

Case Name

Mandarin Oriental Guangzhou Happy Life Products

Theory

Product Innovation

Key words

Innovative conference model; LOHAS (Lifestyles of Health and Sustainability);

Spiritual healing

Background information

In 2018, Mandarin Oriental Hotels & Resorts presented an innovative program - The LOHAS conference. This program is specifically designed to motivate the conference participants for their concentration. A meticulously designed health menu and spiritual healing will relieve participants' fatigue and enable them to focus more on achieving the conference goals. As well, it helps each participant achieve more significant result. Located in the heart of Guangzhou's most prominent commercial complex, Mandarin Oriental, Guangzhou was opened in 2013. It came to be the only hotel in the city with the largest standard rooms and was renowned for its sophistication and elegant style. With the rapid increase of high-end resort hotels, the market competition has intensified. It is imperative to quickly grasp the needs of the targeted market and constantly update products and services in order to take the lead in the fierce market competition.

Marketing Strategy

Mandarin Oriental, Guangzhou, incorporates the LOHAS concept into its diversified product design, widely associates it with elements of inspiration and wellness. It includes nutritious food, meditation, and wellness as part of the packages. For example, Aroma-Soothing-Therapy is set up in a part of the public area, and meditation-themed music is played. The spa launched musing and chanting sessions as a leading product among the hotels in Guangzhou, which came to be the first hotel that innovatively combined healing with hotel products.

Outcomes

Mandarin Oriental, Guangzhou introduced Mandarin's unique LOHAS concept to the market, catering to consumers' need for healthy consumption and highlighting the brand characteristics of its brand in Oriental culture. In 2019, the first event combining the concept of Happy Life and meditation was held outdoors, and the first day's revenue exceeded RMB 70,000, more than that of last year.

Implications & Challenges

Integrating Mandarin Oriental's most renowned spa products into those of others was a great innovation. However, therapy programs are usually conducted in private spaces and personal environments, while services such as dining, and meetings are usually provided in public environments. A key point in its marketing is how to equally strike the balance of the two.

Reference list:

Mindful Meetings (2019).

Retrieved 18 March 2023 from <https://www.mandarinoriental.com/en/meet/mindful-meetings>.

案例名称

广州文华东方乐活产品

理论依据

产品创新

关键词

创新会议模式；乐活概念；心灵疗愈

背景资料

在 2018 年，文化东方酒店集团提出一个创新计划— 乐活会议。这个计划专门为激励会议的参与者而设计。搭配精心设计的健康菜单和心灵疗愈来消除与会者的疲劳，使他们更专注于实现会议的目标，帮助每个参与者取得更大的成果。坐落于广州市的最大商业综合体，广州文华东方在 2013 年宣布开业。它是市区内拥有最大标准客房的酒店，以精致典雅的风格著称。随着高端度假型酒店迅速增多，市场竞争加剧。迅速抓准目标市场的需求，并不断更新产品和服务，才能在激烈的市场竞争中占有领先地位。

营销策略

广州文华东方将乐活的概念引入多元化产品设计，将乐活与灵感，养生的元素广泛融合。突出营养美食和静心冥想，并将这些元素融合在一起作为套餐销售。例如，在一部分的公共区域设置了安神的香薰，播放冥想主题音乐。水疗中心将冥想与颂钵疗程作为主打产品，在广州的酒店市场推出，成为将疗愈与酒店产品结合创新设计的第一家酒店。

成果

广州文华东方将文华独有的乐活概念引入进酒店产品营销之中，迎合了消费者对于健康的消诉求，并突出了东方文化的品牌特征。2019 年，首次融合了乐活和冥想概念举办的活动在室外举行，第一日的收益超出同期，达到 7 万人民币。

反思与挑战

将文华东方最有著名的水疗产品融入到其他的酒店产品中，是一个极大的创新。但疗愈项目通常是在私密空间和环境进行，而提供用餐，会议等服务通常是在公共环境中进行。如何把握好两者的平衡是市场营销的关键点。