

Case Name**Xixi Banquet-Hangzhou Xixi Sheraton Hotel****Theory**

Experiential Marketing; Gen Z consumption preference

Keywords

Catering + and Immersive Theater Experiences

Background

The stereotypical image of traditional dining in Western restaurants is that guests dine elegantly in suits with etiquette. The experience of "Dining +" Immersive Theatre is that the audience could watch the show up close and enjoy a fine meal while even performing in the story's following plot. The leading performers act with the audience, and their performance can lead the audience into the show in a second. At the same time, the performers' perfect improvisation, singing, dancing, and interaction with the audience will make so much fun for the audience throughout the performance. The audience will never forget the experience even after they leave the restaurant. The Sheraton Xixi Paradise Hotel has made rapid adjustments to suit the dramatic changes in the dining environment and consumer trends by strengthening product innovation. It indeed meets the higher demand for dining experiences in the post-epidemic era.

Marketing strategy

On its 11th anniversary, Xixi Paradise, by the Xixi Wetland, launched a new dining experience called "Dining + X". Having the exquisite French cuisine, suspense drama, NPC interaction and immersive singing and dancing all together, dressed in traditional Chinese costumes, the audience time traveled to the Welcome Banquet for the French envoy in the Song Dynasty. Customers could watch the performance while enjoying a fine French meal and participating in the show.

Outcomes

The dining experience of Western food + immersive theatre is a refreshing change from the stereotypical dining experience in Western restaurants and a significant enhancement of the dining experience. The campaign made Sheraton Xixi Hotel's Western restaurant a publicity hotspot and expanded the target customer base, especially young people keen to catch up with the trendy Generation Z. The campaign was promoted on both online and offline channels, with distribution rewards to stimulate consumer fission and live streaming on the online platforms, resulting in a nearly 12-fold increase in sales on the Sheraton Xixi's integrated microsite marketing platform compared to last year.

Implications & Challenges

The cost of offering an immersive experience is much higher than that of standard restaurants. The costs of costumes, event setups, dressers, and professional performers are on the high side of labor costs. To make profits, it is also an additional costume and make-up fee charged to customers—all the above results in a high unit cost that deters a large portion of the consumer base.

案例名称

西溪夜宴-杭州西溪喜来登酒店

理论依据

体验营销；沉浸式体验；Z 时代消费偏好

关键词

西餐+沉浸式戏剧体验

背景资料

“西装革履，优雅用餐，牢记西餐礼仪”通常是传统西餐厅给客人的刻板印象。而所谓整场“餐饮+”沉浸式戏剧体验，就是观众除了能够近距离的观看演员表演，同时还能享受精致的餐食，甚至作为故事的参与者，共同推动后续剧情进展。舞台表演由主演与观众合作完成，他们精湛的演技能够将你一秒代入角色。同时其他演员们强大的即兴表演能力、歌舞表演能力和观众的互动配合，将会令观众在整场表演收获许多意想不到的乐趣，即使当观众在表演结束后走出餐厅还能对今日的体验念念不忘。随着 Z 世代线下社交需求的增长，如何把创新的体验内容呈现给目标客群，成为了餐饮行业拓展市场的关键所在。西溪天堂喜来登酒店根据餐饮环境和消费趋势发生的巨大变化，迅速做出调整，加强产品创新，顺应了后疫情时代人们对餐饮体验感更高的要求。

营销策略

毗邻西溪湿地的西溪天堂在 11 周年店庆之际推出了“餐饮+X”的全新用餐体验。酒店以精致法餐+悬疑剧情+NP 互动+沉浸歌舞的形式，带着穿上汉服的顾客一起穿越到宋高宗年间法国坎佩王朝使节到访时的用餐现场。顾客既可以看到演员的表演，同时还能享受到精致的法餐，还能作为故事的参与者一起推动剧情的进展。

成果

西餐+沉浸式戏剧体验的用餐体验，改变了西餐厅用餐的刻板印象，让人眼前一亮，大大增加了用餐的体验感。这次活动不仅使西溪喜来登酒店的西餐厅在本地高端餐厅中脱颖而出，提高了知名度，成为宣传热点，同时还扩展了目标客户群体，特别是热衷追赶潮流的 Z 世代年轻人。此次活动在线上线下各渠道推广，设置分销奖励机制激发消费者裂变，并于网络平台进行直播。西溪天堂微官网整合营销平台销售额，同比去年增长近 12 倍。

反思与挑战

与一般餐厅相比，餐厅提供沉浸式体验的成本会高很多，比如服装、活动场景、化妆师以及专业演员等用工成本偏高，而且还要额外收取客人的服装和化妆费才能盈利，这就导致的高客单价，从而阻拦了很大一部分消费群体。