

Case Name

SexyTea Delivered To your Hotel – Yin Bo

Theory

Digital marketing theory

Keywords

Internet celebrity Changsha; Internet-famous milk tea; Internet-famous hotel

Background Information

1. This case occurred at Meixi Lake Hotel, a Luxury Hotel in Changsha, during the Spring Festival 2019.
2. In 2019, Changsha was less prevalent than it is now. The Spring Festival is the conventional off-season for Changsha's tourism and hotel business. During the Spring Festival, Changsha's hotel business usually needs to attract and enhance the international reputation of Altay ski tourism. Attract guests through significant discounts; the ADR and OCC% are generally low.
3. A milk tea brand in Changsha called SexyTea is well-known all over the country. Many out-of-town guests come to Changsha just for SexyTea. Almost every SexyTea shop has a long queue, but no hotel has cooperated with SexyTea. As a well-known milk tea brand, SexyTea has a broad consumer base and a good reputation in the market.
4. By cooperating with the tea shop and hotel, both parties can jointly develop the market and enhance brand influence, achieving mutual benefit and a win-win situation.

Marketing Strategy

1. Different products were introduced to ensure there is no off-season
Facing the traditional off-season of the market, hotels should launch differentiated products to attract individual travelers during the Spring Festival and take advantage of the brand SexyTea to boost hotel sales.
2. Internet-famous milk tea co-branding, to be the first icebreaker in the market
Since no hotel in the market has ever cooperated with SexyTea, our hotel reached out to SexyTea. It became the only one that launched the Tea+Hotel package that year.
3. Door-to-door delivery of the milk tea hit the nail right on the head
The most significant pain point for tourists wanting to order SexyTea is the queue in front of each tea shop. When guests check in at our hotel, we will deliver milk tea to the guest's room to help them skip this problem, which can increase product attractiveness and customer satisfaction.

Outcomes

1. Significant improvement in room reservation rate
Through the launch of this unique product in the market during the Spring Festival that year, the hotel no longer offered too much discount and even had both ADR and OCC%

increased, and its market share during the Spring Festival off-season was higher than hotels in the downtown.

2. More brand exposure

Though a luxury brand under Marriott, the hotel has been affected by its niche market and relatively remote location. This cooperation with SexyTea has dramatically improved the hotel's popularity and sales of OTAs such as Ctrip, which has boosted the hotel's online popularity and laid the foundation for the subsequent increase in OTA production.

3. Higher customer satisfaction achieved

In addition to meeting and exceeding expectations, we provide guests who come to stay in Changsha with the free service of delivering SexyTea milk tea to their hotel room, eliminating the trouble of queuing up long so that our guests maintain a high level of satisfaction. This has laid the foundation for improving the hotel's OTA and website ratings. Therefore, our hotel's browsing and OTA reservation volumes have increased significantly.

Implications & Challenges

Through this activity, we have seen the power of cross-industry alliances and understood the effectiveness of reputable brands in joint marketing. While maintaining service quality, the hotel is brave enough to take the lead and introduce differentiated products to the market. Even during the off-season, the hotel can still make good business returns. In the meantime, this can also improve customer satisfaction and enhance the hotel's market reputation to lay a good foundation for the continuous growth of the hotel business, especially its online OTA business.

案例名称

茶颜悦色送到家 – 尹波

理论依据

数字营销理论

关键词

网红长沙；网红奶茶；网红酒店

背景资料

1. 该案例发生在 2019 年春节的长沙梅溪湖豪华精选酒店。
2. 当时长沙还没有现在这么多网红。春节期间是长沙旅游业和酒店业的传统淡季，过年期间，长沙酒店的客房生意通常需要通过较大的折扣吸引客人，ADR 和 OCC%普遍较低。
3. 长沙一款名叫茶颜悦色的奶茶品牌火遍全国。很多外地客人慕名而来长沙，就是为了茶颜悦色，几乎每一家茶颜悦色都排了长长的队伍，但是没有一家酒店和茶颜悦色进行合作。茶颜悦色作为一家知名的奶茶品牌，拥有广泛的消费者基础和良好的市场口碑。
4. 通过茶颜悦色奶茶与酒店客房的合作，双方可以共同开发市场，提升品牌影响力，实现互利共赢。

营销策略

1. 推出差异化产品，做到淡季不淡
面对市场传统淡季，酒店应该推出差异化产品，抢占春节期间的旅行散客，借助茶颜悦色的品牌吸引力，助力酒店客房销售。
2. 网红奶茶联名，做市场第一个吃螃蟹的
考虑到市场上没有一家酒店和茶颜悦色合作，我们酒店作为第一个和茶颜悦色沟通的酒店，是市场上当年唯一一家推出茶颜悦色+客房套餐的酒店。
3. 奶茶送上门，解决游客痛点
为了喝茶颜悦色慕名而来的游客，最大的痛点是每家茶颜悦色的门店都需要长时间排队，我们在客人办理入住时，把奶茶送到客人手上，解决客人痛点、提高产品吸引力、增加客户满意度。

成果

1. 酒店客房经营数据大幅提升
通过市场上这个独一无二产品的推出，当年春节期间，酒店非但没有降价，反而达到了 ADR 和 OCC%双双提高目的，市场占有率在淡季春节期间反超市中心的酒店。
2. 品牌知名度提高
酒店作为万豪旗下的奢华品牌，由于品牌小众、同时位置较偏，所以知名度受到影响，这次和茶颜悦色的联名合作，使得酒店知名度大幅提高，尤其是该产品在携程

等 OTA 上面的大卖，使得酒店线上知名度提高，也为之后 OTA 产量的提高打下基础。

3. 客户满意度提高

在酒店自身产品和服务到达和超越客户期望值的情况下，我们为来长沙旅行的客人提供了茶颜悦色奶茶送到手的服务，免去了客人排队的麻烦，使得购买这个客房套餐的客人维持着较高的满意度，对于酒店 OTA 等评分的提高奠定了基础，而酒店网评分的提高，也一定程度上提高了酒店在 OTA 上的流量和订单量。

挑战与反思

通过这一次的联名营销活动，让我们看到了异业联盟的能量和流量，了解到借用大流量品牌做联名的效果。在保证酒店自身品质的情况下，勇于吃螃蟹，推出市场上的差异化产品，即使在市场淡季期间，酒店也可以做到很好的生意回报，与此同时，也能够提高客户满意度、提升酒店在市场的知名度，为酒店生意、尤其是线上 OTA 生意的持续增长奠定良好的基础。