

Case Name**Christmas Mini Market-Crowne Plaza Zhangjiajie****Theory**

Promotion

Keywords

In-house bazaar, Experience

Background information

Crowne Plaza Zhangjiajie is in Zhangjiajie Wulingyuan National Forest Park, a World Natural Heritage Site with 3,000 wondrous peaks and 800 beautiful waters, and it is the largest Crowne Plaza hotel in China with a total of 712 rooms. The hotel covers an area of 15,000 square meters and is designed in the local Tujia architectural style. The hotel is known as a natural "oxygen club" because of the over 100,000 negative oxygen ions per cubic centimeter of air and being visited by a constant stream of guests every year. As the largest local five-star hotel in Zhangjiajie, it was greatly affected during the Covid-19 pandemic. To boost consumption and promote the recovery of the cultural tourism market, local hotels in Zhangjiajie have launched promotional activities, and the Crowne Plaza Zhangjiajie Napoli launched a mini shopping bazaar, attracting the attention of many citizens and tourists.

Marketing strategy

Build up the hotel as a tourist destination to generate revenue while also making it a destination for guest experiences. Based on the hotel's own geographical advantage and the characteristics of the local Tujia minority, a mini bazaar with food, local specialties and tourist souvenirs was created.

Outcomes

Crowne Plaza Zhangjiajie held a mini-Christmas market on Christmas Eve and opened it for guests to experience in the evening, which was well popular among the guests. This was an innovative way to create a new experience by offering them the convenience of picking up ethnic souvenirs, local specialties and tasting local cuisine without leaving the hotel.

Implications & Challenges

As the pandemic has had a significant impact on the hospitality industry, the crisis can also be taken as an opportunity. The marketing of the in-house bazaar provides a new revenue stream for and promotes the formation of new businesses.

案例名称

圣诞迷你集市-张家界纳百利皇冠假日

理论依据

促销

关键词

迷你购物市集;体验

背景资料

张家界纳百利皇冠假日酒店身处有着“三千奇峰，八百秀水”美誉的世界自然遗产张家界武陵源国家森林公园，共计有 712 间客房，是国内最大的 *皇冠假日酒店*。酒店占地面积 15000 平方米，设计融合当地土家族的建筑风格。因为每立方厘米空气中负氧离子含量超过 10 万个，被称为天然的“氧吧俱乐部”，每年前来疗养度假的客人络绎不绝。作为张家界本地最大的五星级酒店，在疫情期间受到很大影响。为了拉动消费，促进文旅市场复苏，张家界本地酒店纷纷推出优惠活动，张家界纳百利皇冠假日酒店推出迷你购物市集，吸引不少市民和游客关注。

营销策略

把酒店作为一个旅游目的地来打造，在创造收益的同时也让其成为客人体验的目的地。根据酒店自身地理优势和本地土家族的少数民族特色，打造一个集美食，本地特产，旅游纪念品的迷你购物集市，

成果

张家界纳百利皇冠假日酒店以圣诞平安夜为主题，提前举行了一场小型圣诞集市 并开放给的当晚用餐客人体验，深受客人好评。在传统酒店产品之外同时也提供了便利，使住客足不出酒店便可选取心仪的民族特色纪念品，本地特产， 也能品尝当地美食，创新地为客人提供一种新的体验方式。

反思与挑战

因为疫情对酒店和餐饮业的经营造成很大的影响，亏损所造成的危机同时也是机遇。酒店内集市的营销方式，为酒店餐饮提供了新的收益渠道，促进了新业态的产生。