

Case Name**The Starry Town at the Foot of the Great Wall- Gubei Water Town****Theory**

Product Innovation; Integrated Marketing Communication

Keywords

Cultural Towns

Background

With the developing economy, the demand for highly qualified, slow-paced leisure vacations is growing. At that time, there were few high-quality leisure and vacation destinations in the suburbs of Beijing, and sightseeing tours dominated the huge market of tourism in Beijing-Tianjin-Hebei region although consumers have already had changes to their requests of tours and vacation gradually. Built in July 2010, Gubei Water Town is in Simatai Village, Gubeikou Town, Miyun District, Beijing. It was named after the style of the water town, Wuzhen, in the south of the Yangtze River and its location near Gubeikou. Relying on the historical and cultural legacy of Simatai Great Wall, the 9 square kilometer resort area is planned as "six districts and three valleys" integrating sightseeing, leisure and vacation, business exhibition and creative culture. There are mountain compound buildings of 430,000 square meters in styles of the Ming and Qing dynasties and Republican period, including four theme hotels, 28 B&B inns, 10 boutique hotels, over 30 independent restaurants and 50 stores and more than 10 cultural exhibition and experience areas. The Simatai Great Wall in the suburbs of Beijing is the only section of the Great Wall that preserves the original appearance of the Ming Great Wall in modern days, and it was inscribed on the World Heritage List in 1987. And in 2012, Simatai Great Wall was named top on the list of "25 sights not to be missed in the world" by the Times. The icon of the Great Wall gives Gubei Watertown uniqueness and scarcity. As a tourist resort under the global iconic landscape "the Great Wall", Gubei Watertown also provides a new way of thinking for the protection and development of the Great Wall culture.

Marketing strategy

1, Precise selection of three major IP, the Great Wall (world influence), the starry sky (smog makes starry a luxury in north) and the small town (the flourishing of cultural tourism town and break the impression of water shortage in the north), together established a slogan: the Starry Sky Town at the foot of the Great Wall. Innovative development of the Great Wall culture, expand the Simatai Great Wall tour space while Gubei Water Town continues to enrich the cultural connotation of the Great Wall. The Simatai Great Wall Night Tour with Lanterns made Simatai the only section of the Great Wall that opens at night in the whole country; and the resort has operated the "Innovative Great Wall Yoga", the Great Wall "Famous Eight Spots" and other activities. At the same time, to protect the Great Wall better, Simatai Great Wall Scenic Area has implemented a reservation system to limit the flow of tourists and has spent hundreds of millions of yuan on ecological conservation construction, including dredging and widening of the river to make a smooth water system at the foot of the Great Wall.

2. Relied by the culture of Simatai Great Wall, Gubei Water Town has also developed into a highly sought-after MICE destination in Beijing with its high-quality conference

environment and conference services. It has successfully hosted more than 4,000 business meetings and events, such as Lenovo China Sales Conference, BAIC BJ80 Launch, FAW Toyota Brand Carnival, BMW MINI Sharing Party, Asia Haute Couture Guild in China Extreme Gala, and the World Premiere of the movie "No Evil, No Justice" and other large-scale meetings and events. The professional and well-trained conference butler team provided high level services for the conference activities.

Marketing Activity Results

In 2015, Gubei Water Town received more than 1.6 million visitors, with a comprehensive income of nearly 500 million yuan in tourism. The diverse conference services have given Gubei Water Town the opportunity to grow and challenge itself likewise and gain a good reputation. 40% of visitors to Gubei Water Town are repeat visitors, so that repeated visitors still have expectations of the scenic spot and are more satisfied with the service. As a result, Gubei Water Town continuously refined itself!

Implications & Challenges

After 7 years of operation, Gubei Water Town has achieved good business results in the Beijing and Tianjin region. But facing the facts of more water towns, cultural towns, and other homogeneous scenic spots, how should Gubei Water Town meet the challenge?

Reference list:

Gubei Water Town,

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案例名称

长城脚下的星空小镇-古北水镇

理论依据

产品创新;整合营销理论

关键词

文化小镇

背景资料

随着经济的发展，人们对高品质、慢生活的休闲度假旅游需求日益增长。当时的京郊，还少有高品质的休闲度假目的地，庞大的京津冀旅游市场依旧以观光游览模式为主，但消费者对旅游生活的需求其实已经在悄然发生改变。建于 2010 年 7 月，“古北水镇”位于北京市密云区古北口镇司马台村。因其位于古北口附近，又有江南水乡乌镇的风格而得名。古北水镇依托司马台长城遗留的历史文化，将 9 平方公里的度假区整体规划为“六区三谷”，集观光游览、休闲度假、商务会展、创意文化等旅游业态为一体。度假区内拥有 43 万平方米的明清及民国风格的山地合院建筑，其中包括四家主题酒店、28 家民宿客栈、10 家精品酒店、30 余家独立餐厅、50 余处商铺和 10 多个文化展示体验区。京郊的司马台长城正是现代唯一一段保留明长城原貌的古长城。1987 年被列入世界遗产名录，2012 年，司马台长城被英国《泰晤士报》评为“全球不容错过 25 处风景”之首。长城符号赋予了古北水镇的独特性和稀缺性，同时作为全球标志性景观“长城”下的旅游度假区，古北水镇也给长城文化的保护和开发提供了一种新的思路。

营销策略

1. 精准选择三大 IP，长城(世界影响)，星空（北方的雾霾严重，星空成为奢侈），小镇(文旅小镇的兴盛以及打破了北方缺水的印象)，共同组成了 slogan:长城脚下的星空小镇。创新性发展长城文化，拓展司马台长城游览空间，古北水镇不断丰富长城文化内涵，推出“提灯夜游司马台”，成为全国唯一开放夜游的长城，而且还推出“创新长城瑜伽”、长城“八大名玩”等活动。与此同时，为了更好地保护长城，司马台长城景区实行预约制限流游览，并斥资亿元用于生态涵养建设，长城脚下河道疏浚拓宽，水系流畅。
2. 背靠司马台长城文化，古北水镇凭借高品质的会议环境和会议服务也已发展成为北京备受关注的会奖目的地。成功接待商务会议及活动 4000 多场，如联想中国销售大会、北汽 BJ80 发布会、一汽丰田品牌嘉年华、宝马 MINI 分享会、亚洲高级定制公会落户中国极致盛典、《邪不压正》全球首映礼等大型会议活动。专业且训练有素的会议管家队伍，为会议活动提供了高水准服务。

成果

2015 年，古北水镇接待游客量超过 160 万人次，旅游综合收入近 5 亿元。多种多样的会议服务同样给了古北水镇成长和挑战的机会，并且获得良好的口碑。古北水镇的游客 40%为复游旅客，让多次重游的旅客对景区仍然保有期待、对服务更加满意，这是古北水镇不断修炼自身才得到的结果

反思与挑战

经过 7 年的经营，古北水镇在京津地区取得了良好的经营效果。但是面对越来越多的水镇，文化小镇等同质化景区，古北水镇应该如何应对挑战？