

Case Name**Hunan E-sports Hotel****Theory**

Positioning; Event Marketing; Segmentation

Keywords

E-sports Hotel; Discount

Background information

In recent years, compared to other types of hotels, E-sports hotels have gone viral across the country and are sought after by youngsters. For the hotel industry, E-sports + hotel is a new market segment which has a particular targeted group. The E-sports hotels are leading the fashion of ecological development to a strong potential. The hotel is located in the International Fireworks Trade Tower of Changsha City, Hunan Province. The tower is the first 5A office building in Liuyang City, and the clientele are mainly traveling guests coming for business. However, the Hotel's E-sports rooms are not selling well and there is an urgent need to increase the Hotel's market share in this regard through marketing promotions.

Marketing strategy

At the end of 2019, the hotel co-hosted the first gaming competition of Honor of Kings with the city and provincial governments. This was followed by the sales promotion. "Discover the strongest king with bestowed glory" Discounts were offered according to the different levels of the game, for example, a 50% discount on the gaming room for the strongest king level, a 60% discount for the highest star level, and so on.

Outcomes

Through sponsoring gaming events, the hotel, Changsha city, and Hunan Province came to be more well-known among the game -goers. The sales campaign of discount on corresponding game levels harvested positive feedback in the market that the occupancy rate of e-sports rooms increased to 84% in 2020 from the previous 23% in 2019.

Implications & Challenges

Surely the E-sports hotels are welcomed in the market. While the positioning of the hotel is sometimes vague since people may regard the hotel as an internet cafe. And obtaining the certification and license of E-sports hotel can be a problem.

案例名称

湖南省长沙市和酒店

理论依据

定位；主题营销；市场细分

关键词

电竞房；根据游戏水平打折

背景资料

近年来，相比其他类型的酒店，电竞酒店火遍全国，受到年轻群体的追捧。对于酒店业来说，电竞+酒店是新的细分市场，它的目标群体具有针对性。电竞酒店站在了电竞生态发展的风口上，并迸发出强劲的发展潜力。酒店位于湖南省长沙市国际烟花贸易大厦，是浏阳市第一栋五A级写字楼，客群主要是商旅客人。但本酒店的电竞主题房销售业绩不佳，急需通过市场营销活动提高酒店在本地电竞酒店的市场中占有率。

营销策略

2019年底，湖南省长沙市和酒店与浏阳市共同举办第一届王者荣耀电竞大赛。随后又推出了“寻觅最强王者，你当荣耀加身”的营销活动。根据游戏中的不同段位进行折扣优惠活动，例如最强王者段位可享受电竞房5折的优惠，至尊星耀段位可享受6折的优惠，以此类推。

成果

通过在电竞活动冠名赞助，湖南省长沙市和酒店在电竞游戏爱好者中打开了知名度。同时，根据游戏水平的级别进行打折的营销活动市场反响良好，电竞主题房的出租率也从2019年的23%提升为2020年的84%。

反思与挑战

电竞酒店受到市场欢迎，但电竞酒店的定位界定模糊，是网吧还是酒店很难确定。如何进行经营资格的界定也是一个问题。