

**Case Name**

"Have fun during the Lantern Festival, enjoy Heilongjiang with one click" – Promotional marketing campaign – Zhang Shuang

**Theory**

Digital marketing theory

**Keywords**

"Enjoy Heilongjiang with one click" applet; promotional fees; Tourism experience; Marketing promotion.

**Background Information**

In the context of China's comprehensive digital China development strategy and the active promotion of intelligent tourism, Heilongjiang focuses on the application of information technology in tourism, launched a set of consulting, booking, payment, and other functions in one of the "One-click in Longjiang" Mini-APP for tourists to provide the whole process of intelligent service. The Mini-APP was launched at the beginning of 2024; it not only realizes the diversified functions of tourism products such as online booking, guided tours of museums, inquiry of shopping list, search of travel plans, display of local tourism resources, intelligent customer service, submission of complaints and suggestions, etc., also successfully integrated the province's 10327 hotels, 1027 home-stays, 333 scenic spots and 8217 vacation route resources, providing tourists with a convenient and comprehensive travel experience. On February 24, the 2024 "Happy Lantern Festival, one-click in Longjiang" was held at five significant venues in Harbin. Through flash mob performances, gourmet food tasting, gift distribution, and heartwarming service, we set off a "One button to enjoy Longjiang" enthusiasm.

**Marketing Strategy**

During the Lantern Festival, a variety of promotion activities under the theme of "Enjoy Heilongjiang with one click" were carried out at the main venue of Harbin Sophia Cathedral and the branch venues of Harbin West Railway Station, Harbin Railway Station, Harbin Taiping Airport, and Harbin Central Street. The main venue set up six theme areas, including winter resource display, preferential product promotion, food tasting, ice and snow gift distribution, warm service, and tourist interaction, showing the charm of Heilongjiang's cultural tourism through creative activities to attract tourists to participate. The branch venues attracted tourists to pay attention to the mini APP by distributing gifts, displaying tourism resources, violin flashmob performances, creative photos, etc., which created an intense activity atmosphere and enhanced the interactive experience. The "Never-ending excitement, grateful for you" 9.9-yuan scenic spot ticket promotion activity was launched in Harbin Ice and Snow World, Four Seasons Pavilion, Sun Island Snow Expo, Polar Park, Siberian Tiger Park, and other well-known scenic spots in the province.

The promotion activities posted fun posters online, invited cultural and tourism experts and news media to carry out promotions, and distributed cross-border advertisements such as scanning codes, which tourists warmly welcomed.

**Outcomes**

The "Have fun during the Lantern Festival, enjoy Heilongjiang with one click" activity attracted 45,000 people to participate through online and offline promotions. The number of web page

visitors was 114,600, which effectively increased the number of users of the mini APP, accurately achieved the goal of obtaining new users, and let more tourists fully understand the tourism resources of Heilongjiang. Based on the practical travel reservation, travel destination recommendation, city introduction, cultural services, and other functions of the mini APP, the needs of tourists were well satisfied before, during, and after the tour. On the event day, tourists were invited to visit Heilongjiang in the Year of the Dragon, effectively stimulating tourism consumption throughout the province and setting the stage for Heilongjiang culture and tourism to have a more flexible and younger IP image.

### **Implications & Challenges**

The "Enjoy Heilongjiang with one click " applet uses marketing methods such as tourism coupons, membership benefits, and venue reservations to solve the problem of insufficient users and maintain user flow. Heilongjiang Province should take advantage of the popularity of ice and snow tourism, provide intimate services to tourists, rely on digital technology, integrate cultural and tourism resources across the region, and continue to create a "Smart Tour of Heilongjiang."

## 案例名称

“欢乐闹元宵，一键玩龙江”——促销费营销推广活动 - 张爽

## 理论依据

数字营销理论

## 关键词

“一键玩龙江”小程序；促销费；旅游体验；营销推广

## 背景资料

在我国全面推进数字中国发展战略，积极推动智慧旅游建设的时代背景下，黑龙江省聚焦文旅旅游信息化应用，推出集咨询、预订、支付等功能于一体的“一键玩龙江”小程序，为游客提供全流程的智慧化服务。该小程序于 2024 年初正式上线，不仅实现了旅游产品的旅游产品在线预订、博物馆导览、特色榜单查询、旅行攻略检索、地方旅游资源展示、智能客服咨询、投诉建议提交等多元化功能，还成功整合了全省 10327 家酒店、1027 家民宿、333 家景区及 8217 条度假线路资源，为游客提供了便捷、全面的旅游服务体验。2024 年 2 月 24 日，“欢乐闹元宵，一键玩龙江”主题活动在哈尔滨五大场地举行，通过快闪表演、美食品尝、礼物派发、暖心服务体验等环节，掀起了“一键玩龙江”小程序的关注热潮。

## 营销策略

元宵节期间，在哈尔滨索菲亚大教堂主会场及哈尔滨西站、哈尔滨火车站、哈尔滨太平机场、哈尔滨中央大街分会场开展了丰富多彩的“一键玩龙江”推广活动。主会场设立六大主题区域，包括冬季资源展示、特惠产品推介、美食品尝、冰雪礼物赠送、暖心服务及游客互动，通过创意活动展现黑龙江文旅魅力，吸引游客参与。分会场以派发礼物、旅游资源展示、小提琴快闪表演、创意打卡拍照等形式吸引游客关注小程序，营造浓郁活动氛围，增强互动体验。推出“精彩不停，感恩有你”9.9 元景区惠民门票促消费活动，涵盖哈尔滨冰雪大世界四季馆、太阳岛雪博会、极地公园、东北虎林园等省内知名景区，促销费活动上线趣味海报，邀请文旅达人和新闻媒体进行传播联动，派发扫码等跨界宣传，受到了游客的热烈欢迎。

## 成果

“欢乐闹元宵，一键玩龙江”活动，通过线上线下联动推广，吸引 4.5 万人参与活动，访问页面数 11.46 万，有效增加小程序用户客群，实现精准拉新，让更多游客全面了解黑龙江全域旅游资源。基于小程序实用的旅游预订、旅游榜单推荐、地市介绍、文化服务、咨询建议功能，“一站式”满足游客的游前、游中、游后服务需求。活动当天，通过推出“精彩不停，感恩有你”9.9 元景区惠民门票促消费活动，邀请游客龙年游龙江，有效拉动全省旅游消费，为龙江文旅赋予更灵动、更年轻的 IP 形象。

## 挑战与反思

“一键玩龙江”小程序运用发放旅游消费券、会员权益、预约场馆等市场营销手段，有效解决用户流量获取与留存的问题。黑龙江省应借力冰雪旅游热度，以为游客提供贴心服务为本，依托数字技术，整合全域文旅资源，持续打造“智游龙江”畅赏之旅。