

Case Name**Silver Star Crown Hotel****Theory**

Joint Marketing; Theme Marketing

Key words

Movie themed hotel

Background information

The Crowne Plaza Silver Star Shanghai is located on the quiet Panyu Road, close to the Xujiahui business district, the embassy district and the exhibition center, making it a convenient location for travelers. As one of the main venues of the Shanghai International Film Festival, for more than two decades, the hotel has been home to the exciting Golden Goblet Awards, master-level forums and dialogues, as well as the film festivals and celebrity-clustered press conferences. As a local hotel in Shanghai for nearly 30 years, Crowne Plaza Silver Star has developed a different path based on its own cultural attributes and characteristics in the face of fierce competition in the local market. In 2018, after refurbishing, Crowne Plaza Silver Star Shanghai has combined movie culture with five-star hotel, so that movie elements and hotel are perfectly integrated.

Marketing Strategy

In the corridor of the hotel's public areas, an exhibition of film makers' imprints was created. Including photos and handprints of famous movie actors since the founding of P.R.C. to display and commemorate the history of Chinese movies. In the meantime, an exhibition of modern Shanghai life was held, including pictures of theater glamor, coffee time, dance floor lingering, park walking, fashion competition and department store dazzling. The photos are selected from the "Liangyou(good friend)" pictorials to reflect the life in Shanghai from 1930s to 1940s and to show the prosperity of the biggest city in the Far East. At the bar, all the displays contain film elements, with home cameras and projectors strewn about, and especially film books-that can create a unique bookish atmosphere to the coffee space. It is worth mentioning that classic silent films are shown on the projection screen, so guests can enjoy the unique charm of the silent film era while sipping coffee. The hotel also provides benefits for guests like taking photos in the retro atmosphere with free costume props such as cheongsam and tunic, which encourages guests to share their experience on social media platforms.

Outcome

The upgraded and renovated Crown Plaza Silver Star Shanghai created a unique cultural atmosphere of Chinese cinema. At the front desk, public areas, guest rooms, restaurants and other spaces, exclusive exhibits of movie props, images and documents with the core element of "Shanghai Movie" are displayed in a staggered manner, highlighting the spirit and cultural heritage of Shanghai movies, which are highly sought after by movie fans. Crowne Plaza Shanghai was awarded the title of "Best Cultural Themed Hotel in China" for its unique film culture and strong film art atmosphere, and it has been successfully transformed into the first film culture themed hotel in China.

Implications & Challenges

The theme hotel is competent in the market because of its uniqueness, but it also faces the problem of enlarging the potential market. How can we foster the market to get more customers who are in line with our idea?

Reference list:

Boutique Luxury Hotel, Retrieved 18 March 2023 from <https://export.shobserver.com/baijiahao/html/371011.html>

案例名称

电影酒店-银星皇冠酒店

理论依据

联合营销;主题营销

关键词

电影主题酒店

背景资料

上海银星皇冠假日酒店座落于幽静的番禺路上，毗邻徐家汇商业区、使馆区及展览中心，优越的地理位置，令出行尤为便捷。1993 年，随着首届上海国际电影节的举办，上影旗下的上海银星皇冠假日酒店与上海影城一起应运而生。作为上海国际电影节主会场之一，二十多年来，每年电影节精彩纷呈的金爵奖评奖、大师级别的论坛对话以及众商云集的电影市场、群星荟萃的新闻发布会，都在这里留下了精彩的时刻。作为一家经营了将近三十年的上海本地老牌酒店，银星皇冠假日酒店在面临本地市场激烈的竞争中，根据自身的文化属性和特点，开发了一条与众不同额道路。2018 年经过重新规划设计，上海银星皇冠假日酒店将电影文化和五星级酒店进行融合，令电影元素与酒店完美融合。

营销策略

在酒店的公共空间走廊，制作影人印记展览。包括中国建国后的著名电影演员的照片和手印来做展示，纪念中国电影的历史进程。同时，举行摩登的上海生活图像展，内容包含影院魅影、咖啡时光、舞场流连、公园漫步、时装竞艳、百货琳琅。照片都是从《良友》画报上精选出来，以此来反映上世纪三四十年代的上海生活场景，展示远东第一大城市的繁华。在酒吧，陈列品均包含电影元素，家用摄影机、放映机错落其中，尤其电影书籍为咖啡空间增添了独特的书香氛围。值得一提的是，投影幕布上会轮番播映经典默片，住店客人可以在慢品咖啡的同时，体味默片时代的独特魅力。酒店还为住店客人提供福利，可以免费旗袍、长衫等服装道具，在充满复古的气氛中拍照留念，并鼓励客人在社交平台分享他们的体验。

成果

升级改造后的上海银星皇冠假日酒店营造出中国电影的独特文化氛围。在酒店前台、公共区域、客房、餐厅等空间，错落陈列着以“海派电影”为核心元素的电影道具、图像文献等独家展品，彰显出上海电影的精神和文化底蕴，受到影迷的追捧。2020 年，在第十五届中国酒店星光奖颁奖典礼上，上海银星皇冠假日酒店凭借其独特的电影文化、浓厚的电影艺术氛围荣获“中国最佳文化主题酒店”称号，成功转型为国内首家电影文化主题酒店。

反思与挑战

主题酒店因为它的产品独特性在市场上颇具竞争力，但是同时也面临着拓展目标客户市场的问题。如何培养潜在目标市场的消费观念？