

Case Name

The Beaver Playground- *InterContinental* One Thousand Island Lake Resort

Theory

Integrated Marketing; Positioning

Keywords

Ali Park; IP; Medias

Background information

With increasing competition from mid-to-high-end vacation chain hotels entering the market, the aging hardware, lagging management, and outdated technology of old hotels have led to a decline in competitiveness. Consumers no longer favor products and services, and the overall market demand continues to decline. InterContinental One Thousand Island Lake Resort opened in 2010. In the first 3-5 years of its opening, it became a popular hotel in the Thousand Island Lake resort area. With the establishment of new hotels in the region, it faces enormous market competition. Improving InterContinental One Thousand Island Lake Resort's market competitiveness, winning consumers' attention again, and maintaining stable revenue growth is a considerable challenge for the hotel.

Marketing Strategy

The office area used when the hotel was preparing to open had an area of 1,800 square meters. However, after the hotel started operating, this area was idle. To improve the hotel's resource utilization, the InterContinental One Thousand Island Lake Resort transformed this area into a children's playground. It used the Chinese original cartoon character Ali as the trademark of the children's playground. On August 1, 2017, Ali Park held a grand opening ceremony. InterContinental One Thousand Island Lake Resort also created an official account for Ali Park on social media platforms and reported and promoted it through the media of Zhejiang Province and IHG's official channels. It attracted significant attention in the Thousand Island Lake and Yangtze River Delta regions.

Outcomes

During the summer vacation period in July and August, the attention of many families and self-driving tourists in Zhejiang Province was attracted by promoting the Ali IP. This marketing activity brought more than 5 million yuan in revenue to the hotel, surpassing the same period last year by 30%. At the same time, it upvalued InterContinental One Thousand Island Lake Resort's brand image and improved revenue and profitability.

Implications & Challenges

Hotel development needs to keep up with market trends, highly focus on market The development of hotels requires keeping up with the trends of the market. By paying close attention to the market's demands, accumulating feedback from guests, and combining it with the needs of consumers, hotels could develop products that meet industry requirements, enhance their unique features, and improve their brand image.

案例名称

阿狸儿童乐园-千岛湖洲际度假酒店

理论依据

整合营销；市场定位

关键词

儿童乐园；IP；媒体

背景资料

面对越来越多的中高端度假型连锁酒店进入市场竞争，老牌酒店的硬件老化，管理滞后与技术陈旧，导致竞争力下降；产品和服务不再受到消费者的青睐，市场总需求不断下滑。千岛湖洲际度假酒店于 2010 年开业。在开业的前 3-5 年，它成为了千岛湖度假区的热门酒店。随着区域内新酒店的成立，面临着巨大的市场竞争，如何使千岛湖洲际度假酒店提升市场竞争力，再次赢得消费者的关注，保持酒店收益的稳定增长是该酒店面对的巨大挑战。

营销策略

酒店筹备开业时所使用的办公室区域有 1800 平米。但是，在酒店开始营业后这个区域处于闲置的状态。为了提高酒店资源的利用，千岛湖洲际度假酒店将这个区域改造成儿童乐园，并使用中国原创卡通形象阿狸作为儿童乐园的商标，命名为阿狸乐园。2017 年 8 月 1 日，阿狸乐园进行了盛大的开园仪式。千岛湖洲际度假酒店为阿狸乐园创建的官方微博和账号，并在社交媒体平台，浙江省内的媒体及 IHG 官方宣传的渠道进行报道和推广，在千岛湖地区，甚至长三角地区引起了市场的轰动。

成果

在 7-8 月的暑假期间，通过推广阿狸这个 IP，吸引了浙江省内很多家庭和自驾游客人的注意力。这项市场营销活动给酒店带来了 500 多万的收入，超越去年同期 30%。同时，也使千岛湖洲际度假酒店品牌又焕发了青春，提升收入和盈利。

挑战与反思

酒店的发展需要紧跟市场发展的趋势。只有高度关注市场的需求趋势，积累客人反馈的信息，和消费者的需求相结合，开发符合行业需求的产品，才可以增强酒店的特色，提升酒店的品牌形象。

InterContinental One Thousand Island Lake Resort Beaver Playground's photos:



Figure 1. Reading Corner (https://www.sohu.com/a/162251105_501135)



Figure 2. Jumping Castle (<https://www.72min.com/wordwall/15443.html>)



Figure 3. Trampoline Park (https://www.sohu.com/a/162251105_501135)

Reference list:

InterContinental One Thousand Island Lake Resort Beaver Playground's photos, digital image, viewed 17 May 2023, < https://www.sohu.com/a/162251105_501135>