

**Case Name****Holiday Inn Express****Theory**

New media Marketing; Event Marketing

**Key words**

Tik-Tok; Generation Z; Interaction; Community culture

**Background information**

The short video and live broadcast have gradually occupied an important position in people's lives since the Covid-19 epidemic started. Among them, Tik-Tok short video covers the widest range audience. At present, more than 40% of Tik-Tok users are mainly young people at age of 24-30, also known as Generation Z. More than half of the users have a good educational background and mainly live in first and second-tiered cities. They have just started their career; their income is gradually rising, and they are gradually becoming a powerful growth for the future consumption market. Due to the superior material conditions and consumption environment during their upbringing, their consumption concept is also far from their parents. The Generation Z is autonomous, independent, and diversified which enables them to develop their own potential and make breakthroughs to achieve multiple identities.

**Marketing strategy**

To attract young people to consume, the hotel industry has been developing a variety of marketing campaigns. Under the Intercontinental, Holiday Inn Express is targeting the same type of customers. The hotels have introduced guest rooms and public areas that suit the aesthetics of the younger generation, and creating incremental value based on accommodation scenarios to meet the rising demands of contemporary consumers for individualization and differentiation better. At the same time, we have launched the concept and series of activities of 'Smart Youth GO' to create a more diverse hotel environment and innovative cultural concepts for young people. We hope to lead a wise and positive attitude of life and encourage more people to join the team of intelligent youths to explore the infinite possibilities of life.

**Outcomes**

1. In April 2020, Holiday Inn Express released the topic of "Youth Wise GO", which attracted many users to browse and interact with the topic once it was released. In just 6 weeks, many hotel employees have actively participated in the campaign showing their unique style, and more than 1,600 creative videos of hotel employees have been collected on the page of the campaign topic, reaching the exposures more than 2 million.
2. Offline, the brand invited 15 representatives of "Smart Youth" from various industries to share their stories of courageous breakthroughs, conveying the brand's attitude of encouraging young people to boldly explore various possibilities in life.
3. Additionally, the brand held numerous events at their hotels at all locations, including e-sports, sports, gourmet food and handicrafts, to actively build community culture. In response to the diversity that young people prefer, the hotels created a community space in the hotels to establish a closer emotional bond with the target group.

**Implications & Challenges**

Getting close to the local community is a trend in the hotel industry. Integrating the

hotel with the local culture and community can attract more surrounding consumer groups. On the other hand, it will also attract potential guests with typical lifestyles or interests to stay in the hotel and continue to repeat the experience and participate in the interaction.

**Reference list:**

“Smart Youth GO” -Holiday Inn Express (2019). Retrieved 18 March 2023 from <https://ishare.ifeng.com/c/s/7sYcIyNID8h>.

## 案例名称

### 智选假日酒店

## 理论依据

新媒体营销；事件营销

## 关键词

抖音；Z世代；互动；社区文化

## 背景资料

新冠疫情使得短视频和直播活动逐渐在人们生活中的占有重要地位，其中抖音短视频受众群体最广。目前抖音用户以 24-30 岁的年轻人(又称为 Z 世代)为主，占比超过 40%，其中具有良好教育背景资料的用户占比过半，且主要居住在一二线城市。他们刚刚步入职场，收入逐步提升，逐渐成为未来消费市场的有力增长点。由于在他们成长过程中的物质条件和消费环境十分优越，他们的消费观念也与其父辈相差甚远。Z 世代自主、独立、多元的特征，使其拥有开拓自身潜能的能力，能够为实现多重身份而努力突破。

## 营销策略

为了吸引年轻人消费，酒店行业的市场营销活动层出不穷，百花齐放。而洲际旗下智选假日酒店品牌定位客户群体也恰好是同一类型客户，推出了更符合年轻族群审美的客房和公共区域的设计，并基于住宿场景创造增量价值，更好地满足了当代消费者日益上升的个性化、差异化诉求。同时，推出了‘有智青年 GO’的概念及系列活动，为年轻人打造更加多元的酒店环境和创新的文化理念。希望能引领睿智且积极的生活态度，鼓励更多人加入到有智青年的队伍探索人生无限可能。

## 成果

1. 2020 年 4 月，智选假日酒店发布#有智青年 GO#话题，话题一经发布便吸引了大量用户的浏览和互动参与，截至目前该系列视频总点击量已突破 4,000 万，用户总互动数逾 600 万。活动上线仅 6 周，多家酒店员工积极参与活动，展现别样风采，活动话题页内集合了 1600 多条来自酒店员工创意视频，并达到了 200 多万的曝光。
2. 而在线下，品牌邀请了 15 位来自各行各业的“有智青年”代表，分享勇于突破自我的故事，传达品牌的“鼓励年轻人大胆探索人生多样可能性”的态度。
3. 在各地的智选酒店举办了涵盖电竞、体育、美食、手工等领域在内的众多活动，积极打造社区文化。针对年轻人的多元化的需求，通过在酒店内营造社区空间，从而与目标群体建立更为紧密的情感纽带。

## 反思与挑战

贴近当地社区是酒店行业的发展趋势。酒店与当地文化及社区的融合，可以吸引着更多周边消费群体，另一方面也会吸引有共同生活方式或者兴趣爱好的潜在客人居住到酒店内，并持续重复体验和参与互动。