

Case Name

China Tourism Group RV Travel

Theory

New Media Marketing

Keywords

RV Relay; KOL; Social platform live stream

Background

1.The RV market in China started late compared to Europe and the US. The rise of short-distance travel and camping activities has driven the high growth of China's RV market. The country has introduced policies on RVs to support its development in several aspects, such as recreational campsites, vehicle licensing, and tourism planning. In terms of scale, it is growing from 2015 to 2021. It reached a new high in 2021, at 27.17 billion yuan, up 30.44% year-on-year.

2.In May 2020, the domestic epidemic was initially controlled, however, it needed to be more evident to the willingness of the consumer to travel, and there was also a higher demand for safety, hygiene, and privacy in travel. To stimulate consumer confidence, China Tourism Group's RV company, together with scenic spots, hotels, and travel-related service providers across China, is planning a multi-provincial tourism marketing campaign called "RV Relay, Travel China."

Marketing strategy

Firstly, through live streaming platforms such as TikTok, Auto Quicker, Buy Together, the quality of tourism resources in Yunnan, Sichuan, Shaanxi, Shanxi, Hebei, Beijing, and Liaoning have been linked up in the form of "cloud tourism", allowing to travel without leaving home. This is a great opportunity for netizens to view China's great rivers and mountains without leaving home. At the same time, well-selected travel experts from different regions formed a caravan to travel from Kunming, Yunnan Province, all the way north to introduce the beautiful natural scenery, ethnic culture, and historical relics to netizens across the country through live broadcasting. With the strong support of local governments, leaders of cultural and tourism departments, officials from various provinces and cities, as well as local media jointly participated in the live streaming to promote local tourism resources to netizens from nationwide.

Outcomes

The whole marketing campaign lasted for half a month, with a total of more than 20 million people watching the live broadcast and extensive coverage by local TV channels, newspapers, and other media, coming to a very good marketing effect. While enhancing the business recovery of China Tourism Group's various segments and helping to revive the tourism industry, the campaign also fully demonstrated the cultural characteristics and tourism resources of various regions, allowing the advantages of integrated development of culture and tourism to be maximized.

Implications & Challenges

The development of the RV industry in China is very rapid, but the number of campsites is low. The lack of "all-inclusive" service platforms and shortage in well-designed caravan road maps are the problems it needs to tackle in the future. What can we do to take care of these issues?

案例名称

中国旅游集团房车旅游

理论依据

新媒体营销

关键词

房车接力;KOL;社交平台直播

背景资料

1. 中国的房车市场相较于欧洲和美国起步较晚。短距离的旅游及露营活动的兴起，推动了中国房车市场的高增长。国家出台了有关房车的政策，从多个方面支持房车的发展，如休闲营地、车辆牌照、旅游规划等。从规模情况来看，从 2015 年至 2021 年均处于增长状态。在 2021 年达到新高，为 271.7 亿元，同比增长 30.44%。

2. 2020 年 5 月，国内非冠疫情得到初步控制，文旅部宣布恢复开放跨省旅游，但是消费者因疫情影响，仍然对出行心存顾虑，出行意愿不够明显，同时对疫情防控常态化下，出行安全，卫生和私密性等提出了更高的诉求。为了提振游客的消费信心，中国旅游集团旗下的房车公司与全国各地的景区，酒店及旅行相关服务商，共同策划名为“房车接力，云游中国”的跨多省市的旅游营销活动。

营销策略

通过抖音、快手和拼多多等直播平台，以“云旅游”的方式将云南、四川、陕西、山西、河北、北京和辽宁七省七地优质旅游资源有机串联起来，让网友们足不出户也能“云”游中国的大好河山。同时，优选各地的旅游达人，组建房车车队，从云南昆明出发，一路向北，通过直播的方式，向全国广大网友介绍各地美丽的自然风光、民族文化和历史遗迹。在各地政府的大力支持下，各省市的文旅厅、局领导，各地媒体纷纷参加直播，向全国网友推广本地旅游资源。

成果

整个营销活动持续半个月，累计 2000 多万人次观看直播，各地卫视，报纸等媒体广泛报道，取得了非常好的营销效果，在提升中国旅游集团各板块业务恢复、帮助旅游行业重振的同时，也充分展现了各地文化特色和旅游资源，让文旅融合发展的优势得到最大程度的发挥。

反思与挑战

中国房车旅游的发展非常迅速，但是房车营地的数量少，一站式服务平台的缺失，缺少高品质房车旅游线路的设计和规划。该如何解决这样的问题？