

**Case Name**

Xiang Ming Hotel Huangshan Festival Product Promotion

**Theory**

Promotion; Scene Marketing

**Keywords**

Christmas ; Nostalgia Party; Customized

**Background information**

The end-of-year performance competition between hotels is a significant event of the year. By comparing performance, it reflects, to some extent, the strength, and weaknesses of a hotel's marketing ability. Most hotels will use two important holidays - Christmas and New Year's Day - to launch marketing campaigns and enter the final stage of the performance sprint. Each employee has a specific sales task for the hotel's New Year's package. With the increase in year-end reception volume, adding additional sales tasks will affect the employee's corporate cohesion, and the adverse effects on team building far outweigh its benefits. How to increase revenue while continuously innovating products based on their characteristics and advantages and enhancing brand influence is what hotels need to consider.

**Marketing strategy**

As the end of December approaches, it's time for many companies to hold annual year-end banquets. Xiang Ming Hotel Huangshan has planned a unique Christmas package with the theme of "Old Shanghai Nostalgic Party" to coincide with the arrival of Christmas. The package includes a delicious Christmas dinner and a nostalgic dance party ticket. The hotel decorated the banquet hall as the "Bailemen" of old Shanghai in 1937 and conducted a sponsorship promotion for key account customers. With customer-named sponsorship, customized corporate naming services are being provided, including Christmas-themed signature walls, invitations, promotional advertisements, and food customization with corporate logos. Finally, Huishang Bank became the sponsor and purchased over half of the ticket sales.

**Outcomes**

With the sponsorship of key account customers, the hotel employees significantly reduced the sales pressure of the Christmas holiday package. At the same time, such thank-you events are also a good reference for future customized sales. After the successful holding of this event, the sponsorship sales of Xiang Ming Hotel Huangshan's second and third-year Christmas theme activities became trendy products.

**Challenges/Reflection**

The sales of Christmas packages and event tickets every year highlight the hotel's year-end revenue, and all hotel departments are under tremendous pressure. The Christmas package sponsorship activity of Xiang Ming Hotel Huangshan provides a new idea for the hotel industry. It solves the sales problems of catering and tickets, integrates hotel products into a team, and finds potential significant customers.

## 案例名称

黄山香茗酒店节日产品促销

## 理论依据

促销；情景营销

## 关键词

圣诞节；怀旧；定制

## 背景资料

酒店之间的年底业绩竞赛是年度重头戏。通过业绩对比，一定程度上反应了酒店的营销能力强弱。绝大部分酒店会利用两大重要的节日-圣诞节、元旦进行一波营销活动，全力进入业绩冲刺阶段。每一位员工对于酒店的新年套餐都有一定额度的销售任务。在年底接待量增大的情况下，增加额外的销售任务会影响员工的企业向心力与凝聚力，在团队建设中带来的负面效益远远超过它带来的收益。如何在增加收益的同时，**依据自身特色与优势，不断创新产品**，提升品牌影响力，是酒店需要考虑的。

## 营销策略

每年 12 月底是很多大公司的尾牙答谢会时间。黄山香茗酒店在圣诞节来临之际，以“老上海怀旧旗袍派对”为主题，策划了一个与众不同的圣诞节套餐。套餐包含美味的圣诞大餐和怀旧舞会门票。酒店把宴会厅装饰为 1937 年老上海的“百乐门”，并同时进行大客户冠名的招商活动。圣诞晚会相关用品和礼品都以客户冠名的方式进行招商，并提供企业冠名的定制服务，包括圣诞主题签名墙，邀请函，宣传广告，企业 LOGO 的食品定制。最后徽商银行成为了冠名客户，并承担一半以上的门票销售。

## 成果

有大客户的冠名赞助为保障，圣诞节日套餐的销售压力就大大减轻。与此同时，此类答谢会也对将来的定制销售做很好的参考。在成功举办本次活动后，黄山香茗酒店的第二和第三年的圣诞节主题活动冠名权销售成为非常抢手的产品。

## 挑战与反思

每年的圣诞节的套餐及活动门票销售是酒店年底收益的重头戏，酒店的各部门都面临着很大的压力。黄山香茗酒店的圣诞节套餐冠名活动为酒店业提供了一个新的思路。它不仅仅可以解决餐饮和门票的销售问题，同时也将酒店产品集合团队化，找到潜在的大客户。

Xiang Ming Hotel Huangshan's photos:



Figure 1. Xiang Ming Hotel Huangshan's Banquet Hall (<http://qiang.elong.com/51302007/>)



Figure 2. Old Shanghai Nostalgic Party Decoration  
(<https://www.xiaohongshu.com/explore/6069cfb4000000000102937f>)

**Reference list:**

Old Shanghai Nostalgic Party Decoration, digital image, viewed 17 May 2023,  
< <https://www.xiaohongshu.com/explore/6069cfb4000000000102937f> >

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