

Case Name**Fliggy Japan Kyushu Promotion****Theory**

Event Marketing

Key words

Japan Cherry Blossom Season; Kumamoto Bear

Background Information

1. According to the data of Fliggy, the tourists who travel to Japan during the cherry blossom season grew the fastest in March to April, with an average increase of 70%, far more than that of other months. Especially during the Ching Ming Festival holiday, cherry blossoms are in full blossom and international travel is on the rise. Japan has surpassed Thailand and enters its peak season of the year, ranking first in the popularity list of overseas destinations. More than 51% of the users of Fliggy are born in the 1990's, the young group has a strong aspiration for travel and is curious about novelties. Their travel consumption needs are diversified and personalized. By improving travel experience, the young people can appreciate more of the knowledge and culture attached to the travels. The travelers normally have a higher expectation of the quality of the tours as they become repeat customers of the same destinations. In addition to the first-tier cities we are familiar with, people are increasingly in the demand of hinterland tours and city tours of unconventional destinations are more desired by the young travelers. Bringing up new experiences and itineraries in Japan tours is a way to capture the attention of our targeted customers.

2. In addition to popular destinations such as Tokyo, Osaka and Kyoto, there are many unconventional places and cities that become increasingly popular with young travelers. Kyushu in Japan is one of the closest regions to China, and it takes only one and a half hours to fly from Shanghai to Kyushu, which is even faster than flying from Shanghai to Beijing. Kyushu's atmosphere is very different from that of Tokyo and Osaka. Its idyllic atmosphere, its overwhelming simplicity, and its rich and diverse tourism resources such as volcanoes, hot springs and theme trains, have made Kyushu an attractive destination for Chinese tourists who have been to other popular cities in Japan many times. The famous Japanese cartoon figure Kumamoto Bear is from Kumamoto, Kyushu, the cartoon bear was officially entitled as the first public servant and mascot of Kyushu for boosting tour sales and bringing happiness. While invigorating the economy and fame of Kyushu, the cartoon bear has become an extremely popular mascot for its cute image under unique franchising. It is now an incredible celebrity in both Japan and overseas.

Marketing strategy

Fliggy and JR Kyushu created an experience tour with the theme of small trains and cherry blossoms in Kyushu and created a marketing campaign for the cherry blossom season. Meanwhile, Fliggy's travel mascot Fei the pig and Kumamoto Bear's super IP interaction Kumamoto Bear specially invited Flying Pig to his office to dance and stroll under the cherry blossom trees at the global fans gathering 3 P.M. sharp every afternoon. The hilarious interaction between the two goofy internet celebrities was live streamed

for global visitors that caught the attention of the Japan National Tourism Organization, which personally came along to promote the event together that further strengthened Kyushu influence on Chinese tourists.

Outcomes

The number of people booking trips to Kyushu in 2018 on Fliggy increased nearly 50% year-on-year, with many animation lovers and family-oriented travelers choosing to visit Kyushu. Relying on Ali's big data and strong platform, the destination IP products were enriched with marketing tools that the younger generation is keen on, ultimately forming a high loyalty that can encourage more users to hit the road.

Implications & Challenges

The service providers on Fliggy have been far more accessible than other OTAs in terms of simple booking process and efficient service. The special combination packages and customized services implemented by Fliggy have been sought after by the market, but the after-sales service of the service suppliers have been criticized and the reputation has been affected. How can we solve the problem?

案例名称

飞猪日本九州线路销售

理论依据

事件营销

关键词

樱花季；熊本熊

背景资料

1. 据飞猪网数据显示，樱花季赴日旅游的游客在 3-4 月增长最快，平均增幅达 70%，远超其他月份。尤其是清明节假期，樱花盛开，“国际周边游”兴起，日本超越泰国，迎来了一年中的旅游旺季，位居海外目的地人气榜首。飞猪 51%以上的用户是 90 后，这个年轻群体对旅游有着强烈的精神需求，对新鲜事物充满好奇。他们的旅游消费需求是多元化和个性化的。通过提升旅游体验感、文化感和内容感来激发年轻用户的价值认同。对同一目的地的重复访问需求不断增加，对旅游度假的品质需求也不断提升。除了熟悉的一线城市，深入腹地的城市游需求也在增长，小众的城市游也受到了年轻游客的青睐。能够开发日本旅游的新玩法和新行程，是抓住目标客户的手段之一。

2. 除了东京、大阪和京都等热门目的地之外，还有许多小众地区和城市也越来越受到年轻旅行者的欢迎。九州是日本离中国最近的地区之一，从上海飞往九州只需要一个半小时，比上海到北京还要快。九州的氛围与东京和大阪截然不同，它的田园风光、扑面而来的淳朴气息，以及火山、温泉、主题列车等丰富多样的旅游资源，让多次到日本其他热门城市旅游的中国游客感到新鲜。日本著名网红熊本熊来自九州熊本县，是熊本县的销售部长和幸福部长，是熊本县的本土吉祥物，2011 年被授予熊本县销售部长和幸福部长，成为日本第一个吉祥物公务员。在振兴熊本县经济、提升熊本县知名度的同时，熊本熊依靠自身天真烂漫的形象和独特的授权经营，成为世界上极受欢迎的吉祥物，在日本和国外获得了难以想象的知名度。

营销策略

飞猪与 JR 九州共同打造了以九州小火车和樱花为主题的体验之旅，并针对樱花季打造了营销活动。同时，飞猪的旅行吉祥物小猪飞和熊本熊的超级 IP 互动熊本熊在每天下午 3 点准时举行的全球粉丝见面会上，特别邀请飞猪到自己的办公室，在樱花树下跳舞、散步。这两位呆萌的网络名人之间的搞笑互动并向全球游客直播，甚至引起了日本国家旅游组织的注意，他们亲自下来宣传，并进一步扩大九州旅游目的地对中国游客的影响力。

成果

2018 年飞猪上预订日本九州旅游的人数同比增长近 50%，很多动漫爱好者和亲子人群选择去九州旅游。依托阿里的大数据和强大的流量，在目的地 IP 产品中丰富了年轻一代热衷的营销手段，最终形成了高粘度的用户聚集群体，激发了用户对目的地的冲击。

反思与挑战

飞猪平台提供的服务商在简单的预订流程和便捷的服务方面已经远远超过其他同类 OTA，飞猪推行的特色组合套餐和定制化服务受到市场追捧，但旅游产品供应商的售后服务却饱受诟病，口碑受到影响，如何解决这个问题？