

Case Name**Jiu Longkou Scenic Spot****Theory**

Joint Marketing; New Media Marketing

Keywords

Photography clubs; Spring Airline; Online Live Streaming

Background information

Jiu Longkou is in Jianhu County, Yancheng City, Jiangsu Province. With the rich ecological resources of wetland and natural landscape, Jiu Longkou is a AAAA grade national tourist attraction. It is also part of the "Yellow and Bohai Sea Migratory Bird Habitat (Phase I)", the intertidal wetland world heritage site, which is the first in China and the second in the world. In 2019, Spring Tourism Group developed joint projects with Jiu Longkou Scenic Area in Yancheng and opened intercity flights between Yancheng and Shanghai, Shijiazhuang, Ningbo, Fuzhou, Shenzhen, Tianjin, Hohhot and Yinchuan. It is imperative to develop tour routes with the local scenic spots and surrounding areas of Jiu Longkou.

Marketing strategy

1.By the influence of the photographers contracting with National Geographic magazine, it could drive photography clubs in Shanghai to Jiu Longkou for photography tours. Depending on the weather conditions, each group will spend 5-8 days in Jiu Longkou. The goal is to photograph the iconic features of Jiu Longkou which are clear starry sky, 10,000 mu of reeds and pictures of the fine lodges, and along with the Huai Songs, to highlight the cultural heritage of Jiu Longkou as the home of Huai opera.

2.It would draw attention by the video composed by the best selected photos that shows the breathtaking scenery, the Huai Songs and the beautiful accommodation. At the same time, the photos and videos are disseminated offline within the photography communities to generate good word-of-mouth and bring more offline target customers who are fans of photography.

3.Wang Zhenghua, the founder of Spring Tourism Group, broadcasted live to endorse his hometown of Jiu Longkou, a famous tourist attraction in Yancheng, Jiangsu Province. The addresses of destination and QR code are posted during the live broadcast and at the end of the video as well. The QR code links the public number of the scenic spot, which is the core of the marketing. The public number has services such as purchasing tickets of scenic spots, booking hotel rooms and purchasing food and agricultural products. It also allows you to purchase air tickets of Spring Airlines and thousands of other tourism products by the secondary program. The guest service staff also interacts with Spring Airlines members online and generates a repeated purchase rate while promoting the scenic spots.

Outcomes

By online live streaming and video on social media platforms, the campaign gained huge popularity, with a cumulative total of over 12 million viewers and 1.01 million people maximum online at the same time. The total intended amount of product sales and aircraft spray sales by the entire live stream exceeded RMB 30 million. It became a model of cross-border cooperation and creative communication for airlines.

Implications & Challenges

The challenge of the project is, firstly, whether the airline + travel portfolio could make profits for airlines and then how to combine the products of tourism and airlines to present better product experiences to guests.

案例名称

九龙口风景区

理论依据

联合营销;新媒体营销

关键词

摄影旅游俱乐部;春秋航空;线上销售

背景资料

九龙口位于江苏省盐城市的建湖县，拥有丰富的生态湿地资源和自然风貌，是国家 AAAA 级旅游景区，也是是中国第一、全球第二个潮间带湿地世界遗产“黄渤海候鸟栖息地（第一期）”的组成部分。在 2019 年，春秋旅游集团在盐城与九龙口景区进行合作项目开发，同时开通了上海、石家庄、宁波、福州、深圳、天津、呼和浩特、银川等地直飞江苏盐城的航班，如何利用九龙口当地的景区及周边地区旅游资源进行旅游线路开发，是当务之急。

营销策略

1. 通过国家地理杂志合作摄影师影响力，带动上海摄影俱乐部到九龙口开展摄影旅游。根据天气情况每个团在九龙口驻留 5-8 天，目标是拍摄出九龙口的标志性特征，晴朗星空，万亩芦荡，精品民宿的图片，再配上淮歌来凸现九龙口是淮剧之乡的文化底蕴。
2. 精心挑选出最好的照片制作成视频，通过心旷神怡的景色和徐徐道来的淮歌以及美宿吸引眼球。同时，在摄影圈内部对照片和视频进行线下传播，产生良好的口碑，带来更多的线下喜爱摄影目标客户。
3. 春秋旅游集团的创始人王正华更加进了直播间，倾力为自己的家乡江苏盐城著名旅游风景区“九龙口”代言。在直播中以及景区视频的最后，引领出目的地的二维码和地址。二维码能够直接链接到景区公众号，这是营销核心。该公众号里除了有景区购票的功能，还能够预定景区酒店以及购买餐饮及农副产品。客户还能通过二级程序购买春秋航空机票以及春秋旅游其他上千个旅游产品。营销景区的同时，客服人员可以与春秋航空的会员进行在线互动，引发复购率。

成果

通过在线直播和社交平台的视频投放，收获巨量人气，累计观看人数超过 1200 万人次，最高同时在线人数达 101 万人，整场直播产品销售和飞机喷涂销售意向总金额突破 3000 万元。成为航空公司跨界合作，创意传播的典范。

反思与挑战

对于航空+旅游的产品组合的挑战，首先考虑的是航空业务能否盈利，然后才是如何结合旅游产品和航空公司产品，从而为客人提供更好体验的产品。