

Case Name**Crowne Plaza Chengdu West****Theory**

Cross-border cooperation ; Sustainable Marketing

Key words

Charming Ranch summer camp

Background Information

As the first high-end international brand hotel in Chengdu High-tech Zone, Chengdu New Hope Crowne Plaza mainly targets business and conferences. Since there is an obvious difference between the high and low seasons of the market, but residents prefer outdoor activities and road trips, therefore it is considerable to develop products targeting the market of residents, which would reduce vacancy of hotel rooms and could make more revenue for the hotel. The New Hope Ranch, one hour drive away from Chengdu, covers an area of 383 acres. It is the most extensive dairy farm in Sichuan and a popular place for family activities. It would be a new marketing direction by combining agriculture and landscape with production facilities to develop tourism products. The key to agricultural tourism is to improve the interaction and experiences of guests. The agriculture + tourism approach would also improve the local economy.

Marketing Strategy

First in the local market, the Charming Ranch Summer Camp of 3-days and 2-nights was launched. In addition to the themed rooms, bakery workshops and family sports programme, the highlight of the event was the exploration tour of the New Hope Farm. Watching 1,500 imported Uruguayan cows closely, participants learned about the daily life of cows and the process of producing milk. They were also able to experience feeding calves and milking cows. The gala dinner was adequately arranged. It included a family seafood buffet along with local specialties. Participants were encouraged to post their experiences on social media apps to gain as much attention as possible.

Outcomes

The revenue earned from the plan was a good supplement of that besides the revenue earned at weekends, festivals, and holidays to the business hotel. It broke the traditional business model by increasing the volume of leisure customers and achieved good feedback. The key methods as utilizing internal resources, accurately capturing market demand, and innovating experiential services maximized the hotel room occupancy and food and beverage sales. Six of the themed packages were sold in eight months and the hotel made an 8% more revenue.

Implications & Challenges

For family guests, there was still a lack of detailed consideration as no children-friendly wash basin and furniture that was not safe to children, etc. Additionally, there should have been more consideration to selection of food and services that meet the needs of children.

案例名称

成都新希望高新皇冠假日酒店

理论依据

跨界营销；可持续营销

关键词

观光牧场夏令营

背景资料

作为成都高新区的首家国际高端品牌酒店，成都新希望皇冠假日酒店的目标市场主要是来自商务和会议。由于商务和会议市场的淡旺季相对明显，而本地居民都更加倾向于户外活动和自驾游，在这样的情况下，可以考虑通过开发针对本地市场的产品来降低房间的空置率，从而提高酒店在淡季的收益。距离成都市一个小时车程的新希望牧场，占地面积 383 亩，是四川地区最大的奶牛养殖基地，也是家庭活动的热门地。利用农业景观资源和生产条件开发旅游产品是一种新的市场方向。提高游客的互动体验感是农业旅游的核心。农业+旅游的方法，也对促进当地经济具有重要的作用。

营销策略

首次在本地市场推出 3 天 2 晚牧场夏令营。除了主题房间的布置、烘焙工坊、亲子运动等特点以外，活动的重点是在新希望牧厂进行“探索之旅”。在与 1500 头乌拉圭进口奶牛近距离接触的过程中，了解奶牛的生活习性和牛奶的产出过程，还能够体验挤牛奶和给小牛喂奶。餐饮的安排也是非常充分，除了本地特色小吃，还包含了一个家庭海鲜自助晚餐。鼓励活动的参加者在社交媒体上分享所有的活动体验，尽可能地赢得高关注度。

成果

此活动为商务酒店赚取周末与节假日客房收入之外，创造了一个很好的收入补充，通过增加休闲散客量，打破传统经营模式，取得良好客户反馈。利用内部资源，精准抓取市场需求，创新体验式服务，使酒店房间和餐饮利用率最大化。在整个 8 月销售了 6 期亲子牧场主题活动，是酒店的收益增加了 8%。

反思与挑战

针对家庭客人，商务酒店在设计上还存在一定的欠缺，如没有儿童洗手台、家具设计未考虑儿童的安全等问题。另外，儿童的饮食习惯和要求比较特殊，在菜品的选择和餐饮服务方面要多加考虑。