

Case Name

"Champion" theme promotion --Blossom Hill Inn Suzhou Tanhua fu

Theory

New product Innovation; Theme Promotion.

Key words

Intangible Cultural Heritage

Background information

1.From the centuries-old feudal civil service exam to the college entrance exam, the examination system in China for selecting talents has developed for thousands of years. The performance of the current examination is the key to a student's future study and career. When the college entrance examination kicks off every year, the topics related to it immediately attract more attention. The students want to achieve good academic performance as it is essential for their future. That's why the top-notch students will become the center of focus every year after the exam scores are announced.

2.As a representative of the world intangible cultural heritage of ancient Chinese architecture - Suzhou gardens, Blossom Hill Inn Suzhou Tanhua fu was the former residence of the Pans, a famous local family in Suzhou. The owner's name was Pan Shien, the first scholar of the Qing Dynasty during the Qianlong period who served four emperors for 50 years and revered as the "Scholar Chancellor." In 1834 the Pan family received special permission from emperor Daoguang to transform the old mansion into a sizable complex with three adjacent houses standing in each of its five courtyards. The Pan family was distinguished and influential; many of its descendants were talented and served the government.

Marketing Strategy

Because of the profound historical and cultural background, the hotel offers rooms with the theme of "Champion" or "Talent" for local students as they all believe staying in those rooms would bring inspiration and good luck. During the college entrance examinations, they will be able to experience the intense atmosphere of the ancient academic environment and be more likely to achieve success as they wish.

Outcomes

Once the promotion of "Champion" or "Talent" rooms had started, it triggered a strong response in the local market, and the rooms were soon fully booked. The following year, Blossom Hill Inn Suzhou Tanhua fu did another promotion in the same way for the provincial middle school entrance exam, which also came out with good results.

Implications & Challenges

1.Apart from decorating the theme rooms, is there any other way that can enhance the brand effectiveness and increase revenue by providing additional services?

2.Many castles in Europe have been transformed into hotels. Is it possible for Suzhou to follow suit? Why?

案例名称

“探花郎高考房”苏州花间堂探花府

理论依据

新产品开发；主题营销

关键词

非物质文化遗产

背景资料

在中国，选拔人才的考试从古时候的科举制度发展为现在的高考。高考成绩的好坏将决定学生未来的大学。每年高考来临之际，与它有关的话题立刻就会变成关注的焦点。而学生和他们的家人都希望取得好的成绩。所以每年考试的成绩公布之后，第一名都会成为热点人物。苏州花间堂探花府，是作为世界非物质文化遗产中中国古代建筑-苏州园林的代表，它的前身为苏州名门望族潘家的府邸。主人名叫潘世恩，为清朝乾隆年间的状元，为官五十年，历经四朝，被称为“状元宰相”和“四朝元老”。道光十四年，潘家得到皇帝御赐，将苏州老宅子改造成三落五进的大型古宅，即为今天的探花府。潘家门第显赫，子孙中多为人才。

营销策略

根据探花府的历史背景资料，酒店做出新产品开发，在高考期间特推出“探花郎高考房”，让在周边考点参加高考的同学入住酒店备考。学生入住酒店后感受到浓郁的书香氛围，更容易金榜题名。

成果

高考主题的客房预定活动一经推出，在当地市场产生强烈反响，很快销售一空。酒店从第二年开始，用同样的促销方式在当地中考期间推广，也取得了良好的效果。

挑战与反思

1. 除了考试主题房间以外，是否可以通过提供其他的服务，不仅可以强化酒店的品牌效应，更可以带来更大的收入呢？
2. 欧洲有很多城堡经过改造后成为了城堡酒店。那么苏州的这家酒店是否可以按照这个方向进行改造？为什么？