

Case Name

Marketing Plan for Sanya Xidao Characteristic Tourism Destination – Wang Xiaokun

Theory

Digital marketing theory

Keywords

Ancient fishing village; Ethnic minority culture; Characteristic homestay; Tourism variety show; Social media marketing

Background Information

Xi Island, located in the center of Sanya Bay, is an ancient fishing village with more than 400 years of history. Although it only covers an area of 2.8 square kilometers, it has gradually been favored by tourists in recent years due to its unique island scenery and quaint fishermen's customs. However, before the epidemic, the tourism development of Xi Island had yet to reach a high level, and its popularity and influence were relatively limited.

The audience has always favored cultural and tourism variety shows in TV programs. In 2023, travel and cultural theme variety shows have become the top number of variety shows. According to the "Global Tourism Destination Analysis Report" data, 24.5% of Chinese tourists said that after watching a particular film and television variety show, they would be attracted to a destination they had never noticed. The "check-in point" at the filming location and taking the "same style as celebrities" route are gradually becoming the trend. In addition, new media marketing is also the most widely used, diversified, and innovative marketing method.

Marketing Strategy

1. Upgrade products

During the pandemic, Xi Island changed its management company. The new management company renovated and upgraded the original basic reception facilities, B&Bs, and entertainment facilities. It integrated the ancient fishing village and local ethnic minority cultural elements into the environment, creating unique B&B products.

2. Implanted cooperative promotion

During the epidemic, Xi Island cooperated with popular domestic travel variety shows, such as "Extreme Challenge" and "Hello Life," to showcase its beautiful scenery and unique culture through program recording and broadcast. Besides, the epidemic environment enhanced the audience's curiosity and yearning for Xi Island.

3. Social media marketing

While participating in filming travel variety shows, Xi Island also uses social media platforms such as Weibo, Douyin, and Xiaohongshu to invite Internet celebrities to check in and share their experiences. At the same time, tourists are encouraged to post travel notes and strategies on the platform to form word-of-mouth communication.

Outcomes

After a series of marketing activities, Xi Island's popularity has increased significantly, becoming a popular tourist destination in Sanya. Xi Island also ranks first in Sanya on Ctrip's list of popular attractions and has been on Dianping's must-do list for three consecutive years. On social media

platforms, discussions and sharing about Xi Island have continued to increase, attracting more tourists to come and experience it.

Implications & Challenges

In the fiercely competitive tourism market, continuously innovating marketing methods and tourism products to maintain Xi Island's attractiveness and competitiveness requires long-term consideration. In addition, in developing tourism products, the management team needs to balance maintaining and inheriting the authenticity of the ancient fishing village and ethnic minority culture and avoiding excessive commercialization.

案例名称

三亚西岛特色旅游目的地营销方案 - 王晓昆

理论依据

数字营销理论

关键词

古渔村；少数民族文化；特色民宿；旅游综艺节目；社交媒体营销

背景资料

西岛，位于三亚湾的中心位置，是一座拥有 400 多年历史的古老渔村。虽然面积仅有 2.8 平方公里，但因其独特的海岛风光和古朴的渔民风情，近年来逐渐受到游客的青睐。然而，在疫情之前，西岛的旅游发展并未达到较高水平，知名度和影响力均相对有限。

文旅类综艺一直是是电视节目一直备受众青睐的节目类型，2023 年旅行+文化题材类综艺节目更成为了综艺数量的 TOP1。据《全球旅游目的地分析报告》数据显示，24.5%的中国游客表示，会在观看某部影视综艺后，对一个从未关注过的目的地心动。而去取景地“打卡”，走“明星同款”路线，正逐渐成为当下潮流。另外新媒体营销也是目前应用最广泛、多样化、创新的营销手段。

营销策略

1. 升级产品

西岛在疫情期间，更换了管理公司，新的管理公司对原有基础接待设施、民宿、娱乐设施进行改造升级，对整体环境融入古渔村和当地少数民族文化元素，尤其打造了独具特色的民宿产品。

2. 植入式合作推广

西岛在疫情期间，与国内热门旅游综艺节目合作，如《极限挑战》、《你好生活》等，通过节目录制和播出，展示西岛的美丽风光和独特文化。也因着疫情环境，更增强了观众们对西岛的好奇与向往。

3. 社交媒体营销

参与旅行类综艺节目拍摄的同时，西岛也利用微博、抖音、小红书等社交媒体平台，邀请网络红人打卡并分享体验，同时鼓励游客在平台上发布游记和攻略，形成口碑传播。

成果

经过一系列的营销活动，西岛的知名度显著提升，成为三亚旅游的热门打卡地。西岛也在携程热门景点榜上位列三亚第一名，连续三年荣登大众点评必玩榜。在社交媒体平台上，关于西岛的讨论和分享也持续增加，吸引了更多游客前来体验。

挑战与反思

在竞争激烈的旅游市场中，如何持续创新营销手段和旅游产品，保持西岛的吸引力和竞争力，是一个需要长期考虑的问题。另外，在开发旅游产品的过程中，如何保持和传承古渔村和少数民族文化的原真性，避免过度商业化，管理团队需明智地平衡。