

Case Name

Diaoyutai MGM Hospitality's MGM Lion Club Member Reward Program

Theory

Cross-industry cooperation, Digital Marketing, Brand promotion

Keywords

Diaoyutai MGM Hospitality; High-end hotel; Member reward program; Digital Development; Market share; Word-of-Mouth Marketing

Background Information

Diaoyutai MGM Hospitality is a high-end hotel management platform jointly established by Diaoyutai State Guesthouse and MGM International Hotel Group of the United States. The platform aims to provide unique high-end hotel, mansion, shopping, and entertainment experiences and promote the merging of Diaoyutai and MGM. After more than a year of trial operation, the MGM Lion Club member reward program was officially launched on June 21, 2022. Compared with other hotel groups' membership programs, MGM Lion Club is one of the latest to start. Surviving in the fierce "Red Sea Market" competition can be challenging. This could be accomplished mainly by endorsing and empowering MGM with the Lion Club member reward program.

Marketing Strategy

1. Collaborate with large platforms such as Alipay, Fliggy Travel, Ctrip, VISA, UnionPay, etc.
2. Collaborate with industry leaders such as the Entrepreneur Club of Fortune Institutions and the Supercar Club.
3. Promote interconnection and digital sales with business partners by sharing business opportunities in joint marketing campaigns.

Outcomes

1. Rapid growth of membership.
2. Many high-net-worth customers were attracted to both Diaoyutai and MGM.
3. Awareness of the customers of the promoted brands was significantly raised.

Implications & Challenges

1. As hotels under the Brand of Diaoyutai are limited, it would be quite difficult to attract more members through the hotels themselves.
2. In the future, MGM Lion Club will continue cultivating digital development to progress toward a more significant market share. And this improvement will be a transformation from the "share-of-mind" to "word-of-mouth."

案例名称

数字化的力量-钓鱼台美高梅酒店集团美狮荟会员奖励计划

理论依据

异业合作；数字化营销；品牌宣传

关键词

钓鱼台美高梅酒店；高端酒店；会员奖励计划；数字化发展；市场份额；口碑营销

背景资料

钓鱼台美高梅酒店集团是由钓鱼台国宾馆携手美国美高梅国际酒店集团合资成立的高端酒店管理平台，致力于提供以别具一格的高端酒店、府邸、购物和娱乐体验，传颂钓鱼台与美高梅珠联璧合的款客之道。在经过一年多的试运行，2022年6月21日，美狮荟会员奖励计划正式推出。与国内外其它酒店集团的会员计划相比，美狮荟是起步最晚的会员计划之一。如何在红海中赢得一线生机，让美狮荟会员奖励计划为美高梅集团背书，赋能于酒店，是集团面临的严峻考验。

营销策略

1. 与大型平台合作，例如：支付宝、飞猪旅行、携程、VISA、银联等；
2. 与行业领先者合作，例如：财富机构的企业家俱乐部、跑车俱乐部；
3. 与合作方开展数字化会员互通及营销，互相提供权益点，开展联合营销。

成果

1. 会员数量高速增长；
2. 带来大量高净值客群；
3. 带动品牌宣传，深化用户认知。

挑战与反思

由于集团旗下酒店较少，通过酒店招募会员无异于杯水车薪。未来，美狮荟将继续深耕于数字化发展，逐步从心智占有率快速提升到拥有一定的市场占有率，最终实现口碑营销的心灵占有率。