

Case Name

Ctrip BOSS Live

Theory

Technology-based business model; Branding; Live stream e-commerce

Real-time interactive communication between hosts and customers; Giving customers an immersive shopping experience as well as the emotional value of interpersonal interaction.

Keywords

Hotel marketing and advertising campaigns; Celebrity effect; Video ads; Marketing; Promotion tools, e-commerce

Background information

Since the epidemic outbreak, the travel and hospitality industry has been trying to recover, whether by giving out vouchers, travel weeks, or live broadcasts. Live streaming has gradually become an emerging way to promote tourism products. This time, the co-founder, and Chairman of the Board of Directors of Ctrip, with the support of Sands Macao Resort, completed the 28th "Ctrip BOSS Live".

Marketing Strategy

This live broadcast directly Macau Venetian, Ctrip chairman dressed as Venice "gondola boatman" image to appear in the live room, singing songs to attract the audience, close the audience distance, to promote the whole network of Macau tourism with a significant discount. In addition to selling hotels under Sands China, the live broadcast also previewed the upcoming launch of a new integrated resort hotel at Sands Macao Resort, The Londoner Macau. It was an excellent opportunity to promote the upcoming launch of the new project. Sands China Hotel's target customers are mainland customers, so the live broadcast can arouse their interest and attract them to come here to achieve the purpose of promotion.

Outcomes

Two hours into the live broadcast, 5.711 million viewers flocked to the BOSS live broadcast, the total sales GMV exceeded 65.34 million, and the total number of orders reached 35,821. Macau live broadcast is the 1st overseas live broadcast since Ctrip BOSS live broadcast started. The total sales GMV of Sands Macao Resort in this live broadcast exceeded 42.87 million, and 50,669 rooms were sold, with hotels such as The Venetian Macao, The Parisian Macao, and Conrad Macao under Sands China. It was one of the top three-star products of the night and one of the fastest-selling products of the hotels. The brilliant live sales performance shows that mainland visitors have high

travel demand, which helps Macau's local tourism industry recover.

Implications & Challenges

It undeniably created a better publicity channel for the hotel travel industry with live streaming. However, live streaming can only provide short-term benefits, such as attracting many tourists during a specific period, such as Golden Week, summer vacation, etc. Most of the products sold during the live broadcast are pre-sale items, and while most people have watched the live travel broadcast, only about half will place orders. Travel products have a high unit price and require carefully arranged travel time. As a result, Although the number of people watching the live broadcast seemed large, it is unlikely to trigger impulsive consumption, such as beauty products. Thus, this is not an effective long-term way to stimulate revenue.

案例名称

携程 BOSS 直播

理论依据

基于技术的商业模式；塑造品牌；直播

主持人与顾客的实时互动交流；沉浸式购物体验；人际互动的情感价值

关键字

酒店营销和广告活动；名人效应；视频广告；营销和推广工具；电子商务

背景资料

自疫情爆发以来，旅游和酒店业通过发放优惠券、旅游宣传周、直播等方式尽力恢复。直播已经逐渐成为一种新兴的旅游产品推广方式。此次，携程联合创始人、董事局主席在澳门金沙度假区的支持下，完成了第 28 届“携程 BOSS 直播”。

营销策划

本次直播直接澳门威尼斯人，携程董事长化身威尼斯“贡多拉船夫”形象出现在直播间，用歌声吸引观众，拉近与观众的距离，从而以大优惠的方式推广澳门旅游全网。除了销售金沙中国旗下的酒店外，直播间还预告了即将在澳门金沙度假区推出的全新综合度假酒店——澳门伦敦人酒店。这是宣传即将推出的新项目的好机会。金沙中国酒店的目标客户是内地客户，通过直播引起他们的兴趣，吸引他们来这里，达到推广的目的。

成果

直播开始两小时后，571.1 万名观众涌入 BOSS 直播间，直播的总销售 GMV 超过 6534 万，总订单数达到 35821 个。澳门直播是携程直播启动以来的第一次海外直播。通过本次直播中，澳门金沙度假区的总销售 GMV 超过 4287 万，销售客房 50669 间，金沙中国旗下有澳门威尼斯人、澳门巴黎人、澳门康莱德等酒店。这是当晚三星级产品中的佼佼者，也是酒店中销售最快的产品之一。现场销售的亮丽表现表明，内地游客有很高的旅游需求，这有助于澳门本地旅游业的复苏。

反思与挑战

不可否认的是，通过直播为酒店旅游行业创造了一个更好的宣传渠道。但是，直播只能提供短期效益，如在特定时间段吸引大量游客，如黄金周、暑假等。直播中销售的产品大多是预售品，虽然大多数人都看了旅游直播，但只有一半左右会下订单。旅游产品，单价高，需要精心安排旅游时间。因此，虽然观看直播的人数似乎很多，但不太可能引发美容产品这样的冲动性消费。因此，这不是一个长期有效的刺激收入的方法。