

Case Name***M Chalet* -Shanghai Millennium Seagull Hotel****Theory**

Demand management; SWOT, Segmentation; Product innovation and development

Key words

Staycation

Background Information

Millennium Seagull Hotel Shanghai is in the center of Shanghai with a 60% afforestation ratio and 18,000 square meters of designed gardens and landscapes. The insufficient propagation of its valuable resources made many guests have left the hotel without knowing such a good environment, which was a waste of resources. Due to the restriction on trans-provincial travel after the epidemic, the suburban family-friendly resort hotels continue to be popular, and consumers prefer to take their holidays in a more natural environment. In the face of reduced MICE and business customers, Millennium Seagull Hotel needs to explore the consumption needs of the local customers and re-integrate and innovate the hotel products.

Marketing Strategy

1.By analyzing the "staycation" hotel products in the market, Millennium Seagull Hotel realized that more and more customers prefer to have their holidays close to nature in short-distance trips, as well as they put concerns on the privacy and hygiene of the vacation, and of which these aforementioned factors were made the focus of the customers.

2.By applying SWOT theory for the analysis of its advantages, Millennium Seagull Hotel created differentiated products and promoted them. Combining the advantages of the garden, the hotel created an "M Chalet," a Swiss-style house with a sloping roof and wide eaves in the core location. At the same time, various food and beverages such as chalet afternoon tea, chalet customized dinner, and outdoor picnic were offered altogether. The room products' attractiveness and revenue were both increased through room- packages and combo-sales, such as "family room + chalet afternoon tea" and other packages.

Outcomes

The promotion was an instant hit in the market, with bookings for the cabins boomed and F&B revenue increased. By making better use of the hotel garden, more guests familiarize themselves with the environment, which is one of the main advantages of the hotel in the competitive market.

Implications & Challenges

After the epidemic, the suburbs' family tour products are highly imitable. To avoid falling into the market price war, we need to insist on providing differentiated products and services and prioritize our product with more exposure for better recognition. What strategies can we take to increase guests' recognition and loyalty to the hotel brand?

Reference list:

M Chalet -Shanghai Millennium Seagull Hotel (2021), Retrieved 18 March 2023 from <https://sghexport.shobserver.com/html/baijiahao/2020/10/27/285738.html>

案例名称

M Chalet 花园小木屋-上海千禧海鸥大酒店

理论依据

需求管理理论;SWOT;细分市场;新产品开发

关键词

宅度假

背景资料

上海千禧海鸥大酒店位于上海市中心，绿化覆盖率高达 60%，拥有 18,000 平方米的花园和景观设计。由于对自身优势资源宣传力度不够，使得很多客人在离店时，未曾了解酒店有这样好的环境，也未曾到过花园，造成了资源的浪费。疫情后，由于跨省出游的限制，近郊的亲子、度假等类型酒店持续火爆，而消费者也更倾向于在接触自然的环境中度假。面对会展和商务客源减少的现状，千禧海鸥酒店需要挖掘本地客群的消费需求，对酒店产品重新整合和创新。

营销策略

1. 对市场中“staycation”酒店产品的分析，千禧海鸥大酒店了解到越来越多的客户对能够亲近自然的活动和短距离旅行的偏爱，以及对度假产品的私密程度，以及卫生状况的关注，并将这些内容作为产品设计的重点。
2. 通过应用 SWOT 理论对自身优势进行分析，千禧海鸥大酒店对现有产品进行差异化的创新并宣传和推广。结合花园的优势，在核心位置打造了一个“M Chalet”。同时推出了小木屋下午茶、小木屋定制晚宴、户外野餐等多场景应用的餐饮产品。通过与客房产品做一定的捆绑销售，如”亲子房+小木屋下午茶“等套餐，有效提升了客房产品的吸引力和收益。

成果

该营销推广计划一经推出即获得热捧，小木屋预订火爆，同时也带动了餐饮营收的提升。小木屋的推出盘活了整个花园的利用率，让更多客人知晓了酒店的花园环境，而花园正是酒店在竞争对手中的主要优势之一。

反思与挑战

疫情后，近途亲子游高度同质化，产品的过剩产生了典型的买方市场，只能依赖低价策略抢夺用户。为避免陷入市场价格战，坚持走产品和服务差异化路线，提高产品识别度和曝光率为首要任务。哪些策略可以提高客人对酒店品牌的认可和忠诚度呢？