

Case Name**Minyoun Chengdu Dongda Royal Hotel****Theory**

Perishability

Key words

Lantern Festival; Off-season packages

Background information

The fireworks celebration is one of the traditional festivals celebrated in many Asian countries and viewing fireworks is popular in China, Japan, Korea, Singapore, and other countries. The timing of events varies from region to region. In the summer, the event comes along with a carnival. It is usually held together in winter with New Year's celebrations during family trips or at party meals. In 2019, the Chengdu government announced that a fireworks show would be held to celebrate the Lantern Festival. Local citizens were very excited that finding a perfect viewing location suddenly became a hot topic at the time. As the highest hotel by Chengdu TV Tower, rooms in Minyoun Chengdu Dongda Royal Hotel have been above the 35th floor. They are rooms with floor-to-ceiling windows where excellent viewing positions were available for the fireworks show. Meanwhile, the Chinese restaurant on the 33rd floor also has the best location to watch it. The Spring Festival is usually the peak season for hotel dining and beverage selling, but the low season for room booking. So, working out a way to improve the hotel's revenue is something to consider.

Marketing Strategy

As it was the low season for conferences and tourists, the vacancy rate of guest rooms was relatively high. To increase the revenue of the hotel occupancy, Minyoun Chengdu Dongda Royal Hotel launched an event package for fireworks during specified hours. The rooms facing the TV Tower were included as centerpieces of the fireworks package during 19:00-23:00. At the same time, the small meeting room on the 34th floor was temporarily transformed into a Chinese restaurant private dining room, to cater the need of various gatherings.

Outcomes

Through keen market insight, Minyoun Chengdu Dongda Royal Hotel quickly grabbed the opportunities by taking unconventional practice which brought new fashion to their old business. All the packages were sold out before the fireworks show had started. The business revenue of that day was three times more than the previous days and the guests were delighted with the arrangement of this event. As the only high-rise building by the fireworks show, Minyoun Chengdu Dongda Royal Hotel fully utilized its geographical and environmental advantages in creating the room + F&B products, which boosted the hotel's revenue and guest satisfaction.

Implications & Challenges

Off-season room sales have always been a special concern for hotel revenue. Taking Minyoun Chengdu Dongda Royal Hotel as an example, the rapid capture of market characteristics to develop time-specified products is a good example. Nevertheless, how can we make full use of the hotel rooms for better revenue in the long run instead of just a single day? This continues to be something we will work on.

案例名称

成都东大明宇豪雅饭店

理论依据

服务的易逝性

关键词

元宵节;淡季客房限时套餐,

背景资料

烟花表演是亚洲很多国家庆祝传统节日的活动之一,在中国,日本,韩国,新加坡等国家都很流行。活动的时间因地域不同而差异,在夏季的观赏活动会伴随着庙会举办。在冬天,烟花观赏活动通常会伴随新年的庆祝活动一起举行,例如家庭旅行,聚餐等。在2019年,为了庆祝元宵佳节,成都政府宣布举行烟花秀的活动。作为第一次城市烟花秀,因此当地市民对此非常期待。如何找到一个绝佳的观赏位置,成为了当时大家热议的话题。作为毗邻成都电视塔周边最高的酒店,成都东大明宇豪雅饭店的客房全部位于35楼以上的落地窗的观景设计,拥有观看整个电子烟花秀绝佳的位置。同时,33楼的中餐厅也具备观看电子烟花秀表演的最佳位置。烟花表演的时间为春节,是酒店餐饮预订和销售的旺季,也是客房销售的淡季。如何提高酒店的收益是需要考虑的。

营销策略

由于当时是会议和旅游的淡季,客房的空置率比较高。为了提高酒店客房的收益,成都东大明宇豪雅饭店推出了限时烟花活动套餐。将朝向电视塔的客房在19:00-23:00设置为限时烟花观赏房间进行销售。同时,把位于34楼的小型会议室临时改造为中餐包间进行观景餐饮套餐销售,最大程度的满足不同客源的消费需求。

成果

成都东大明宇豪雅饭店通过敏锐的市场洞察力,快速的抓住市场的热点,打破常规,推陈出新。在烟花秀表演之前,所有的相关产品就已销售一空。当日的营业收入是同期营业收入的3倍,购买限时餐饮和客房产品的客人对活动的安排非常满意。作为烟花秀周边唯一的高层建筑,成都东大明宇豪雅饭店充分地利用自己的地理和环境优势设计客房+餐饮产品,不仅促进了酒店的收益,也提高了酒店的知名度和客人的满意度。

反思与挑战

淡季的客房餐品销售一直是酒店收益需要特别关注的。以成都东大明宇豪雅饭店为例,快速的抓住市场特点开发限时产品是一个很好的例子。但从长远来看,应该如何利用单日的限时爆款转化为长期的酒店收益呢?