

Case Name

Zhengzhou Zheng Fang Yuan Hotel

Theory

Consumer Demand theory ; Market Positioning

Key words

Rehabilitation; Traditional Chinese Medicine

Background Information

Ever since the epidemic, the public has been showing unprecedented attention on their healthcare. In addition to providing regular hospitality services, we are introducing the concept of regimen to our customers in hopes of attracting the attention of those who have both high income and sub-health. Amid combating the virus as an additional treatment during epidemic, Traditional Chinese Medicine could clear the viruses faster, mitigate the symptoms more quickly and shorten hospitalization time of the inpatients. In the meanwhile, the treatment effect of Traditional Chinese Medicine could also improve the clinical prognosis of patients who got caught by Covid-19 with mild and common symptoms. Therefore, Chinese traditional medicine and therapy once again came to the center of the spotlight.

Marketing Strategy

1. Take the road of differentiating operations by innovating and enriching products. The combination of recreation and hotel has become a unique selling point.
2. The hotel offers free calisthenics experience to every guest.
3. Meanwhile, the hotel has set up a new Qihuang Chinese Medicine Center, where customers can enjoy the experience of a pulse diagnosis. Besides, an always- available doctor works in the center providing physical therapy with Chinese & Western medicine or other health care products.

Outcomes

By combining the two different concepts of hotel hospitality and healthcare services, guests can enjoy the hotel hospitality service while having different healthcare experiences in the meantime. At the same time, integrating these two unrelated concepts will bring them into the spotlight.

Implications & Challenges

Hotel is not a hospital anyway, so it is a must to consider the safety issues in traditional physical therapy, regarding cupping treatment, ingredients in food therapy, and fitness activities.

案例名称

郑州正方元国际酒店

理论依据

消费者需求理论；市场定位

关键词

康养；中医

背景资料

由于疫情，民众对于健康都投入了前所未有的关注。在提供酒店的传统服务之外，把健康的概念融入其中，希望能够吸引到那些高净值和亚健康的人群的关注。在疫情期间，中医作为附加干预措施时，可缩短病毒清除时间、临床症状缓解时间和住院时间；可改善轻型和普通型新冠肺炎患者的临床预后。因此，中医和中医理疗又一次成为人们关注的焦点。

营销策略

1. 免费提供给入住客人健身精品团操的体验
2. 在大堂中新设置了岐黄国药馆，入住客户可享受一次脉诊仪体检的体验。
3. 国药馆长期有医生坐诊，提供理疗服务，并提供中西药饮片和其他保健品等等。

成果

酒店通过创新并丰富产品来打造酒店独特的销售卖点，走差异化经营的道路。

通过融合传统住宿和康养这两个不同的概念，使客人入住的同时有一些不同的体验，开拓了康养酒店的思路，提升酒店自身的受关注度。

挑战

酒店毕竟不是医院,对于康养活动中的安全问题,例如中医理疗中的拔火罐,食疗的特殊原料的成分,健身活动中的安全培训及应急预案等问题需要注意。