

Case Name

“The Tastes of Hong Kong” Marriott International Hotel Group Accommodation Experience Program

Theory

Market Segmentation; Product Differentiation; Positioning

Keywords

Culinary Culture; Word-of-mouth; Social Media

Background information

1. Tourists who have visited Hong Kong multiple times want to visit its classic attractions and hope to explore its authentic local culture in-depth and seek out the most accurate "Hong Kong" flavor. However, repetitive travel itineraries require more work to achieve this goal. Allowing visitors to understand the essence of Hong Kong's local culture has indeed become a challenge for Hong Kong's local tourism and hotel industry.
2. Against this background, ten Marriott International hotels in Hong Kong have partnered with a local real estate company to launch the "Taste of Hong Kong" accommodation program. Visitors who stay at Marriott International Group hotels in Hong Kong for two consecutive nights on weekends can participate in a complimentary food tour, discovering the most authentic local snacks and exciting stories with locals and experiencing the Oriental Pearl from a brand-new perspective.

Marketing strategy

The "Taste of Hong Kong Food Tour" offers a guided culinary experience that includes making fish balls loved by famous actor Chow Yun-fat. 90% of fish balls in Hong Kong are produced in the very well-known Kowloon City, where participants could go behind-the-scenes and make fish balls with the masters themselves. Hong Kong's most authentic milk tea was born in the unique Winter Mushroom Pavilion Wing Yuen restaurant, where time has stood still for a century and the teacups have remained unchanged, recording the passage of history. Other activities include uncovering egg tarts, drinking tea, eating tofu pudding, and other authentic snacks that only locals know about. The food tour changes its itinerary periodically, inviting mainstream media, key opinion leaders (KOLs), and key opinion consumers (KOCs) from top-tier cities such as Beijing, Shanghai, Guangzhou, and Shenzhen to participate and share their experiences on social media platforms such as WeChat, Weibo, Xiaohongshu, and Tik Tok during the launch of each new event.

Outcomes

The campaign is very successful. It improves customers' satisfaction rate and increases hotel occupancy and overall revenue by word-of-mouth communication of guests. Marriott has taken this opportunity to expand this model to China and other countries in Asia, such as the "Beauty of Mountains, Travel to China" launches by Marriott International in the mid-western region in 2019, and the combining of local food culture with the bicycle tour to Phu Quoc Island at the JW Marriott Phu Quoc Island in Vietnam. This model is being continued by Marriott International.

Challenges/Reflection

Marriott International hotel group has launched the "Taste of Hong Kong"

accommodation experience program in the Hong Kong area, creating a customized tourism service that allows guests to not only enjoy great a stay but also explore the authentic taste of Hong Kong, making their stay more unique and memorable.

案例名称

“滋味香港游”万豪国际酒店集团住宿体验计划

理论依据

市场细分；差异化；定位

关键词

美食文化；口碑营销；社交媒体

背景资料

1. 多次到访过香港的游客，除了参观经典景点以外，最希望的是可以更深入地探索香港地道本土文化，寻找原汁原味的最真“港”味，但重复的旅行线路很难做到这一点。让访客真正了解香港本地文化的精髓，便成为香港本地旅游及酒店行业的一个挑战。
2. 基于此背景资料，万豪国际酒店集团香港地区的 10 家酒店联合香港本地一家地产公司推出“滋味香港游”住宿体验计划。如果在周末到访香港的访客连续 2 晚入住万豪国际集团旗下的酒店，就可以免费参加美食导赏团，与当地人一起发掘香港最地道的小吃和市井趣事，以一个全新的视角重新体验东方明珠。

营销策略

滋味香港游美食导赏包括制作连周润发都爱的鱼蛋。香港 90% 的鱼蛋产于非常著名的九龙寨城，参与者有机会去到后厨与师傅一起制作鱼蛋。香港最原汁原味的奶茶诞生于香港独有的冬菇亭荣记茶餐厅，时间在这里过去了一个世纪，但奶茶杯子没有变过，记录着历史的变迁。还有发掘蛋挞、饮茶、豆腐花等这些只有本地人才知道的正宗小吃等活动。每过一段时间主办方就会更换美食导赏美食体验的内容。由此在活动启动之时，主办方邀请了北、上、广、深一线城市的主流媒体、意见领袖(KOL)、关键消费者(KOC)来共同体验，并且让体验者通过微信、微博、小红书、抖音等社交媒体渠道分享他们的心得。

成果

这个营销活动非常成功，即提升了客户满意度，同时也通过客人的口碑传播提高了酒店入住率和整体收益。万豪国际集团以此为契机，将此模式推广到中国区及亚洲其他国家，例如 2019 年万豪国际中西区推出的“万山之美，豪游神州”；在越南富国岛 JW 万豪酒店将本土美食文化与酒店骑车游富国岛活动结合等活动，而这一模式还正在万豪国际集团继续进行。

挑战与反思

万豪国际酒店集团在香港区推出的“滋味香港游”住宿计划体验活动，打造了多元且定制化的旅游服务，使宾客不仅住得好，更能探索到香港原汁原味的味道，令住宿体验更独特与难忘。