

Case Name

Tonglu Tourism Destination Marketing

Theory

Product Positioning; Emotional Marketing; Co-branding

Keywords

Life to Live; Slow-paced Life; Breakfast & Bed (B&B)

Background information

As people face the pressures of modern urban life and work, a slower pace of life has become increasingly popular. Suburban and rural areas have become popular choices for those seeking to escape the hustle and bustle of city life while still retaining convenience. Tonglu, located only an hour from Hangzhou, has been attracting attention from the Jiangsu and Zhejiang markets due to its green plants and fresh air. Whether it be bamboo forests, farmland, or villages built into mountainsides, Tonglu offers a tranquil countryside lifestyle far from the city's noise. "Life to Live" is a popular observational social program that features celebrities returning to a self-sufficient and self-sustaining rural lifestyle. The show allows viewers to fantasize about an idyllic, secluded lifestyle. The program is filmed in China's new rural areas to showcase the beauty and happiness of life across the country. The show's second season was set in Tonglu, Zhejiang - a picturesque and lush landscape of the southern countryside where a self-sufficient and simple rural lifestyle could be found. For viewers, Tonglu is the ideal "utopia" for living the life they long for.

Marketing strategy

The marketing strategy was associating Tonglu with the show so that viewers would naturally connect the two. To increase interest, the Tonglu Municipal Government prepared a full-cycle promotion campaign. The attention on Tonglu as an emerging tourist destination was increased through extensive media coverage. A media conference was held with Hunan Satellite TV, announcing that Tonglu would become the long-term filming location for "Life to Live?" During the show's broadcast period, the direct association between the show's impact and Tonglu was made through tourism and lifestyle social media platforms.

Outcomes

As a result of the intense marketing campaign, Tonglu experienced a surge in popularity for its homestays and fruit-picking activities. During the May Day holiday following the show's broadcast, Tonglu County's tourist numbers increased by 14.26%, and the total revenue from rural tourism increased by 24.8%. The program's popularity was successfully transformed into tangible economic benefits.

Challenges/Reflection

However, there were also challenges and reflections. The program showcased the natural scenery of Tonglu but also integrated the area's production and living customs. Furthermore, the program turned the filmed villages into "desired villages," providing many opportunities for the villagers to create homestays. Through further design and planning, local governments and enterprises helped farmers in the area shake off poverty and prosper. Cultural tourism integration has ignited the development of homestay industries in the region.

案例名称

桐庐目的地旅游市场营销

理论依据

产品定位；情感营销；品牌联合营销

关键词

向往的生活；慢节奏生活；民宿

背景资料

面临现代社会生活和工作的压力，城郊乡村成为了人们远离城市喧嚣、同时又能保留便捷生活方式的优选之地。桐庐距离杭州仅一小时车程，备受江浙市场追捧。桐庐充满绿色植物和清新空气，无论是竹林、农田还是依山而建的村落，都能让人享受乡间闲适和远离城市喧嚣的清静。

《向往的生活》是一档备受欢迎的社会观察性节目，明星们卸下光环，日出而作，日落而息，与三五好友谈天说地，深受瞩目。通过观察明星的田园生活，满足了普通人对世外桃源式生活的所有想象。《向往的生活》的节目拍摄地遍布中国的新农村，旨在将祖国各地美好幸福的生活传递给观众。《向往的生活》第二季选择了浙江桐庐作为拍摄地，桐庐是风景如画、绿意盎然的江南乡村，自给自足、返璞归真的田园生活的代表，是观众心中最理想的“世外桃源”！

营销策略

通过节目，观众自然地联想到桐庐，这里能让人们过上最向往的生活。通过大量媒体报道，提升市场对桐庐这个新兴旅游目的地的关注，并与湖南卫视举行媒体发布会，宣布桐庐成为《向往的生活》节目的长期拍摄地。在节目热播期间，通过旅游和生活类社交媒体，直接将《向往的生活》的节目效应与桐庐关联起来。

成果

在强势营销推广下，桐庐迎来了“民宿热”和“采摘热”。节目播出后的“五一”小长假，桐庐县接待游客量同比增长 14.26%，乡村旅游总收入同比增长 24.8%，成功将节目热度转化为实际经济收益。

挑战与反思

节目将所拍摄的村庄变成了“向往的村庄”，并以此为契机，当地村民打造了许多民宿。当地政府和企业通过进一步设计和规划，帮助当地农民脱贫致富，推动文旅融合，促进民宿产业发展。

Tonglu's photos:



Figure 1. "Life to Live" in Tonglu

(https://mp.weixin.qq.com/s?__biz=MjM5MjM3ODMwNA==&mid=2654693375&idx=1&sn=3e74645ae970413a881df5da1b5f6ceb&chksm=bd68fb508a1f7246050c5476315ea01ad3a0a6083b9ae6e504c80d904624a93b3a5ac13fe02c&scene=27)



Figure 2. Bird view of Tonglu

(https://mp.weixin.qq.com/s?__biz=MjM5MjM3ODMwNA==&mid=2654693375&idx=1&sn=3e74645ae970413a881df5da1b5f6ceb&chksm=bd68fb508a1f7246050c5476315ea01ad3a0a6083b9ae6e504c80d904624a93b3a5ac13fe02c&scene=27)

Reference list:

Bird view of Tonglu , digital image, viewed 28 May 2023,

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"Life to Live" in Tonglu, digital image, viewed 28 May 2023,

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