

Case Name

Maofeng Mountain

Theory

Ecological Marketing; Social Marketing

Key words

Charity; National Fitness Boom

Background information

1.As the economy grows, urban citizens gradually started paying attention to health issues. As an outdoor activity with relatively low difficulty and intensity, hiking is becoming more popular, especially among young people who like socializing and family consumers who like to be close to nature. Tourism accompanied with hiking have become the new hot spot in the market.

2.Maofeng Mountain Forest Park, built-in 1997, 28 km away from Guangzhou city, covers a total area of 6671.07 hectares. It is one of the ten scenic spots in Guangzhou and furthermore a famous natural oxygen bar in the suburbs. With an elevation of 534m above sea level, Lianhua Peak is the highest peak in Guangzhou city. Despite the excellent natural resources, the Park is still less popular and has a lower number of visitors compared to others. Young people living in Guangzhou City prefer to hike in areas that fit more to their needs but relatively further away. On the other hand, family consumers prefer theme parks due to the difficulty of the regular hiking routes. In such situations, Maofeng Mountain needs the right marketing strategy to gain market awareness urgently and occupy shares in the market as much as possible.

Marketing Strategy

1.Fully consider the needs and abilities of the target customers to design routes and provide activity support. Participants can sign up for the activity in Family Groups or Professional Groups. For family groups, the organizing committee specially designs a “Scavenger Hunt” throughout the hiking activity. With the necessary knowledge of survival skills for outdoor activities and the main tour route of Maofeng Mountain, the family participants may search for all the corresponding marks during the tour and pass their challenges. Finally, they can receive prizes. Therefore, the plan can thoroughly motivate all participants. There are six first aid and service stations at different spots along the route to ensure that participants will have enough drinking water. The rescue and service personnel ratio reaches 1:5, which is much higher than that of the standard of other scenic hiking events.

2.It can lower the costs of the event by cooperating with outdoor event sponsors and attract more participants by relatively lower prices of the event tickets. Additionally, sponsors should provide race packs containing hiking equipment, such as clothes, food, raincoats and drinks to the registered participants. At the end of the race, sponsors can set up booths to promote their products. Therefore, participants get the benefits, the sponsors sell their products, and the scenic spots get the promotion of the event. That is a perfect triple-win model.

3.Co-work with public charity organizations and promote the event by charity activities. Donate 50% of the ticket income to public charity organizations as activity funds. This will achieve the goal of “taking from the people and using it for the people”.

Outcomes

By holding a public-benefit hiking race, Maofeng Mountain gains a lot of media exposure in a short period of time and draws and gathers public attention. At the same time, it also gives local hiking enthusiasts a platform to communicate with each other, and that gradually makes Maofeng Mountain one of the most popular scenic spots. In addition, such activity can attract the public to care about charity. The structure of "tourism + public-benefit + hiking" may trigger a strong mass effect, the good comments in the market, and at the same time, also achieves certain gains.

Implications & Challenges

1. Recently outdoor hiking activities have increasingly developed, nevertheless accidents of safety issues also happened with higher ratios regardless. Besides the lack of self-protection and experience when participants are in an emergency, improper management by event hosts has a lot to do with it as well. In the case of Maofeng Mountain Scenic Spot, how should we face this challenge and make decisions in the future?

2. One of the selling points of the event is to cooperate with relevant sponsors, thus providing participants with lower registration fees. However, a low-price strategy is not the best option for marketing. In the long run, what else is possible to increase the share of Cap Hill in the market?

案例名称

广州帽峰山景区

理论依据

生态营销;社会营销

关键词

慈善, 全民健身热潮

背景资料

1. 随着经济的发展, 居住在城市的人们越来越多地面临着健康问题。户外徒步, 作为难度和强度都相对较低的健身运动, 越来越被人们所喜爱, 特别是喜欢社交的年轻人和需要尽可能亲近自然的家庭消费者对于这项运动更是青睐有加, 所以旅游+徒步已经成为市场的新热点。

2. 帽峰山森林公园, 建于 1997 年, 距广州市区 28 公里, 总面积 6671.07 公顷, 是广州的十景之一, 更是近郊著名的天然氧吧。帽峰山主峰莲花峰, 海拔 534 米, 也是广州市区最高峰。然而帽峰山森林公园虽然有极佳的自然资源, 但其知名度和游客量对比同类型景区都处于较低水平。居住在广州市的年轻人宁愿舍近求远, 驱车前往惠州等徒步活动的热点地区。而由于传统的徒步线路难度较大, 家庭消费者则更加倾向于选择主题公园去徒步。在这样的情况下, 帽峰山急需正确的市场营销策略, 尽快的打开市场知名度, 尽可能多地占领市场份额。

营销策略

1. 充分考虑目标客户的需求和能力来设计线路和活动支持。将比赛报名分为亲子家庭组和活力专业组。针对亲子家庭组, 组委会专门设计了“寻宝环节”, 贯穿整个徒步活动。在寻宝环节中, 我们将户外活动里所必须的生存技能及知识和帽峰山的主要游览线路相结合, 而家庭选手通过这些所提供的信息, 在游览的过程中寻找所有对应的标识记号来闯关, 最后兑换奖品, 这样就能充分地调动了所有参赛者的积极性。在线路中配有 6 个急救站和服务站, 以确保选手在参赛途中有足够的饮用水保障和救助服务保障, 人员配比达到了 1: 5 的水平, 远远高于其他景区徒步比赛类活动的标准。

2. 首先, 通过户外活动赞助商的支持来降低活动成本, 并以相对较低的活动门票价格来吸引更多的参赛者。赞助商除了为报名参赛者提供参赛礼包(衣服、食品、雨衣、饮料等徒步设备)之外, 还要在比赛终点的嘉年华活动上, 设置摊位来宣传和销售相关的户外产品。这样参赛者得到了实惠, 赞助商销售了产品, 景区得到了活动宣传, 是一个非常好的三赢模式。

3. 通过联合公益机构, 以慈善捐款的方式对赛事进行宣传和推广。将所有参赛门票收益的 50% 捐给公益机构作为活动经费。做到取之于民, 用之于民。

成果

通过举办公益性徒步比赛, 在短期内获得大量的媒体曝光, 吸引和凝聚公众注意力, 同时也给本地的徒步爱好者搭建一个相互学习、交流的平台, 迅速打开知名度, 使帽峰山逐渐得到专业户外运动爱好者的关注。而且, 本次活动还能吸引广大市民和社会各界人士来关心公益, 支持公益, 并且践行低碳环保行动。“旅游+公益+徒步”的发展模式会形成强大的群众效应, 市场好评如潮, 也能取得一定经济效益。

反思与挑战

1. 近年来随着户外徒步活动的普及, 由其引发的安全事故也是层出不穷。除了参赛人员在遇到紧急情况时, 自我保护能力和经验不足之外, 与合作的户外活动策划公司的管理不够规范、专业能力的不足也有很大的关系。作为帽峰山景区, 在未来应该如何面对挑战并做出决策?

2. 这次活动卖点之一就是与相关赞助商合作, 为参赛者提供很低的报名费用。但是低价策略不是营销的最好选择。从长远来看, 还有哪些策略是可以提高景区在户外活动市场中的占有率?