

**Case Name**

"Hearing the Music of Gulangyu Island - Andaz Xiamen Hotel Music-themed Suite Promotion Theory

4V model(Variety, Velocity, Veracity and Volume); Integrated online marketing

**Keywords**

Customized cultural tour of Gulangyu Island; Music-themed suites; Humanistic commercial integration

**Background Information**

1. Gulangyu Island is an important tourist attraction in Xiamen, famous both domestically and internationally. The Gulangyu Historic Cultural District is China's 52nd World Heritage Site. According to the tourism statistics released by Xiamen in January-September 2019, the city received 74.99 million domestic and foreign tourists. Gulangyu Island received 7.4 million visitors, accounting for 9.9% of the city's total tourist flow.
2. The Andaz Xiamen Hotel features a unique Nanyang style. Designed by top hotel designer Jaya Ibrahim, the hotel's color scheme is bright and combines both Chinese and Western elements. The design inspiration comes from the villa style on Gulangyu Island, creating a Nanyang-style mansion that blends in with the local characteristics.
3. According to the 2019 Xiamen Tourism Statistics Bureau data, the average consumption per overnight tourist in China was 2,536 yuan, an increase of 4.69%. Transportation, accommodation, shopping, and dining accounted for over 15% of total consumption. From the perspective of tourist age structure, young and middle-aged tourists are the leading group, and parent-child travel has become a new trend in the market. The integration of culture and tourism continues to deepen.

**Marketing Strategy**

1. Product design - cultural integration. In response to new tourism demands and trends, Andaz Xiamen Hotel has designed a series of music-themed suites that represent its brand positioning and design style and are tailored to the changing trends of consumer groups. Based on the consumption characteristics of consumers, the hotel has integrated the historical and cultural significance of the piano island on Gulangyu Island, closely linking it to the suites. It has launched a 2-hour customized tour of Gulangyu Island, providing one-stop services and specially equipped lecturers to interpret the cultural history of Gulangyu Island.
2. Promotion and publicity to enhance brand transmission. Andaz Xiamen Hotel has conducted live discussions and invited the founder of Jian Nan Hua, the founder of New Grid Culture. The president of the Gulangyu Oral History Society to participate in a themed discussion on the "Humanistic Business Concerto" on its first anniversary, further integrating the cultural heritage of Gulangyu Island with the Andaz Xiamen Hotel to shape its image. On the second anniversary, the hotel continued with the music theme. It held a music salon, inviting Dr. Lin Rukun, a violinist, and Gao Xiang, the lead singer of the Apple Band, to closely link the music theme with the suites, giving them a more romantic and profound meaning and enhancing the image of the product in the minds of consumers.

**Outcomes**

1. Strengthening brand characteristics to create a landmark hotel. Andaz Xiamen Hotel has closely integrated its style with the culture of Gulangyu Island, strengthening its local Nanyang style and starting a new landmark in the minds of consumers.

2. Increasing brand awareness and converting online visiting flows. Through live streaming platforms and various sales channels, Andaz Xiamen Hotel has attracted much traffic and successfully transformed it into a business.

### **Implications & Challenges**

This project integrates the Andaz Xiamen Hotel's characteristics with local culture, closely following the trend of cultural tourism integration, changes in consumer structure, and the demand for consumer upgrades. The hotel has launched customized product packages, created a one-stop service experience, and successfully combined online and offline marketing models to create representative products.

## 案例名称

听见鼓浪屿-厦门安达仕音乐套房促销

## 理论依据

4V 营销模型(差异化、功能化、附加价值、共鸣); 网络整合营销

## 关键词

鼓浪屿定制文化之旅; 音乐主题套房; 人文商业融合

## 背景资料

1. 鼓浪屿作为厦门重要坐标, 驰名中外。

鼓浪屿作为厦门市的重要景点, 驰名中外, 其中鼓浪屿历史文化社区被列为中国的第 52 项世界遗产项目。根据厦门市发布的 2019 年 1-9 月市旅游经济统计, 全市接待国内外游客 7499.11 万人次, 鼓浪屿接待人次达 740.04 万人次, 占全市客流 9.9%。

2. 厦门安达仕酒店南洋风特色。

厦门安达仕酒店由顶级酒店设计师 Jaya Ibrahim 操刀, 色彩搭配鲜明, 中西合璧, 以鼓浪屿上的别墅风貌作为设计灵感, 构成这座融合当地特色的南洋大别墅。

3. 消费升级

根据厦门市旅游统计局 2019 年数据, 国内过夜游客人均消费 2536 元, 增长 4.69%。消费支出中交通、住宿、购物和餐饮占比均在 15%以上。从游客年龄结构看, 以中青年游客为主, 亲子游成为市场新趋势, 文旅融合不断深化。

## 营销策略

1. 产品设计-文化融合

针对旅游新需求与方向, 酒店根据自身品牌定位, 设计风格, 结合消费主体的变化趋势, 推出具有代表性的音乐套房系列。并根据消费者消费特点, 融合鼓浪屿钢琴之岛的历史文化, 与之紧密联结, 推出 2 小时定制鼓浪屿之旅, 提供一站式服务, 并专门配备专属讲师解读鼓浪屿文化历史。

2. 宣传推广, 增强品牌传力

开展直播座谈, 一周年之际邀请见南花创始人、新格文创创办人和鼓浪屿口述历史学会会长, 开展“人文商业协奏曲”主题座谈, 更加紧密地将鼓浪屿文化传承与厦门安达仕酒店结合, 塑造传承形象。在第二年周年纪念时, 延续音乐主题, 开展音乐沙龙, 邀请小提琴博士林如鲲、苹果乐队主唱高翔, 紧扣音乐主题, 为音乐套房赋予更加浪漫深刻含义, 增强产品在消费者心中形象。

## 成果

1. 强化品牌特色, 打造地标酒店

酒店通过自身风格与鼓浪屿文化紧密结合, 强化酒店本土南洋风格, 更在消费者心中建造了城市新打卡点。

2. 提高品牌知名度, 网络流量转化

通过直播平台以及各平台售卖渠道, 不仅吸引到大量流量, 而且成功将流量转化为业务。

## 挑战与反思

此项目将酒店特色与当地文化相融合，紧跟文旅融合大趋势、消费结构转变和消费升级需求。推出定制产品套餐，打造一站式服务体验，结合线上线下营销