

Case Name

Grand Bay Hotel Zhuhai Starry Sky Tent Festival

Theory

Product innovation, Consumer preferences; Differentiation

Keywords

Starry sky tent; Family-friendly; Customized; Edutainment; Differentiation marketing.

Background Information

According to data from the National Bureau of Statistics, the camping industry in China has been growing steadily in recent years, with revenues reaching 125 million yuan in 2020. Due to the impact of the pandemic, many people choose to go camping as a safer and more affordable alternative to traditional travel. The target customers for this activity are families with young children looking forward to enjoying fun and educational activities together.

Marketing Strategy

The Grand Bay Hotel Zhuhai Starry Sky Tent Festival focuses on targeted marketing and personalized experiences for families. The hotel promoted the event through social media and targeted advertising to reach families with young children. The activities and entertainment are designed to be family-friendly and educational, with a focus on hands-on experiences and outdoor activities. The hotel also offered customized packages for families, including themed tents and personalized workouts.

Outcomes

The Grand Bay Hotel Zhuhai Starry Sky Tent Festival has attracted families and increased brand awareness. The hotel has hosted over 20 children's activities during the festival, generating over 200,000 yuan in revenue and gaining over 40 potential customers. It has also successfully hosted over five secondary marketing events, establishing itself as a leader in the camping industry and increasing its brand awareness.

Implications & Challenges

This event faces challenges in ensuring safety and creating differentiated products in a competitive market. The hotel must continue innovating and developing new activities and experiences to keep up with the changing consumer preferences and trends. Additionally, it needs to ensure that all activities and facilities are safe and secure for families, which may require additional resources and investment. Overall, it must continue to focus on providing personalized and educational experiences for families to maintain its competitive advantage.

案例名称

珠海海湾大酒店奇妙星空帐篷节

理论依据

产品创新；消费者偏好；差异化营销

关键词

星空帐篷；童趣；定制；寓教于乐

背景资料

1. 根据国家统计局数据：近两年来，中国限额以上露营地服务主营业务收入在近两年内持续增加，2020 年达到 1.25 亿元；而主营业务利润也从 2019 年的-0.08 亿元增加至 0.14 亿元，这表明中国的露营地服务行业正在逐渐发展壮大。（资料来源：国家统计局、智研咨询整理）
2. 由于疫情的影响，人们的出游需求受到了抑制。周末游或周边游容易受到疫情反复变化的影响，旅行计划也更容易被打乱。此外，假期酒店的价格也比平日更贵，而跨区域流动容易受到当地疫情政策的影响，例如不能堂食、密接者感染风险、临时隔离措施等。因此，帐篷露营成为大部分消费者周末、小长假出游的首选，可以满足人们走到户外接触大自然的需求；同时在当地可以减少疫情带来的风险。
3. 帐篷露营与其他户外活动相比，门槛低，价格灵活，经济实惠，适合节假日出游。目前，“80 后、90 后”为主要消费主体，以家庭游为主。由于户外气温的限制，5-9 月份为帐篷露营高峰期，也是暑期期间，带小孩的出游会增加

营销策略

1. 通过在幼儿园及小学的家委群、宝妈群、教育机构群等精准推送活动信息，并提供转发现金激励；在酒店官方的粉丝群推送活动方案，邀请转发点赞量最多的粉丝免费参加活动。
2. 活动内容与研学结合，针对亲子活动的特点，打造一系列的亲子项目：儿童手工 DIY、儿童乐园小课堂、户外草坪野餐、亲子游戏、幸运盲盒、露天影院，职业体验等等；可以根据客户要求定制不同主题，例如 cosplay 或角色扮演的主题活动。
3. 通过与教育机构联合进行二次营销。例如，通过不同的教学主题来定制活动；根据不同年龄段孩子的特点来举办不同的活动，并提供免费的专业摄影跟拍，与家长建立联系；举办生日宴、婚宴、公司活动聚餐等等。

成果

在“奇妙星空帐篷节”期间，珠海海湾大酒店举办超过 20 次的儿童活动，收入达到 20 万元以上，拓展了超过 40 位以上的潜在客户；并成功举办了超过五场以上的二次营销活动，珠海海湾大酒店独有的活动内容在市场上引领了帐篷风潮，同时也提升酒店品牌度。

挑战与反思

为了增加与大自然接触的环节，活动内容需要与酒店周围的一些户外资源结合。然而，这种活动存在安全性隐患，需要克服较多的困难。同时，在多变的环境下，应该加强产品研发差异化，利用酒店现有资源来创新产品，才能立于不败之地。