiking, outdoor movies, and KTV; Dining is also as important. Three meals plus evening snacks are always available for each visitor to let the customers feel a bargain of the deal.

2. Event planning

The operating team found that camping has a distinctive social attribute compared to traditional hotel homestay products. In a semi-enclosed space, visitors must always communicate with strangers face-to-face. Thus, the team has tried to guide social interaction among strangers and hold various activities such as wine tasting, music, or parent-child activities to help all visitors find their circles, make new friends, and become repeat customers.

3. Share for proliferation

The campsite provides free professional travel photographing services for each visitor. Usually, a few days before the guest arrives, the butler will contact the guest through WeChat and make an appointment for a photo shoot. Before the guest leaves, the butler will send the guest nine beautifully edited photos (nine-grid for WeChat Moments). This has satisfied the guests' need for taking photos at "must-see places" and pushed promotions by proactive sharing. According to statistics, the guest's voluntary sharing rate can be more than 70%, forming an effective word-of-mouth promotion.

Outcomes

1. All investments have been paid off in a period of six months
2. A new model site for camping and travel destination has been created, and a popular must-see place has been formed on social media.
3. A new financing round has been secured to expand the business in other areas.

Implications & Challenges

With the dissipating pandemic, the recovery of long-distance travel is gradually affecting the camping market, and the quality of camping sites varies greatly, significantly impacting the industry's reputation. As a leader of the industry, Gosafari should gradually formulate and standardize the industry, promote the progress of the entire camping business, and gradually settle down and stride in calmful steps to improve its strength.

案例名称

《陌生人社交+主动分享》—露营产品促销

理论依据

私域流量；品牌传播

关键词

民宿转型；精致露营；一价全包；活动策划；口碑传播

背景资料

2022年，露营成为热门大众化户外生活方式。易观分析发布的《中国露营市场专题洞察 2022》的分析报告指出，露营走红背后的深层次原因有以下几点：

1. 疫情影响：疫情期间，人们对于旅游的需求和选择更加注重安全、健康、自由和亲近自然，长途旅游被限制，而郊外露营正好符合这些需求。
2. 消费升级：随着消费升级，人们对于旅游的需求也在不断提高，对于旅游体验的要求也越来越高。露营作为一种新兴的旅游方式，能够满足人们对于旅游体验的多样化需求。
3. 媒体宣传：近年来，媒体对于露营的报道和宣传越来越多，让更多人了解到了露营这种新兴的户外生活方式。
4. 政策扶持：政府对于露营产业的扶持力度也在不断加大，这也为露营产业的发展提供了有力保障。

营销策略

1. 一价全包服务

因为露营产品位于市郊，行程大多需要住宿一晚，营地需要让游客度过愉快的时间，让他们不会感到无聊。餐饮也是一个问题，因此营地将近80%的占地用于建造多种娱乐设施，如皮划艇、垂钓、越野、露天电影和户外KTV等，为每位游客提供三餐和宵夜的餐饮服务，让消费者感到非常划算。

2. 活动策划

营地的运营团队发现，与传统的酒店民宿产品相比，露营具有非常强的社交属性。在一个半封闭式的空间里，游客需要一直与陌生人面对面交往。因此，团队就在陌生人之间的社交引导方面下了功夫，举办各种活动，如品酒、音乐、亲子等，旨在让所有来营地的游客都能找到自己的圈子，结识新朋友，促进复购。

3. 分享裂变

营地为每一位到来的客人提供免费专业的旅拍服务。通常在客人到达之前的几天，管家就会添加客人微信并预约拍照时间。在客人离开前，管家会把美化好的9张照片（朋友圈九宫格）发给游客。既满足了游客拍照打卡的心态，又促进了主动分享。据统计，客人的主动分享率达到70%以上，形成了有效的口碑传播。

成果

1. 半年时间收回所有前期投入
2. 成为露营产品新标杆，网红打卡地
3. 获得新一轮融资，继续在其他地区扩张

挑战与反思

随着疫情的结束，长线旅行的恢复逐渐影响着露营产品的市场，而且露营产品的质量参差不齐，对行业口碑造成了极大的影响。作为行业的佼佼者，Gosafari 应该逐渐规范行业标准，推动整个露营品类一起进步，在过去的风口浪尖逐渐沉淀下来，提升自身实力。