

Case Name

Hotel New Media Marketing and Communication Strategy – Yang Yan

Theory

Digital marketing theory

Keywords

TikTok; Xiaohongshu

Background Information

In August 2021, China was in the COVID-19 stage. The government frequently issued control policies, requiring enterprises to strengthen personnel management, environmental disinfection, and personal protection. It also requires people in medium and high-risk areas to report actively, strictly control the opening of catering service places, remind citizens to wear masks correctly in public places and specific occupational environments, conduct regular nucleic acid testing, and reduce the spread of the virus. To cooperate with the government's control work, the hotel has taken prevention and control measures, such as strengthening environmental disinfection, requiring guests to wear masks, and conducting temperature testing. At the same time, the number of guests is limited, and only people from low-risk areas are allowed. Some service items are canceled or adjusted (such as limiting catering banquets with more than 50 people, etc.) to reduce the gathering of people and the risk of epidemic transmission. Wuxi citizens can only engage in recreational activities and stay in the city. Wuxi Rsun The Lakefart Hotel is located on the scenic shore of Taihu Lake. The overall design is in the "Baroque" style. It has various standard rooms and suites and luxurious supporting facilities such as Chinese restaurants, romantic Western restaurants, multi-functional conference rooms, gyms, outdoor hot springs, and infinity pools. Due to the epidemic's impact, the hotel has low passenger traffic and no breakthrough point.

Marketing Strategy

During the summer vacation, a mermaid diving training was conducted by chance in the hotel's infinity pool. A new media influencer sensitively noticed this activity, shot short videos of mermaids in the infinity pool, and posted them on Douyin. This action opened the door to the hotel's new media promotion. The hotel quickly established a long-term cooperative relationship with a famous local short video expert. Targeting young people and parent-child customers who like to play in the water in summer and the hotspot of mermaids, they invited self-media influencers to frequently post hotel activity experiences on social media platforms such as Douyin and Xiaohongshu. The hotel also published a series of self-media promotions through videos and photos. Besides, it launched cost-effective room packages, summer pool membership cards, and hot spring membership cards to attract widespread attention. After multiple frequency exposures, attracting the attention of customers with needs and the number of reservations increased dramatically.

Outcomes

Through this event, the hotel successfully realized traffic monetization on Douyin's short videos, with Douyin's operating income reaching 2.6 million, comparable to Ctrip. The hotel's popularity quickly increased, becoming a popular check-in point. It set a record for the highest monthly revenue in the summer of that year and the highest annual revenue in its history in the same year.

Implications & Challenges

Opportunities and crises exist at the same time. Finding crisis opportunities can be transformed into growth opportunities through innovative and flexible strategies. By deeply analyzing the preferences and trends of target customer groups, the hotel seized the potential of new media platforms and achieved high income with low costs. It not only demonstrated the unique charm of the hotel but also built a good brand image.

案例名称

酒店新媒体营销传播策略 - 杨艳

理论依据

数字营销理论

关键词

抖音；小红书

背景资料

2021 年 8 月全国处于新冠疫情阶段，政府频繁出台管控政策，要求企业加强人员管理、做好环境消杀、加强个人防护等。并要求中高风险地区人员主动报备，强管控餐饮服务单位的开放，提醒市民在公共场所和特定职业环境下正确佩戴口罩，进行核酸常态化检测，降低病毒传播等。为了配合政府的管控工作，酒店采取一系列防控措施，例如加强环境消毒工作、要求客人佩戴口罩、进行体温检测等。同时，限制入住人数，原则上只接待低风险地区人员，取消或调整部分服务项目，如限制餐饮 50 人以上宴会等，减少人员聚集，降低疫情传播风险。无锡市民只能在市内进行消遣活动，无法出市。无锡弘阳洛克菲花园酒店坐落在风景秀丽的太湖岸边，整体设计为“巴洛克”风格，拥有各式豪华标准间和套房，同时配套中餐厅、浪漫西餐厅、多功能会议室、健身房、户外温泉和无边泳池等豪华配套设施，因受疫情因素影响，酒店客流平淡，没有突破点。

营销策略

暑期时偶然在酒店无边泳池进行美人鱼潜水培训，一位新媒体达人灵敏觉察到这一活动潜力，拍摄了一组无边泳池美人鱼短视频投放在抖音，打开了酒店的新媒体宣传大门。酒店迅速与本地著名的短视频达人建立了长期合作关系，针对年轻人和亲子客群喜欢夏日玩水偏好和美人鱼的热点，邀请自媒体达人在抖音、小红书等社交媒体平台高频发布酒店活动体验。酒店也以视频和照片等方式及时推出了自媒体系列宣传，上线了高性价比的客房套餐、暑期泳池会员卡和温泉会员卡，引发广泛的关注。经过多频率曝光，吸引有需求的客群关注，预约量暴增。

成果

通过此次关键活动，酒店成功在抖音短视频实现流量变现，抖音营业收入高达 260 万，与携程不分伯仲。酒店热度迅速上升，成为了红极一时的网红酒店。当年暑期创月度营收最高纪录，同年酒店年度历史营收创最高纪录。

挑战与反思

机遇与危机同时存在，在危机中寻找机遇，通过创新和灵活的策略，可以转变为增长的契机。通过深入分析目标客户群体的偏好和趋势，抓住了新媒体平台的潜力，以小成本获高收入，不仅展示了酒店的独特魅力而且经营了良好的品牌形象。