

**Case Name**

Live streaming with goods by Shangri-La Hotel, is it honey or poison from the hotel?

**Theory**

Market Positioning; Positioning Strategy

**Keywords**

Live streaming; "Cloud" hotel tour; Pre-sale package; Repurchase rate.

**Background information**

Affected by the Covid-19 epidemic, the frequency of people's travel has been dramatically reduced, and the source of tourists for the hotel business and inter-provincial tourists is unstable. According to the "2021 China Hotel Industry Development Report" released by the China Hotel Association, in 2020, the total number of hotel facilities in the country will be 447,000. The total number of guest rooms will be 16.205 million, a decrease of 26% and 14%, respectively, compared with 2019, and the overall scale has returned to the 2017 level. This year's hotel industry is less comfortable than in 2020 (China Hospitality Association, 2021).

The live-streaming economy has become an important force for economic development. The scale of live streaming is expanding rapidly. According to the 47th "Statistical Report on Internet Development in China" released by the China Internet Network Information Center on February 3, 2021, as of the end of December 2020, the number of online live-streaming users in China reached 617 million, an increase from December 2018. It added 220 million people at the end of the month (CNNIC, 2021).

**Marketing Strategy**

Live streaming on social media means an opportunity. The hotel will channel accurate fan groups to the live-streaming room through platform promotion activities, creating live-streaming popularity and increasing the order conversion rate. For example, the Shangri-La Hotel has 1 million TikTok and 3 million WeChat-specific customer groups. Before live streaming, it will attract high-viscosity target users through multiple channels and forms by previewing and releasing grass-growing content videos. The two forms of hotel live streaming, the immersive "cloud" hotel tour and the "raider-style" hotel live streaming in the streaming room, Shangri-La Hotel, can help consumers understand the hotel more intuitively.

Hotel products are mainly guest rooms. Consumers can directly see the internal environment and facilities of the hotel through the hotel's live streaming room and ask questions about the information they are interested in. For hotel room products with high unit prices, the flexibility and diversity of the product mix are essential. The live streaming can also focus on the hotel pre-sale package in the combined mode, which consists of "room + catering + additional services + entertainment tickets" and other contents. The sales model has changed from "selling guest rooms" to "providing complete travel services" and packing a wide range of products that can meet most consumer groups' travel and play needs. The Shangri-La Hotel pre-sale package has substantial time flexibility, and consumers do not need to determine the travel date immediately. Consumers can use the method of stocking up

room vouchers first, and then they can choose a suitable travel time to make an appointment within the package's validity period. Even if the room voucher package expires unused, consumers can enjoy immediate refunds and after-sales service. Consumers can purchase hotel products with confidence in the live-streaming room.

### **Outcomes**

This activity broken space and information barriers and have shown excellent results in influence, increased user stickiness, and sales revenue. Live streaming can narrow the distance between hotels and consumers. Through the advantages of the destination and the individual characteristics of the hotel, consumers are stimulated to be interested in this hotel and destination. The hotel has a pre-sale room voucher package, changing the traditional hotel reservation mode. Consumers have changed from the initial idea of travel-finding, strategies-making, plans-arranging, time-finding, hotels-booking, and long links to pictures to short links-decision making hotel reservations. It will significantly reduce preparation time and reduced consumption of the decision- making the cost of travel.

### **Implications & Challenges**

The "goods" in the tourism and hotel industry differ from traditional physical goods. They emphasize experience and service, especially for live streamers with solid professional ability and quality.

However, many redeemed in one night will affect the customer experience. It is possible to stock up for discounts, affecting the repurchase rate. If a guest buys a discounted room in the live streaming room for 500 CNY, will he go to the official website to book a room for 1000 CNY a night? It will prevent the product from losing much of its market positioning.

### **References**

China Hospitality Association,2021, China Hotel Industry Development Report,2021,08-10 Retrieved from: <https://xdyanbao.com/doc/5sx3qcmped> 2022-10-09.

CNNIC,2021, The 47th "Statistical Report on Internet Development in China," 2021,52-55

Retrieved from: [http://www.cac.gov.cn/2021-02/03/c\\_1613923423079314.htm](http://www.cac.gov.cn/2021-02/03/c_1613923423079314.htm) 2022-10-09.

## 案例名称

香格里拉酒店的带货直播，是酒店的蜜糖还是毒药？

## 理论

市场定位；定位战略

## 关键字

直播；“云”酒店旅游；预售套餐；复购率

## 背景资料

受疫情影响，人们的出行频率大大降低，酒店商旅和跨省客源不稳定。据中国饭店协会发布的《2021 年中国饭店业发展报告》显示，2020 年，全国饭店设施总数为 44.7 万家，客房总数为 16.5 万间。客房总数为 1620.5 万间，与 2019 年相比，分别减少 26%和 14%，总体规模已恢复到 2017 年的水平。在 2021 年，酒店业整体收益相比 2020 年并没有显著增长（China Hospitality Association, 2021）。

直播经济已经成为经济发展的重要力量。直播的规模正在迅速扩大。根据中国互联网协会发布的第 47 次《中国互联网络发展状况统计报告》显示 2021 年 2 月 3 日，中国互联网络信息中心发布的第 47 次《中国互联网络发展状况统计报告》显示，截至 2020 年 12 月底，中国在线直播用户数达 6.17 亿，比 2018 年 12 月有所增长。月底新增 2.2 亿人(CNNIC, 2021)。

## 营销策划

社交媒体上的直播意味着一个机会。酒店将通过平台推广活动将精准的粉丝群体引导到直播间，创造直播人气并提高订单转化率。例如，香格里拉酒店拥有 100 万 TikTok 和 300 万微信精准客户群。在直播前，通过预告、发布种草内容视频，多渠道、多形式吸引高粘度的目标用户。

在酒店直播的两种形式中，沉浸式的“云端”酒店之旅和“突击者式”的流媒体房间酒店直播，香格里拉酒店可以帮助消费者更直观地了解酒店。酒店产品主要是客房。消费者可以通过酒店直播间直接看到酒店的内部环境和设施，并对自己感兴趣的信息进行提问询问他们感兴趣的信息。

对于客单价高的酒店客房产品，产品组合的灵活性和多样性非常重要。直播间还可以集中展示酒店预售套餐中的组合模式，即由“客房+餐饮+附加服务+娱乐门票”等内容组成。销售模式从“卖客房”转变为“提供完整的旅游服务”，打包的产品种类繁多，可以满足大多数消费群体的旅游和游玩需求。

香格里拉酒店预售套餐具有很强的时间灵活性，消费者不需要马上确定出行日期。消费者可以采用先储备房券的方式，然后在套餐有效期内选择合适的出行时间进行预约。即使房券套餐在未使用的情况下过期，消费者也可以也可以享受即时退款和售后服务。消费者可以在直播间内放心地购买酒店产品。

## 成果

酒店视频直播正在改变消费者对酒店的刻板印象。酒店品牌价值的输出，拆解了每个酒店品牌背后的内涵和特征，使酒店不再是变得不再局限于商务、旅游和住宿的标签。直播打破了空间和信息壁垒，在以下方面显示出巨大的效果影响力、增加用户粘性和销售收入等方面都有很大的成效。直播可以缩小酒店与消费者之间的距离。通过目的地的优势和酒店的特点，提升消费者对该酒店和目的地的

兴趣。酒店直播预售房券套餐，改变了传统的酒店预订模式。消费者从最初的旅游-寻找、策略-制定、计划-安排的想法。花时间寻找、酒店预订的想法转为短环节的决策、酒店预订。这将大大减少准备时间，并降低消费决策的成本。

### **反思与挑战**

旅游和酒店业的“商品”与传统的实物商品不同，产品内容强调的是体验和服务。这就需要直播销售有很强的专业能力和素质。酒店直播在短期内可能会起到促销作用，但大量的销售会导致套餐被同时兑换，影响顾客的体验。有可能为了打折而囤货，这样会影响复购率。如果一个客人以 500 元人民币的价格购买了直播间的打折房，他是否会去官网 预订一晚 1000 元的房间？这将导致该产品失去很大一部分的市场定位。