

Case Name

Hotel Innovative Product

Theory

New product development; Corporate Public Relation

Key words

Staff Recuperation Plans; Staycation

Background Information

1. Pullman Hotel Zhoushan is in Putuo District, Zhoushan City, Zhejiang Province. The main building of the hotel has 20 floors with more than two hundred full sea view rooms, 880 square meters of pillar-less ballroom and four multi-functional meeting rooms. It is an ideal venue for organizing large meetings, business events and grand weddings. Since the opening in 2018, Pullman Hotel has attracted much attention from the market. However, the Covid-19 epidemic in early 2020 plunged the hotel into a crisis of cash-flow breakage for a while. How to break through the depressed market is an urgent issue for the hotel.

2. Due to the Covid-19 epidemic, Zhoushan government has adjusted the policy of local tours and recuperation for enterprises and public institutions. The destinations of recuperation activities were switched from foreign cities and areas to those domestically in Zhoushan. The policy advocates to organize and arrange recuperation activities across counties (districts) within the city and encourages labor unions at all levels to arrange Rest and Recreation activities in various scenic spots, employee sanatorium bases, minshuku (fishing and farming), and special villages for employees. With the guideline of the policy, local resort hotels in Zhoushan have launched various types of retreat programs and hope to increase the revenues of hotels during the summer peak season.

Marketing Strategy

To meet the market needs of local group retreat in Zhoushan, Pullman Hotel Zhoushan launched the "Zhoushan Staff Recuperation Programme". Customers can purchase the package of 5 days and 4 nights at a low price of 340 RMB/night, and they can enjoy the four nights of sea view rooms and catering services worth of the value of the original price of 800-900RMB/night. To comply to the policy of the less gathering, the hotel promoted "Yoga in Guest Rooms". Guests can meditate and pray facing Putuo Mountain inside their rooms and enjoy the "home style" yoga experience. At the same time, the hotel offered the package including buffet dinner, outdoor barbecue in the sky garden, Hong Kong-style brunch and exquisite Chinese and Western afternoon tea, outdoor infinity pool, 24-hour gym with sea view, Yi Zun spa and other quality facilities.

Outcomes

Once the recuperation programme of Pullman Zhoushan was launched in April 2020, it was well accepted by the departments of local government and 18 travel agencies with recuperation reception qualifications. It has occupied a large percentage of the local retreat market and helped the hotel increased revenues and relieved strain of cash flow during the epidemic.

Implications & Challenges

Government hospitality is a new idea for hotel recuperation products. But employee recuperation programs are seasonal, so how to expand local clients and find new target markets is something the hotel needs to think about.

案例名称

酒店产品创新

理论依据

新产品开发;企业公共关系营销

关键词

职工疗休养接待方案;宅度假

背景资料

1. 舟山铂尔曼大酒店坐落于浙江省舟山市普陀区，主体建筑 20 层，拥有两百余间全海景客房，880 平方米的无柱式大宴会厅和 4 间多功能会议室，是筹办大型会议、商务活动和盛大婚礼的理想之所，自 2018 年开业以来备受市场关注。但 2020 年初的新冠疫情使酒店一度陷入现金流断裂的危机之中。在低迷的市场中找到新的突破口是酒店急需解决的问题。

2. 由于新冠疫情，舟山政府针对企事业单位在本地游疗休养的政策做出了调整。旅游目的地原则上由每年的在外地疗养活动转为在舟山市域范围内。提倡在市内跨县（区）组织安排疗休养活动，并鼓励各级工会到各风景名胜、职工疗休养基地、民宿（渔农家乐）、特色乡村等地开展职工疗休养活动。在政策的推动下，舟山本地的度假型酒店均纷纷推出各种类型的疗养方案，以此希望在暑期旺季提高酒店收益。

营销策略

针对舟山本地的团队疗养市场需求，舟山铂尔曼酒店推出“舟山职工疗休养接待方案”。团队可以以低至 340 元/间夜的价格购买 5 天 4 晚的疗养套餐，就可享受四晚原价为 800-900 每间夜的海景房和相应的餐饮服务。为了响应少聚集的政策号召，酒店主推客房中瑜伽，客人可坐在房内面朝普陀山的客房内静心打坐祈福，享受“居家式”健身瑜伽的养身体验。同时，推出自助晚餐、空中花园户外烧烤、港式早午餐以及精美中西式下午茶，户外空中无边泳池，24 小时海景健身房，怡尊 spa 等优质配套设施都包含在套餐内。

成果

舟山铂尔曼酒店休养接待方案从 2020 年 4 月份一经推出，备受本地政府机关以及 18 家具有疗休养接待资质旅行社的欢迎，在本地疗休养市场占据大比例的份额，帮助酒店在疫情期间提高了收益，缓解了现金流紧张的问题。

反思与挑战

政府接待是酒店康养产品的新思路。但是职工休养计划是有季节性的，如何扩展本地客源，找到新的目标市场是酒店需要思考的。