

Case Name

"Infinite Love Between Heaven and Earth" – Shenzhen Air International Hotel Aviation Culture Theme Project

Theory

Brand Communication; Digital Marketing

Keywords

Aviation Culture Implantation; First Class Cabin; Museum

Background Information

1. Current Status of Aviation Culture Theme Hotels

The first aviation hotel was founded by InterContinental Hotels in 1946. Today, major airlines at home and abroad have their own hotel groups and hotel business segments. Based on research on multiple cases of aviation-themed hotel groups at home and abroad, their standard features are as follows:

- a. Many aviation hotels are products of the airline's diversified development strategy.
- b. The selection of location and positioning of most aviation hotels are subject to the airlines' routes.
- c. Despite the capital expansion, the cash flow return and support from many aviation-themed hotels to their primary business are lower than expected, sometimes even affecting the development of the leading business.
- d. Aviation-themed hotels that initially received capital and resource support from the main business are relatively successful, and they later achieved their independence in their development, such as InterContinental, Hilton, etc.
- e. Most hotels under the aviation hotel group have yet to develop an aviation-themed culture in depth, and their connection with the main business needs to be closer.

2. Hotel Development Process

Shenzhen Airlines Co., Ltd. (Shenzhen Airlines), headquartered in Shenzhen, was established in 1992 and has since become the fifth largest airline in China. Shenzhen Air International Hotel is a wholly owned subsidiary of Shenzhen Airlines. In addition to the aviation business, it also supports the development and influence of Shenzhen Airlines. Shenzhen Air International Hotel opened in January 2005 and was managed initially by Jinjiang Hotels. 2008 Shenzhen Airlines established its hotel management company and started operating its first flagship store under the "Shenzhen Airlines International" brand. In 2021, Shenzhen Airlines International Hotel underwent renovation and refurbishment with the "Aviation Museum Hotel" theme and thus made a grand reappearance.

Marketing Strategy

1. Upgrade of Hardware for the Visual Experience of Aviation Hotels

Through renovation and integration of new cultural and creative design concepts, Shenzhen Air International Hotel has pioneered the unique cultural interpretation of "exhibition hall + hotel" in the industry. This room renovation focuses on the floors' public areas and the rooms' interior, creating an atmosphere of aviation and aerospace culture and striving to give every guest a museum-like visual experience. By cleverly combining exhibits, images, projections, audio, books, and stories of aviation and aerospace history, legendary figures, precious anecdotes, mythological legends, and pioneering heroes at home and abroad, using various modern technologies such as sound, light, and electricity, it vividly put guests in a rich aviation and aerospace cultural atmosphere.

2. New Cultural and Creative Design Concept, Setting a Precedent for Theme Hotels

Shenzhen Air International Hotel has applied different aviation and aerospace cultural themes to the floors of 21 guest rooms, from human spaceflight dreams, aviation theory exploration, and world aviation pioneers to major aviation events at home and abroad, various aircraft collections, and human space exploration that use special artistic and cultural embellishments to add unique and enjoyable experiences to the originally monotonous guest room spaces.

3. **Digital Transformation Enhances Value; New Smart Rooms Bring New Experiences**
By scanning the QR codes on the artworks hanging in the corridor with a mobile phone, guests can enjoy 210 new and exciting stories while admiring the traces of time on old photos. At the same time, guests can experience a special cultural exploration journey corresponding to the book "The Road to Space" and themed cultural artifacts in the room. Shenzhen Air International Hotel has achieved intelligent control of the building, digital monitoring, and WIFI coverage without dead spots throughout the area, allowing guests to experience efficient and high-quality services while enjoying the beautiful aviation culture.
4. **Connecting Air and Ground, Making Aviation Hotels Practical**
Shenzhen Air International Hotel has developed seamless service products through its core advantage in the aviation industry, leveraging the investment partner's aviation resources to provide high-value-added services. For example, in-house flight check-in, flight attendant etiquette services, airport service ambassadors, direct access to airline mileage, airport shuttle buses, and specialty model shops make the hotel lobby a favorite city waiting lounge for "frequent passengers."

Outcomes

1. **Greatly improved reputation and word-of-mouth**
Since its reopening, the online satisfaction ratio of Shenzhen Airlines International Hotel has increased from 4.6 to 4.8.
2. **Attracted internet celebrities to check-in and live stream, achieving more internet fame**
Since the reopening, the hotel has become a popular check-in spot for internet celebrities, and its influence online has significantly increased.
3. **Improved economic benefits**
Occupancy rates have increased by 10%-20%, and room rates have increased by an average of 200 yuan in comparison, achieving both reputational and economic benefits.

Implications & Challenges

The key issues we must consider for future operations are how to sustain internet popularity, maintain high-quality service, and keep aviation culture refreshing in the long run.

案例名称

“天地之间，深情无限”——深圳深航国际酒店航空文化主题项目

理论依据

品牌传播：数字营销

关键词

航空文化植入；头等舱；博物馆

背景资料

1. 航空文化主题酒店现状航空酒店最早起源于 1946 年由美国泛美航空创立的洲际酒店至今，国内外各大航空公司均拥有自己的酒店集团及酒店业务板块。根据对国内外多航空主题酒店集团案例的研究，共性特征有以下几个方面：

- 绝大多数航空酒店都是航空公司多元化发展战略的产物
 - 绝大多数航空酒店的区位选择和服务产品定位都服从于航线；
 - 除了资本扩张的属性外，绝大多数的航空主题酒店对主业的业务支持和现金流量回报低于预期，甚至影响主业发展；
 - 在初期得到主业资本及资源支持并在后期实现独立发展的航空主题酒店相对成功，例如洲际、希尔顿等。
 - 大多数航空酒店集团旗下酒店并未对航空主题文化进行深度开发，与主业的联系不够紧密。
2. 酒店发展历程深圳航空有限责任公司(深航)，总部设在深圳，于 1992 年成立，发展至今，已成为中国第五大航空公司。深圳深航国际酒店为深航的全资下属企业。除航空主业外，它还为深航品牌的发展及影响力提供了助力。深圳深航国际酒店于 2005 年 1 月开业，最初由锦江酒店管理公司管理，2008 年深航成立自有酒店管理公司，并以“深航国际”为品牌，作为管理公司的首家旗舰店对外经营。2021 年，深航国际酒店以“航空博物馆酒店”为主题进行了翻新改造，重装亮相。

营销策略

1. 硬装升级，提升航空酒店既视感。通过改造翻新融和全新文创设计理念，在业界开创了“展馆+酒店”的特色文化演绎先河。此次客房改造重点围绕楼层公共区和客房内部两个区域，烘托航空航天文化氛围，力求给每一位宾客带来博物馆般的既视感。通过展品、图像、投影、音频、书籍与国内外航空航天的历史故事、传奇人物、珍贵典故、神话传说、英雄先驱巧妙的结合，使用声、光、电等多种现代技术手段生动地下榻的宾客沉浸在浓厚的航空航天文化氛围当中。
2. 全新文创设计理念，开创主题酒店先例。酒店将 21 个客房楼层赋予了不同的航空航天文化主题，从人类飞天梦想、航空理论探索、世界航空先驱到中外航空大事、各类飞机集锦、人类宇宙探索，用特殊的艺术文化点缀方式给原本单调的楼层客房空间增添了别具一格的入住乐趣
3. 数字转型提高价值，全新智慧客房带来全新体验。通过手机扫码走廊上悬挂的艺术品上的二维码，可以一边欣赏老照片上岁月的斑驳痕迹、一边聆听 210 个新奇的小故事。同时，客人还可以感受与房内《飞天之路》书籍、主题文化特色摆件相呼应的特殊文化探索之旅。酒店全区域实

酒店全区域实现了楼宇智控、数字监控、WIFI 无死角覆盖，让宾客在感受曼妙航空文化的同时体验快捷高效的品质服务。

4. 空地相连，让航空酒店落到实处。
酒店通过主业的“空中”优势研发无缝服务产品，其核心是借力投资方的航空资源优势，提供高附加值的服务。例如店内航班值机、空乘礼仪服务、机场服务大使、航空里程直通、机场穿梭巴士、特色机模商店等，使酒店的大堂俨然成为“空中飞人”们钟爱的城市候机厅。

成果

1. 大幅提升知名度与口碑
自重装开业以来，深航国际酒店的网络口碑从 4.6 提升至 4.8；
2. 吸引网红打卡直播，实现互联网流量转化
自重装开业以来，酒店已成为网红热门打卡地，线上流量显著提升；
3. 经济效益提升入住率提升了 10%-20%，房价较之前平均提升 200 元，实现了口碑与效益的双丰收。

挑战与反思

如何持续互联网热度、高标准的服务质量及如何使航空文化日久弥新成为后续经营的关键，是我们需要思考的问题。