

Case Name

Cultural research improves customer viscosity of Zhejiang Qingtian Import Commodity City – Zheng Hong

Theory

The theory of cultural capital

Keywords

Import trade; Western food experience; Immersive retail experience

Background Information

The Import Commodity City in the hometown of overseas Chinese in Qingtian County, Zhejiang Province, was built in 2015, with a planned area of 290,000 square meters. The market was built in two phases. Four markets and a red wine center have been built in the first phase, with a total area of 90,000 square meters. Two hundred seventy-seven companies operate more than 100,000 imported goods from more than 70 countries (regions), with cumulative sales exceeding 17 billion yuan. The development of the Import Commodity City has facilitated the procurement of Western food ingredients. Since 2016, more and more overseas Chinese have returned from Europe to start specialty Western restaurants. Over 600 wineries, Western restaurants, and coffee bars have sprung up in Qingtian. Red wine, coffee, Harmon ham, Western-style catering, imported foreign goods, etc., have become another new local business card of Qingtian.

Marketing Strategy

Local travel agencies launched a combined travel route of "shopping + study + food" experience to solve the problem of customers' short stay at the tourist destination (imported goods city). Local travel agencies combine study courses organized by industry experts in major merchants with different durations of 30 to 90 minutes for consumers to choose from. The rich study courses include red wine tasting and wine pairing courses organized by certified sommeliers, culture and latte art courses offered by professional baristas, Spanish ham slicing courses held by professional ham slicers, and Western dessert making courses held by internationally renowned Western pastry masters. At the same time, authentic and cost-effective Italian, French, or Spanish meals are arranged during mealtime to enhance the visitor's consumption experience with the strong contrast between small county towns and authentic Western food.

Outcomes

1. Effectively increased the length of stay of tourists in Qingtian: This allowed many short-trip consumers who come to Lishui for travel to stay in Qingtian, driving up incidental travel consumption such as accommodation and catering and increasing the profits of related industries.
2. Effectively increase merchants' wholesale and retail sales: The visitors' recognition and in-depth experience have increased their trust and willingness to buy and consume goods, significantly increasing merchants' total wholesale and retail sales.
3. Effectively opened up the segmented travel market: The success of the 2-3-day special study courses opened up the segmented market, such as employee recuperation, parent-child study, and significant group customer maintenance. In the year when the product was launched, in addition to attracting a large number of weekend parent-child travel groups to

Qingtian for vacation, thousands of workers from other parts of the province chose to travel to Qingtian for shopping, and the customer relationship department of the large group provided free services to the high-end customers.

Implications & Challenges

On the one hand, local governments need to continue to expand their advertising and marketing efforts with the help of new media platforms to attract traffic continuously and increase the popularity of local tourist destinations. On the other hand, local governments need to do an excellent job in satisfying information inquiries about local tourist issues, building up more convenient transportation routes, boosting transportation capacity, and improving the service of reception hotels and other travel-related services.

案例名称

文化研学提升浙江青田进口商品城客户黏性 - 郑鸿

理论依据

文化资本理论

关键词

进口商贸；西餐体验；沉浸式零售体验

背景资料

浙江省青田县侨乡进口商品城始建于 2015 年，规划面积 29 万平方米，市场分两期建设。现已建成一期四个市场及红酒中心，总面积 9 万平方米。现有企业 277 家，经营来自 70 多个国家（地区）的 10 万多种进口商品，销售额累积突破 170 亿元。进口商品城的发展便利了西餐原料的采购，2016 年起，从欧洲返乡进行特色西餐厅创业的华侨人数越来越多，600 多家酒庄、西餐厅、咖啡吧如雨后春笋在青田“生根发芽”。红酒、咖啡、哈蒙火腿、西式餐饮，进口洋货等已经成为青田的另一张地方新名片。

营销策略

地方旅行社推出“购物+研学+美食”体验的组合旅行路线，解决客户旅游目的地（进口商品城）停留时间不长的问题。地方旅行社组合 30 分钟至 90 分钟不同时长，由行业专家在各大商户组织的研学课程旅行线路供消费者选择。丰富的研学课程包括认证品酒师组织的红酒品鉴及餐酒搭配课程，专业咖啡师开设的文化及拉花制作课程，专业火腿切片师举办的西班牙火腿切片体验课程，国际知名西点大师举办的西餐甜品制作课程。同时，在餐点时间安排地道高性价比的意大利餐，法餐或西班牙餐，以小县城和正宗西餐的强烈反差来增强旅行者的消费体验。

成果

1. 有效提升了游客在青田的停留时间：让很多来丽水旅行的短途消费者可以在青田住下来，带动住宿，餐饮等附带的旅行消费，协同相关行业的同步获利。
2. 有效提高了商户的批发零售额：通过对产品的认知和深度体验，增加了对消费品的信任度和购买意愿，从而大大提升了商户的批发零售总额。
3. 有效打开了细分旅行市场：2-3 天特色研学产品的成功打开了职工医疗休养，亲子研学，大集团客户维护等细分市场。产品推出当年，除了吸引大量来青度假的周末亲子游群体，数千名省内其他地区的职工选择来青田旅行消费，大集团的客户关系部门也让其维护的高端客户提供免费的青田旅行服务。

挑战与反思

一方面地方需要借助新媒体手段继续扩大宣传营销力度，为地方旅游目的地持续引流和增加热度；但是另一方面，地方政府需要做好地方旅游资讯查询，配套交通路线完善和交通运力提升，以及接待酒店的完善提升等旅行配套服务。