

## **Case Name**

Xinjiang Altay Skiing Tourism Marketing Strategy – Pan Hongling

## **Theory**

Digital marketing theory

## **Keywords**

Xinjiang Altay; Skiing Haven; Winter Olympics; Ice & Snow sports; Ski resort check-in spot; Altay Ski Card; Tourism marketing

## **Background Information**

Xinjiang Altay is the “origin place of human skin.”. Its unique natural scenery and abundant snow resources make it a natural holy land for skiing in China. Since the successful hosting of the Winter Olympics, a wave of ice and snow sports has been set off across the country. In this context, Altay’s way of using unique resources to attract tourists through effective marketing strategies and increasing customer loyalty has become a case worth researching.

## **Marketing Strategy**

### **1. Create a hot check-in spot for skiing**

Promote the romantic sunset skiing scene of General Mountain through social media and attract tourists to experience the perfect combination of skiing and natural landscape. This strategy increased the popularity of skiing in Altay and made General Mountain a must-see place for ski enthusiasts. General Mountain, a well-selected natural attraction in Altay for its beautiful sunset, has created unforgettable perspectives and backgrounds with its unique geographical features and made tourists crave filming and sharing. Convenient transportation, food catering, and resting areas near the attraction were also ensured by the local authority so that tourists could enjoy the beautiful scenery while having a comfortable experience. Convenient services can encourage tourists to stay longer and increase the opportunity for encompassing consumption. By working with Internet influencers or KOLs, the unique experience and beautiful scenery of the check-in location have been shared on major social platforms, triggered topics, and attracted public attention. The high-quality pictures and videos can effectively convey the destination's charm and stimulate desire from potential tourists. In addition to natural landscapes, Altay created unique cultural highlights and interactive art installations that gave tourists an exceptional experience. These unique experiences will likely spread on social media and attract more tourists to explore Altay. High-quality pictures and videos can effectively propagate the destination's charisma to spur potential tourists' interest. Clear reminders, such as free WIFI, hashtags, and check-in spots, have been placed at the tourist attraction, encouraging the tourists to share their experiences on social media platforms. This user-generated content (UGC) can effectively serve as word-of-mouth promotion that attracts more attention from visitors.

### **2. Altay Ski Card Marketing**

Altay Tourism Group has promoted a discount card for tourists – the Altay Ski Card, which includes unlimited skiing for General Mountain, Keketuohai, and Hemu for six months. In this way, not only is the cost of a single visit for tourists reduced but also their returning possibility significantly increased. Therefore, the income from related accommodation, catering, and equipment rental sectors will increase correspondingly. By

providing this Altay Ski Card throughout the snow season, the probability of revisiting the Altay ski resorts by tourists has increased dramatically. This has enhanced tourists' loyalty to the Altay region and promoted word-of-mouth marketing. Due to the terms and conditions of the Altay Ski Card, 13 visits, the skiers can cover the entire card cost, and the more they ski, the more cost-effective it will be. This policy can help attract more tourists with limited budgets who love skiing and increase the number of tourists. Thus, the related consumption is prompted: to ski here, tourists need food, accommodation, and other services such as renting ski equipment. This has brought additional income to the hotel, catering, and retail business in the Altay region and promoted the growth of the local economy. Market differentiation: As an innovative marketing tool, Altay Ski Card makes Altay stand out among many ski destinations, providing customers a unique experience with higher market competitiveness. Data collection and customer relationship management: Through the marketing of the Altay Ski Card, Altay Tourism Group can collect a large amount of data on tourists' preferences and behaviors, providing references for future market strategies and helping build closer ties with tourists. Uplift the regional brand image: The release of the Altay Ski Card and its successful marketing activities have increased Altay's popularity and image as a ski resort, attracting more attention from domestic and foreign tourists.

### **Outcomes**

These marketing strategies have achieved remarkable results. The online influencer effect of General Mountain skiing resort has attracted many tourists, and the launch of the Altay Ski Card has significantly increased the number of skiing tourists and their time of stay. Data shows that compared with before the marketing campaign, tourists' average stay time and consumption in the scenic area have increased significantly. The increase in income for hotels and ski resorts has, in return, improved the development of tourism in the entire Altay region.

### **Implications & Challenges**

Although these marketing strategies have achieved good results so far, we still need to improve income for hotels and ski resorts as, in return,s. For example, how can we cope with the sudden influx of tourists during peak season while maintaining service quality and avoiding excessive consumption of the natural environment and resources? How can we further expand domestic and foreign markets? To address issues, Altay needs to continue deepening the innovation and application of marketing strategies in subsequent development while focusing on sustainable long-term development. The implementation and analysis of this marketing strategy have brought new growth to Altay's tourism industry and provided marketing references for other tourist attractions.

## 案例名称

新疆阿勒泰滑雪旅游营销策略 - 潘虹伶

## 理论依据

数字营销理论

## 关键词

新疆阿勒泰；滑雪天花板；冬奥会；冰雪运动；网红滑雪地；泰滑卡；旅游营销

## 背景资料

新疆阿勒泰被誉为“人类滑雪的起源地”，其独特的自然风光和丰富的雪资源使其成为中国滑雪运动的天然圣地。随着冬奥会的成功举办，全国掀起了一股冰雪运动的热潮。在这样的背景下，阿勒泰如何利用其独有的资源优势，通过有效的营销策略吸引游客，并增强游客粘性，成为了值得探讨的案例。

## 营销策略

### 1. 打造网红滑雪打卡视频点

通过社交媒体推广将军山日落滑雪的浪漫场景，以此吸引游客前来体验滑雪与自然美景的完美结合。该策略不仅提升了阿勒泰滑雪的知名度，而且使得将军山成为了滑雪爱好者心中的必去之地。阿勒泰地区精心选择了将军山日落等自然美景，利用其独特的地理和自然特色，打造了令人难忘的视角和背景，让游客产生强烈的拍摄和分享欲望。确保打卡点附近有便利的交通、餐饮、和休息区，让游客在享受美景的同时也能获得舒适的体验。提供便利的服务可以鼓励游客停留更长时间，增加周边消费的机会。通过与网红或 KOL 合作，在各大社交平台上分享打卡地点的独特体验和美丽风景，引发话题并吸引关注。使用优质的图像和视频内容可以有效传达目的地的魅力，激发潜在游客的访问欲望。除了自然景观以外，阿勒泰还可以通过创造特色文化体验或互动艺术装置，让游客获得独一无二的体验。独特的体验更容易在社交媒体上形成传播，吸引更多游客前来探索。在景点设置清晰可见的分享提示，如提供免费 Wi-Fi、设置专用的社交媒体分享标签和打卡点，鼓励游客在社交媒体上分享他们的体验。这种用户生成的内容（UGC）可以有效地作为口碑推广，吸引更多人关注并访问。

### 2. 泰滑卡营销

阿勒泰旅游集团推出了一项针对游客的优惠政策——泰滑卡，该卡覆盖三大顶级滑雪场（将军山、可可托海、禾木），提供六个月无限次数滑雪的权益。通过这种方式，不仅降低了游客的单次游玩成本，还大大增加了游客回访的可能性，从而间接提高了住宿、餐饮及装备租赁等相关产业的收入。通过提供一个季卡，允许游客在整个雪季期间无限次数访问三个顶级滑雪场，大大增加了游客再次访问阿勒泰滑雪场的概率。这不仅增加了游客对阿勒泰地区的忠诚度，也促进了口碑营销。基于泰滑卡的价格结构，游客只需滑雪 13 天就能收回成本，越滑越划算。这种策略吸引了更多预算有限但热爱滑雪的游客，增加了游客流量。带动周边消费：游客在使用泰滑卡期间，除了滑雪外，还需要食宿和其他服务，如滑雪装备租赁等。这为阿勒泰地区的酒店、餐饮业和零售业带来了额外收益，促进了当地经济的发展。市场差

异化：泰滑卡作为一项创新的营销工具，使得阿勒泰在众多滑雪目的地中脱颖而出，提供了与众不同的消费体验，增强了市场竞争力。数据收集与客户关系管理：通过泰滑卡的销售和使用情况，阿勒泰旅游集团能够收集到大量关于游客偏好和行为的数据，为未来的市场策略调整提供参考，同时也有助于构建与游客之间更紧密的联系。提升地区品牌形象：泰滑卡的推出和营销活动的成功执行，提升了阿勒泰地区作为滑雪胜地的知名度和品牌形象，吸引了更多国内外游客的关注。

## 成果

这些营销策略取得了显著成效。将军山滑雪的网红效应吸引了大量游客慕名而来，而泰滑卡的推出使得游客的滑雪次数和停留时间有了显著增加。数据显示，相较于营销活动前，游客的平均停留时间以及景区内的消费额均有了大幅提升，提高了酒店和滑雪场的收入，同时也促进了整个阿勒泰区域旅游业的发展。

## 挑战与反思

虽然目前这些营销策略已经取得了不错的成果，但还存在一些值得改进的地方。例如，如何在保持服务质量的同时应对高峰期游客量的激增，避免对自然环境和资源的过度消耗；如何进一步拓展国内外市场，提升阿勒泰滑雪旅游的国际知名度等。这些问题的解决，需要阿勒泰在接下来的发展中，继续深化营销策略的创新与应用，同时注重可持续旅游的发展理念，以确保长期的发展。通过这次营销策略的实施与分析，不仅为阿勒泰的旅游业带来了新的增长点，也为其他旅游景区提供了可借鉴的营销案例。