

Case name

Spring City - Rabbit King theme room package of Jinan Shangri-La Hotel

Theory

STP

Keywords

One-stop service; Family trip; Intellectual property marketing; Rabbit King theme room

Background

1. Jinan is a city with 72 springs called "Spring City". There is a legend about a rabbit king in Jinan. A local craftsman who is an inheritor of intangible cultural heritage made the rabbit king clay sculptures inspired by the tale. He integrated the unique spring water elements and landscape into the clay sculpture's design and perfectly presented Jinan's spring culture perfectly. "Rabbit King" is now an intangible cultural heritage of Shandong province.

2. Families who have experienced various hotel services through tourism not only have higher requirements for geographical location, comfort level and safety but also pay more attention to whether the hotel can bring them novel experiences.

3. Nowadays, developing and expanding intellectual property (IP) theme rooms have become a hospitality trend. IP is the core element, and the specific content and operation of IP rights have become the essential characteristics that distinguish the theme room from the shared space. Ensuring the hotel's features and personalized services while effectively expanding is a tremendous challenge to the selection and operation of IP.

Marketing Strategy

Based on the classic and elegant rooms of the hotel, Jinan Shangri-La Hotel integrates Jinan's cultural characteristics and Rabbit King this provincial intangible cultural heritage to create detailed IP theme rooms full of charm. It mainly targets young families with children to provide them with a customized one-stop service. Besides, the summer holiday is the peak period for domestic family travel. Jinan Shangri-La hotel offers various activities for family guests that combine the Rabbit King theme with the "Shangri-La Happy Growth Program" for children launched by Shangri-La Group during this time, giving children a happy growth experience to cultivate their independence and confidence.

Outcome

The design concept of this highly cultural and creative family-themed room breaks the restriction of the traditional room theme. It combines the city's landmark cultural symbols with the room design to provide families a unique hotel stay experience. While increasing the popularity and profits of the hotel, it also improves the relationship between parents and children and promotes the local culture of Jinan.

Implications & Challenges

IP marketing is topical and communicative with a considerable customer base and market. The business logic of IP marketing in Jinan Shangri-La hotel is it binds "Rabbit

King" this specific IP of this city to export values by consistently producing quality content, and through discounts to attract customers. This case interprets that the hotel service's value and competitiveness will be recognized when customers achieve identity and character recognition.

案例名称

济南香格里拉大酒店春城兔王主题房套餐

理论依据

STP 理论

关键词

一站式服务；家庭旅行；知识产权营销；兔王主题房

背景

1. 济南是一个有 72 个泉眼的城市，被称为“泉城”。在济南有一个关于兔王的传说。一位非物质文化遗产的传承人根据当地的传说制作了兔王的泥塑。他将独特的泉水元素和景观融入到泥塑的设计中，将济南的泉水文化完美呈现。“兔王”标志现已成为山东省的非物质文化遗产。
2. 有丰富旅游体验的家庭，体验过各种的酒店服务。他们不仅对地理位置、舒适度、安全性有更高的要求，而且更注重酒店是否能带给他们新奇的体验。
3. 如今，非物质文化遗产（IP）主题房的开发和拓展成为酒店业的一个趋势。非物质文化遗产本身就是核心要素，清晰的非物质文化遗产内容和运作方式已经成为主题客房区别于普通客房的重要特征。如何在有效拓展的同时保证酒店的特色和个性化服务，是对知识产权的选择和运营的巨大挑战。

营销策划

在经典优雅客房的基础上，济南香格里拉大酒店整合济南文化特色和兔王这一省级非物质文化遗产，打造充满魅力的细节 IP 主题房。它主要针对有孩子的年轻家庭，为他们提供定制的一站式服务。此外，暑假期间是国内家庭旅游的高峰期。济南香格里拉大酒店为家庭客人提供各种活动，将兔王主题与香格里拉集团在此期间推出的“香格里拉快乐成长儿童计划”相结合，给孩子们带来快乐成长的体验，培养他们的独立和自信。

成果

这个家庭主题房的设计理念，极具文化创意，打破了传统房间的空间限制。它将地标性文化符号与房间设计相结合，为家庭提供独特的酒店住宿体验。在提高酒店的知名度和利润的同时，也改善了家长和孩子之间的关系，同时也宣传了济南的本土文化。

反思与挑战

IP 营销具有话题性和传播性。济南香格里拉酒店 IP 营销的商业逻辑，是通过持续生产优质内容，将“兔王”这个特定 IP 与城市文化绑定在一起，通过价值来输出价值，并通过价值来吸引顾客。这个案例诠释了酒店服务的价值和竞争力将在顾客实现身份和性格认同的过程中得到认可。