

Case Name

The Hilton Shanghai Hongqiao Yuanyi

Theory

Competitive advantage; Position; New product development

Keywords

Postnatal Retreat Center

Background information

1, The Hilton Shanghai Hongqiao Yuanyi has over 700 rooms. As a business hotel, it is far away from the Hongqiao CBD business district and has a daily occupancy rate of only around 20-30%. It is at a disadvantage in the local business hotel market in Shanghai and is in desperate need of an effective marketing tool.

2. The location of the Hilton Shanghai Hongqiao Yuanyi is not close to the CBD, but not far from one of Shanghai's upscale residential districts, Gubei. The residents of Gubei are mainly from Japan, Korea, Taiwan, Singapore and some of Shanghai's more affluent areas, their incomes and needs play an important role in the local high-end consumer market. The concept of postnatal retreat center is not new to the high-end consumers. In Asia, particularly Taiwan, such high-end retreats are popular, but are still a new concept in Shanghai.

Marketing strategy

Through study and analysis of the hotel's location, it became clear that there were no high-end retreat facilities of this kind in Shanghai at the time, particularly in the Gubei district. The residents were keen to have a high-end maternity center nearby. Our visit to a high-end international maternity and childcare hospital in the Hongqiao district revealed a huge demand in the market. After pinpointing the potential customers, the hotel began a carefully planned campaign and attracted a number of suppliers to rent hotel rooms for their maternity centers and work with the hotel's catering department to provide complementary maternity meals.

Outcomes

Through targeted marketing and promotion, the largest single rental contract was signed, generating over RMB 10 million revenue for the hotel each year and over RMB 30 million in revenue from 3 consecutive years in total.

Implications & Challenges

This marketing example indicates that there is no shortage of customers in the market, though we need to locate them precisely. In the future, the hotel's clientele will tend to be more diversified and personalized, such as: family tourists, field trips, recreational customers, young and trendy party goers, etc.

案例名称

上海虹桥元一希尔顿酒店

理论依据

竞争优势；定位；新产品开发

关键词

月子中心

背景资料

上海虹桥元一希尔顿酒店拥有 700 多间客房。作为一家商务型酒店，它的位置远离虹桥 CBD 商务区，每天的出租率仅为 20%-30%左右。在上海本地的商务酒店市场中处于劣势，急需有效的市场营销手段。上海虹桥元一希尔顿酒店的位置虽然不靠近 CBD，但距离上海高档住宅之一古北小区并不远。古北校区的居民主要来自于日韩，台湾，新加坡，以及上海本地一些比较富裕阶层的居民，收入和需求在本地高端消费市场中占有重要的位置。在高端消费人群中，月子中心这个概念对他们来说并不陌生。在亚洲，特别是在台湾等地，这样的高端疗养中心的服务产品很受欢迎，但是在上海还是一个新鲜的产品概念。

营销策略

通过对酒店所在地进行调研和分析，在当时的上海，特别是在古北小区附近没有此类的高端修养性的服务设施。当地居民非常渴望附近有个高档的月子中心。通过对虹桥区一家较为高端的国际妇幼保健医院的拜访，了解到缺口巨大的市场缺口。在对目标客户的精准定位后，上海虹桥元一希尔顿酒店开始进行针对性的宣传推广，并吸引了很多有意愿的供应商进行租赁酒店客房作为他们的月子中心，并与酒店餐饮部合作，提供配套的月子餐饮。

成果

通过针对性的宣传和推广，最大单笔租赁合同的签署，为酒店一年带来 1000 多万人民币的营收，并连续签订了三年合同，总计 3000 多万元营收。

反思与挑战

从这个市场营销案例说明了市场并不缺乏客户，只是需要对客户群进行精准定位。未来酒店的客户群更趋向于多元化和个性化，比如：亲子家庭游客户，游学客户，康养客户，年轻时尚的各类派对客户等。