

Case Name

Huanglong Boss Worry-free Travel-2024 Hangzhou Huanglong Businesspeople Room Package – Tang Ming

Theory

Brand positioning

Keywords

Business people

Background Information

Huanglong Hotel is affiliated with the Hangzhou Grand Canal Business and Travel Group. The Hotel was opened in 1988 and has been managed by Hong Kong New World Hotel for ten years. It is the first international background hotel in Zhejiang Province and became the first four-star tourist hotel in Zhejiang in 1991. The expansion and renovation were completed in 2010. It now covers an area of 114,000 square meters with 566 guest rooms, six self-operated restaurants, 4,500 square meters of banquet hall, and nearly 500 parking spaces. It is one of the largest hotels in Zhejiang Province.

1. The business market in Huanglong Hotel is enormous.
Business-oriented guests are an essential part of Huanglong Hotel. Serving entrepreneurs with high social status can create a massive influx, which will benefit the hotel, such as the revenue from organizing meetings and providing meals and beverages at restaurants and tea houses.
2. Create high-end business services with Huanglong characteristics.
Business-oriented guests pay more attention to personal privacy and a warm service experience. These high-end guests are often not sensitive to the price, but they hope to get attention during their stay, and the hotel can provide specific emotional value to them.

Marketing Strategy

1. Identify the target market: Identify the target market—the customers on business trips. The hotel should understand their needs and preferences to locate and provide packages that accurately meet them.
2. Provide personalized services: Business customers usually have high expectations for customized services, so we should ensure that our packages include them.

Outcomes

We have successfully attracted the internet's attention and transformed our business online to offline, charting a new course for our advertising.

In favor of the help from internet social media platforms like TikTok, Ctrip, and Little Red Book, we made 150 deals of business meal packages per month.

Implications & Challenges

We need to optimize our product to provide more cost-effective business set-meals.

案例名称

黄龙 boss 无忧行-2024 杭州黄龙商务人士客房套餐 - 唐铭

理论依据

品牌定位理论

关键词

商务人士

背景资料

杭州黄龙饭店隶属于杭州市商旅运河集团。黄龙饭店于 1988 年开业，由香港新世界酒店管理十年，是浙江省最早引进国际化管理的酒店。黄龙饭店于 1991 年成为浙江省首家四星级旅游饭店。2010 完成改扩建，现占地面积 11.4 万平方米，拥有客房 566 间，自营餐饮设施 6 处，宴会面积 4500 平方，停车位近 500 个，是浙江省规模最大的酒店之一。

1. 商务市场在黄龙饭店的市场是巨大的。
商务客人是黄龙饭店重要的组成部分，在接待一些具有社会地位的企业家就是巨大的流量池，会为酒店带来一些自然红利，比如在会务、餐饮、茶室等都能表现出色，有一定的营收。
2. 打造具有黄龙特色高端商务人士服务。
商务客人更加注重个人隐私及有温度的服务体验，这些高端的商务客人往往对价格不敏感，但是他们希望在下榻酒店的过程中备受关注，提供一定的情绪价值。

营销策略

1. 定位目标市场：
明确目标市场，即商务人士客户群体。了解他们的需求和偏好，以便精确定位并提供符合其需求的套餐。
2. 提供个性化服务：
商务人士对个性化服务有较高期望，确保客房套餐包括个性化服务。

成果

吸引互联网流量和转化，打动传播路径。借助互联网平台，例如：抖音、携程、小红书铺垫商务套餐，成交量 150 单/月

挑战与反思

优化更具有性价比的商务套餐。