Case Name
The Westin Pazhou Hotel Buffet Restaurant Promotion
Theory
Positioning
Keywords
Buffet; Facial recognition system

Background information
The COVID-19 pandemic has caused unprecedented revenue declines in the hotel industry. The Westin Pazhou Hotel, which targets conference and exhibition clients, has been dramatically affected by the pandemic policies that have postponed meetings and events, resulting in a significant decrease in occupancy rates. The Westin Pazhou Hotel launched a year-long Diamond Card promotion offering unlimited buffet access to increase revenue.

Marketing strategy
The marketing strategy includes the Diamond Card, which allows unlimited access to the buffet during breakfast, lunch, and dinner for a year. Guests can also bring a child under six years old or a senior over 65 to dine for free each time they use the card. This promotion is being jointly promoted with Alibaba and sold on various platforms, including Fliggy, the Westin Pazhou Hotel official website, WeChat mall, and Taobao Live. To support the launch of this product, Westin Pazhou Hotel and Alibaba has developed a facial recognition system that is installed at the restaurant entrance. Guests only need to register once, eliminating the need to register before each meal and allowing them to enter the restaurant directly. This system also helps establish the hotel's data statistics and customer profiles, laying the foundation for future product promotions.

Outcomes
Westin Pazhou Hotel's buffet diamond card sales sold 318 cards in the first four hours, with total revenue exceeding **2 million yuan**. The media reported on it over 100 times, which sparked strong reactions and discussions within the industry.

Implications & Challenges
During the pandemic, this marketing campaign brought significant cash flow, gained tremendous market attention, and opened new ideas for promotion. Based on this success, Westin Pazhou Hotel has launched a series of F&B and hotel products that have performed well.

案例名称
广交会威斯汀酒店自助餐厅促销
理论依据
市场定位
关键词
自助餐；人脸识别系统

背景资料
新冠疫情使酒店行业陷入了前所未有的收入低谷。广交会威斯汀酒店的目标市场是会议会展客户。由于疫情政策影响导致会议活动推迟或者取消，酒店的入住率大幅度降低。广交会威斯汀酒店推出了全年自助餐无限畅吃的钻石卡活动，希望借此提高酒店的收益。

营销策略
广交会威斯汀酒店推出的全年自助餐无限畅吃钻石卡，可以在一年内无限次地在早午晚餐时段使用。客人每次使用钻石卡，可免费携带一名 6 岁以下儿童或者 65 岁以上长者一起用餐。这项活动与阿里巴巴联合推广，并在飞猪官网，广交会威斯汀官网微信商城，淘宝直播等平台销售。为了配合这项产品的上线，广交会威斯汀与阿里巴巴的合作开发了人脸识别系统。这个系统设置在餐厅门口。客人仅一次注册，就可以省去每次用餐前登记的困扰，即可直接进入餐厅用餐。同时，为建立酒店的后台数据统计和客户档案，以及后期新产品的推广确定目标客户打下基础。

成果
广交会威斯汀酒店推出的全年无限期自助餐钻石卡销售活动，在首 4 小时内就卖出 318 张，总收入超过了 200 万，媒体报道超过 100 次，引来了市场的强烈反响和行业内热议。

挑战与反思
这次营销活动不仅使广交会威斯汀酒店在疫情期间带来了一笔可观的现金流，收获了超人气的市场关注，也为酒店在餐饮产品的推广开辟了新的思路。在此基础上，广交会威斯汀酒店陆续推出的一系列餐饮和酒店产品都得到了较好的收益。

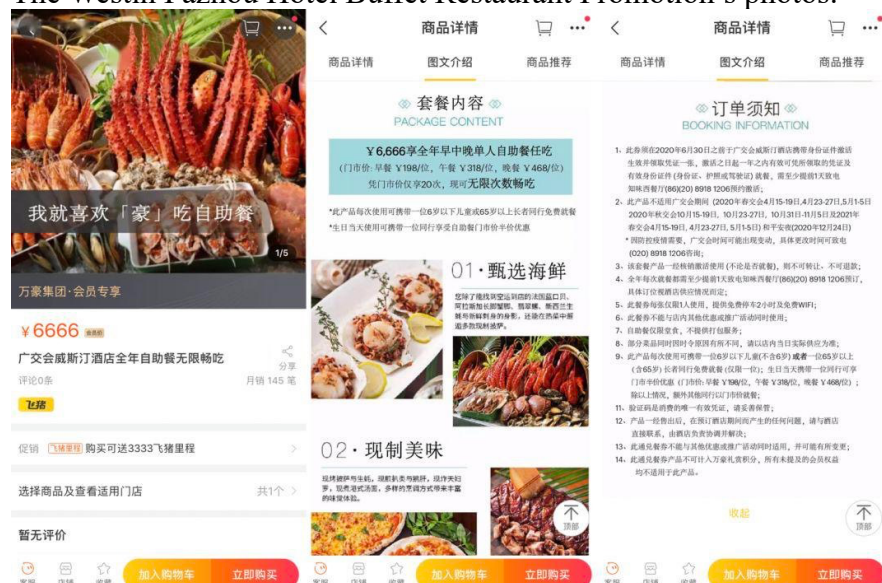The Westin Pazhou Hotel Buffet Restaurant Promotion's photos:

Figure 1. The Westin Pazhou Hotel Buffet Restaurant Promotion Package Content
(*https://www.sohu.com/a/384075867_143284*)

Figure 2. The Westin Pazhou Hotel Buffet Restaurant Promotion Package Content
(*https://www.sohu.com/a/384075867_143284*)

Reference list:

The Westin Pazhou Hotel Buffet Restaurant Promotion Package Content，digital image, viewed 21 May 2023, < *https://www.sohu.com/a/384075867_143284* >