Case Name
Sanya Conifer Hotel
Theory

Positioning；multi-channel distribution

Key words
TikTok; Experiences Sharing
Background information
Sanya, one of the main vacation destinations in Hainan International Tourism Island, has been constantly accommodating high-end hotels in recent years and the competition in the leisure industry market is extremely intense. Sanya Conifer Hotel
stands out of many resort hotels thanks to their online-short-video marketing. It was established in 2017. As far as the hotel itself is concerned, the facility advantage of Sanya Conifer Hotel lies in the 1200 square meters infinity pool on the top floor and the overhanging transparent pool of 70 meters, which is unique to many Sanya hotels. Depending on its exterior design, the hotel precisely targeted the. Customers born in 1980's ,1990's or those from the early of the new millennium. The hotel made good use of the popular online short-video platforms as the channels for publicizing. Through the views of in-house guests, the true feelings and experiences were shared, which bestowed trust and empathy to the upcoming customers who would be induced to consume.
Marketing strategy
1.Provide free and professional photographing service for guests staying at the hotel, with the most special infinity pool as the background. Video and photo shooting help guests record beautiful moments and make them more willing to share their holiday experience.
2. Multi-channel short video marketing and commercializing. In addition to sharing the latest promotion and guest reviews on the hotel's official website, the hotel also promoted on multiple social media platforms, including WeChat, TikTok and Xiaohongshu, and ensured that the videos shared on any of these platforms could divert customers to the booking channel and make the sales. On the one hand, the hotel posted a lot of TikTok stickers by the pool to remind guests to take videos and send them to TikTok. On the other hand, the hotel actively planned various contests to encourage people to pluck courage to send videos and then reward them according to the number of retweets and likes.
Outcomes
To date, the highest number of likes for short videos posted by Sanya Conifer Hotel users is up to 1.5 million, and the number of short video browsing is usually 10 times more than the number of likes, so short video has resulted in more than 15 million browsing. In just a few years, the hotel quickly rose to become an online-popular hotel with exposure of over 10 million in TikTok and RED. As the hotel gained popularity on social media platforms, it attracted more people to stay and visit the hotel, creating a snowball effect. Therefore, the Hotel's marketing strategy of using short videos for user original content sharing (UGC) is a great example of new technology marketing for

hotels.

Implications & Challenges

The development of short video marketing has come to a relatively mature stage. However, it is difficult to accumulate many fans without help from a professional team who can input quality content sustainably. As a marketing manager of a hotel, he or she must think over what shall be done?

案例名称

三亚康年酒店

理论依据

定位；多渠道转化

关键词

短视频；真实体验分享

背景资料

三亚作为海南国际旅游岛主要的度假目的地之一，近年来连续落户高端酒店，休闲度假市场竞争异常激烈。康年酒店众多度假型酒店中脱颖而出，与它的短视频营销有着密切的关系。三亚康年酒店成立于 2017 年，就酒店本身而言，三亚康年酒店的硬件优势在于屋顶 1200 平米的无边泳池外加 70 米高空悬挑透明泳池，在众多三亚酒店中绝无仅有。依托其硬件设计，将细分市场精准地锁定 8090 和 00 后。将深受目标群体青睐又成本低廉的短视频平台作为宣传渠道，以入住用户视角真实的分享体验，使潜在消费者更容易产生共情和信任感，促使其做出消费决策。

营销策略

1.为住店客人免费提供专业旅拍服务，拍摄背景资料以康年酒店最具特色的无边泳池为主。视频和照片的拍摄帮助客人记录下美好瞬间，使他们更愿意去分享自己的入住体验。

2.多渠道短视频营销和流量转化。康年酒店除了在酒店官方平台分享最新的促销信息，客人的体验评价，还在多个社交平台和自媒体，包括了微信、抖音以及小红书上进行推广，同时确保无论哪种渠道分享的视频都能使客户找到订房渠道，实现流量转化。

3.持续创造 IP 保持热度，一方面，酒店在泳池边贴了很多抖音贴，从视觉感官上反复提醒客人拍视频发抖音。另一方面，积极筹划酒店各种比赛，鼓励大家主动发视频，根据转发量和点赞量对参赛者进行奖励。

成果

迄今，康年酒店用户发布的短视频作品最高点赞数高达 150 万，短视频播放量一般至少是点赞数的 10 倍，因此这一条短视频就为酒店赢得 1500 万以上的观看流量。短短几年迅速晋升成为抖音和小红书流量破千万的网红酒店，出租率高达 85%。当酒店在社交平台上获得知名度后，愈发吸引众人前来打卡，形成滚雪球效应。因此，三亚康年酒店利用短视频进行用户原创内容分享（UGC）的营销策略不失为酒店新技术营销的典范。

反思与挑战

短视频营销的发展已经进入到了一个相对成熟的阶段。但如果没有一个专业团队长期输入优质的内容，是很难积累大量粉丝的。作为酒店的市场营销经理，该如何做呢？