

Case Name

Overseas Chinese Town Holdings Company (OCT) Cultural Tourism Festival

Theory

Internal Marketing

Keywords

Cultural and Tourism Integration; Cultural Tourism Festival

Background information

According to statistics from China's Ministry of Culture and Tourism and online travel trading platforms, users who travel on holidays with families occupy a more significant proportion; meanwhile, local trips and short-distance excursions have started to dominate the travel market. Overseas Chinese Town Holdings Company (OCT) aims to integrate culture and tourism in the long term, deeply exploring the unique cultural features of the cities where its projects are located, innovatively integrating traditional Chinese culture into urban spaces, and creating a captivating cultural and tourism experience. Since 2018, OCT Cultural Tourism Festival has celebrated different themes each year, attracting great attention from the market. The theme for 2018 was "Imagination opens up a better life"; 2019 was "Joy together, let's set off again"; and 2020 was "As scheduled, let's travel happily together." OCT fully leverages the plasticity and creativity of cultural and tourism products, creating a broader imagination space for cultural and tourism integration development.

Marketing strategy

- 1.The marketing strategy includes resource integration across regions and industries. First, OCT integrates nearly 50 theme parks and scenic spots in seven areas across the country, allowing well-known scenic spots such as "Window of the World" and "Happy Valley" to drive relatively remote scenic locations in Yunnan, Hubei, and other places.
- 2.Second, it encourages its employees to promote the cultural tourism festival by registering a "Flower Orange" mall account and generating product posters and QR codes for promotion. The employee will receive a corresponding commission while selling products.

Outcomes

During the cultural tourism festival, OCT launched a unique 399 RMB Hua Cheng Card program. With this Card, tourists can enter unlimited times in 50 OCT chain scenic spots across the country. To solve the problem of low hotel occupancy rates due to the impact of the epidemic, OCT also launched a "999 RMB package", including two nights of a hotel stay, double breakfast, two scenic spot tickets, "9 RMB Food Coupon", and annual cards for various scenic spots. Once OCT launched the promotion, Hua Cheng cards were sold out immediately. In addition, OCT will select the best employees each week, and the top three employees in performance will receive cash or gifts such as mobile phones. This activity promoted a total sales of hotel products of 10.78 million yuan and 27,508 room nights.

Implications & Challenges

OCT Group is famous at planning different celebration events, such as carnivals, beer festivals. OCT Group fully taps into the excellent culture of the project location, combines its tourism product advantages, empowers tourism with culture, and promotes cultural inheritance through tourism.

案例名称

华侨城文化旅游节

理论依据

内部营销

关键词

文旅融合；文化旅游节

背景资料

根据中国文化和旅游部以及各大在线旅游交易平台的统计显示，在法定节假日，以家庭的用户占据了较大的比例；同时，本地游、周边游、短途游开始主导旅游市场。华侨城以文旅融合的模式作为长远目标，深入发掘项目所在城市的独特文化面貌，将中国的传统文化创新地融入城市空间，打造独具魅力的文旅体验。

从 2018 年开始，华侨城文化旅游节每年以不同的主题策划庆祝活动，备受市场瞩目。2018 的主题是“创想开启美好生活”；2019 年是以“欢乐在一起，我们再出发”为主题；2020 年以“美好如期，欢乐同行”为主题。华侨城充分发挥文旅产品的可塑性和创造性，为文旅融合发展创造更为广阔的思想空间。

营销策略

1. 跨区域、跨业态的资源融合。首先华侨城整合全国七大区域的近 50 个主题公园和景区进行，让“世界之窗”、“欢乐谷”的著名景区带动云南、湖北等相对偏远的景区，整体宣传华侨城在全国各地的旅游资源。
2. 鼓励华侨城集团的员工参与推广文化旅游节，鼓励每位员工注册“花橙”商城账号，生成产品的海报和二维码进行推广。商品销售后，员工将获得相应的佣金。

成果

在举办文化旅游节期间，华侨城集团特别推出的 399 元花橙卡。游客购买花橙卡后，可以无限次在全国 50 个华侨城连锁景区游玩。带动各地景区内其他商品的销售。同时，为了解决因疫情影响而产生的酒店平日入住率较低的问题，华侨城推出“999 元套餐”，包括两晚酒店，双早和两张景区门票，“9 元尝试招牌菜”，各景区的年卡等。产品推出后，多次销售一空。另外，每周将分别评选出最佳员工，业绩前三名的员工将获得现金或手机等礼品。此活动推动了酒店类产品总销售额 1078 万元，总销售 27508 间夜。

挑战与反思

华侨城集团擅长策划不同类型的庆祝活动，如狂欢节、啤酒节等等。华侨城集团充分挖掘项目所在地的优秀文化，结合自身旅游产品优势，以文化赋能旅游，让旅游推动文化传承。



Figure 3. Parade at Beijing Happy Valley Themed Park during the Culture Tourism Festival (https://www.sohu.com/a/403007387_383514)