

Case Name**Time Travel to the Tang Dynasty-Courtyard by Marriot****Theory**

Experiential Marketing

Keywords

Immersion Cultural Experience

Background information

1.The large business or official meetings dominate the conference clientele of hotels. They bring huge demand of accommodation and catering to hotels along with purchasing the conference services. At the same time, the periodic meetings and conferences would make repeated clientele stable, which helps to increase the hotel's revenue. With the increasing demand for local activities by the conference clientele, the hotel has added products of tours and holidays merged with local culture while maintaining the demand of conferences. Guests experienced the essence of Mongolian culture and the demand for conferences and holidays were well balanced.

2.Xinchang, located in the eastern part of Zhejiang Province, was established as a county in the Tang Dynasty. It belongs to the economic region of Shanghai, Ningbo and Hangzhou. With her thousand-year-old culture of Buddhism, poetry of Tang Dynasty and local opera the Tunes, Xinchang is the birthplace of Chinese landscape poetry and landscape painting and as well as the place where the essence of the Tang Poetry Road, Buddhism Tours and Tea Ceremony can be found in eastern Zhejiang Province. As the first hotel in the Shaoxing region, Courtyard by Marriott Xinchang combines the local culture and history with the hotel's MICE services to develop a new conference and training product. The innovates hotel products that have local characteristics in the domestic conference market and strengthens the differentiation of brand to attract customers.

Marketing strategy

By combining history, culture, tea ceremony, Tang poetry and local cuisine, the hotel has created a unique cultural conference and training product - "Time Travelling through a thousand years and Dreaming the Tianmu Mountain ". Firstly, the abbot of the local Big Buddha Temple was invited to lecture guests Buddhism, and afterwards guests would have meditation courses and Big Buddha Longjing Tea Ceremony to experience the one-thousand-years culture of Buddhism. On the aspect of food and beverages, the hotel named the 15 dishes of the banquet inspired by the Tang poem "Dreaming of a Trip to Tianmu" written by Li Bai. Each dish matches a line of the poem, which perfectly merged the local cuisine of Xinchang, and brought guests' taste buds back to the Tang Dynasty. At the same time, the "Tianmu Poetry Banquet" was created with the local Xinchang opera - the Tunes about the famous characters in history.

Outcomes

Combining Tang poetry culture with Marriott's brand culture, the banquet provided target customers with a deeper understanding of the local culture with simulation of historical scenes and demonstrations. It was such a pleasant experience of vision and palate. The waiting staff dressed in Tang Dynasty costumes and accompanied with cascading performances when serving. It created an immersive cultural experience in

terms of culture + dining. This kind of dining experience left a lasting impression and continue to build the brand. It has established a differentiation strategy among other brands in the market. The Palace Banquet let customers merge themselves in the cultural experience and achieved the personal needs. It is a combination of traditional Chinese culture and hotel brand culture and gradually turning into a brand label. It is also an effective propaganda of brand culture.

Implications & Challenges

For a hotel brand to thrive, it should understand the needs and preferences of its customers better than the others and continuously generate consumers' interests in marketing. Differentiated marketing that combines local history with brand culture can produce good results in the market in short term. But in the long term, if the hotel wants to have sustainable development, it should focus on the needs of the target group and strengthen the combination of brand and culture to create a more personalized experience.

案例名称

穿越唐朝-浙江绍兴新昌万怡酒店

理论依据

体验营销

关键词

沉浸式文化体验

背景资料

1. 酒店的会议客群以大型商务或者官方会议为主，这些客户群在购买酒店会议服务的同时，还能为酒店带来大量的住宿需求和餐饮需求。同时，会议的周期性导致回音客户相对稳定，有利于提高酒店的收益。随着会议客群在当地活动需求的增加，酒店在维持会议需求的同时，添加了与本地文化想结合的旅游度假内容，让与会客人感受到蒙古文化的精粹，兼顾了会议与度假的需求。

2. 新昌，早在唐朝就有了县城的建制，位于浙江省东部，属于上海-宁波-杭州经济区域。新昌具有千年的佛教文化、唐诗文化及本地戏曲调腔，是中国山水诗、山水画的发祥地，也是浙东唐诗之路、佛教之旅、茶道之源的精华所在。作为万豪国际酒店集团在绍兴地区的第一家酒店，新昌万怡酒店将新昌本地的文化历史与酒店的会展服务相结合，研发出全新的会务研修产品，创新地在国内会议市场中提供颇具地方特点的酒店产品，以强化品牌自身的差异性来吸引客户。

营销策略

将历史文化、茶道唐诗和本地餐饮菜肴相结合，精心打造特色文化会务、研修产品-“穿越千年，梦游天姥山”。首先邀请本地大佛寺主持讲解佛道，通过禅修课程和品尝大佛龙井茶的佛茶体验课程，体验千年佛教文化。在餐饮产品上，结合唐诗文化-李白撰写的《梦游天姥吟留别》来命名宴会上的15道菜。每一道菜配一句唐诗，完美结合新昌本地菜肴，使客人的味蕾回到唐朝。同时，结合新昌本地戏曲-调腔，由演员装扮成历史上有名的人物造型，创造性地打造了“天姥唐诗宴”。

成果

将唐诗文化与万豪酒店集团的品牌文化相结合，通过场景模拟、展示等多种方式，让目标客户深入的了解当地文化，既赏心悦目又大饱口福。服务员都身着唐朝服饰，上菜的时候还会伴着串场演出，以文化+餐饮的形式，打造**沉浸式文化体验**。这种就餐形式将会在客人心中留下深刻印象，并不断成就品牌，在市场中与其他品牌形成差异化的策略。宫宴的模式就是让消费者身临其中，感受文化气息，满足个性消费需求。这是中国传统文化与酒店品牌文化相结合，逐渐变为品牌标签，同样也是品牌文化的有效传播。

反思与挑战

酒店品牌想要发展，就要比其他品牌更了解客户的需求及喜好，并不断通过营销引起消费者对品牌的兴趣。将当地历史与品牌文化相结合的差异性营销，短期内在市场上会产生很好的效果。但是长久来看，想要有长久的持续性发展，就要以目标群体需求为主，加深品牌与文化的贴合度，打造出更多的个性化体验。