

## **Case Name**

AI Digital Salesman Live Streaming- Hotel X Concert Package Promotion

## **Theory**

4P

## **Keywords**

AI Digital Salesman Live Streaming; Co-branding

## **Background Information**

Facing the post-pandemic vulnerable market, traditional hotels can no longer attract customers to generate strong purchasing desires. Some hotels only focus on low-priced promotions, so the hotel revenue remains relatively high. Therefore, hotels are very conservative about marketing expenses.

## **Marketing Strategy**

1. The hotel's packages should have unique highlights and attractiveness rather than combining two things. Otherwise, they will not attract customers' attention. Secondly, as the Jay Chou concert tickets in the package are already in short supply, the hotel package must be more attractive.
2. Compared with other Hong Kong hotels, the location of this one is much closer to the venue. After the concert, guests can return to the hotel on foot in just a few minutes. The hotel is new, and the rooms are pretty significant. Generally, OTA platforms will offer concert-related hotels at high, medium, and low prices, so the combination between this hotel and the concert is perfect.
3. After the concert tickets were sold out, the hotel with a free concert combination became highly cost-effective. Although the hotel is more expensive than usual, it is far more competent than the tickets sold by scalpers. After the package was available on the Xiyou and Fliggy APPS, the promotion on these platforms was done by AI digital salesman with a live-streaming.

## **Outcomes**

The package was sold out instantly after it was put online for promotion. The browsing on Xiyou doubled from the previous 50,000 to 100,000. Fliggy APP downloads increased dramatically, and the platform provided scarce resources for consumers. Consumers will think of Fliggy first when they want to buy similar products next time. The hotel from Hongkong has gained opportunities and revenues in this segmented market derived from mainland China, and guests will also remember this hotel when they buy concert tickets in Hongkong in the future.

## **Implications & Challenges**

1. WeChat Travel was initially used as the platform for selling packages, which failed to attract users accustomed to direct promotions effectively. In the new trend of live streaming, hotels should use AI digital salesperson live to establish new marketing channels that can reduce costs while expanding influence. Most of the existing promotions are just one-shot. AI digital salesman live-streaming works throughout the year, which is more efficient regarding time and economic benefits.
2. Hotels should avoid self-promoting and focus on their positioning and resources. For instance, they join their efforts with the cities, communities, and museums, making the products more unique and attractive. Of course, AI digital salespersons cannot compare with humans in emotional connection and interaction, nor can they provide emotional value.

Hotels should not be limited to traditional media and methods but take a path of a well-balanced allocation of resources in the wave of live streaming.

## 案例名称

AI 数字人直播-酒店 X 演唱会套票促销

## 理论依据

4P

## 关键词

AI 数字人直播;跨界合作

## 背景资料

疫情后，面对营销不振的局面，传统的酒店已经无法吸引客人产生强烈的购买欲望。一些酒店在营销方面，只停留在低价的促销上，以拼数量、拼价钱的方式促销，酒店营收并没有显著提升。因此，酒店在营销费用上非常谨慎。

## 营销策略

酒店售卖的套票产品必须具备独特的亮点和吸引力，而不是简单地将两个产品进行组合，否则会无法吸引客户的注意力。其次，由于套餐中包含的周杰伦演唱门票已经是供不应求，因此酒店的套餐必须要更加具有吸引力。

本酒店的地理位置与其他的香港酒店相比，离场馆近。在演唱会结束后，客人只需步行几分钟即可回到酒店；而且酒店新，房间相对大。通常 OTA 平台推送都会把演唱会相关的酒店匹配高中低几种不同的产品，所以本酒店+演唱会的结合是最完美的。

演唱会门票售罄后，酒店与演唱会的组合就极具性价比。虽然对比正常的酒店价格要贵，但是按黄牛票计算，酒店的价格就非常具有竞争力。套票在嬉游和飞猪 APP 上架后，并以 AI 数字人的形式展现营销内容，直播了整个销售过程。

## 成果

套餐上架后瞬间售空。嬉游公众号的阅读量从平常文章的 50000 左右翻倍，达到了大约 100000 人次阅读量。飞猪获得了大量 APP 下载量，并为消费者提供稀缺资源。消费者下次想买同类资源会优先考虑飞猪。香港的酒店获得了内地这个细分市场的服务机会和营业额的提升，以后客人单独买香港演唱会门票时也会记得这家酒店

## 挑战与反思

套票销售初期投放的平台是微信旅游公众号，无法有效地吸引已经习惯直观促销的用户。在直播的趋势下，酒店应该更好利用 AI 数字人的直播，建立起营销渠道，更好地降低成本和扩大影响。现有的营销手段大多是一次性的。利用好 AI 数字人直播可以全年做营销活动，从时间和经济效益上来说更高效。

此外，酒店应该跳出单纯地自我营销，可以根据酒店自身的定位和周边资源进行营销，比如与城市、社会餐饮、博物馆、社区等联合营销，这样的产品具有独特性和吸引力。当然，AI 数字人在情感连结和互动上无法与真人媲美，也无法提供情绪价值。酒店不应该只局限于传统媒介和传统手法，在直播这个浪潮中应该走出一条合理配置资源的路