

## **Case Name**

Hilton Zhuji - a Luxurious Journey of Xishi and Pearls' Elegance - Wei Fuchun

## **Theory**

Digital marketing theory

## **Keywords**

Pearl; Xishi; Cultural marketing; Customer experience

## **Background Information**

1. Hilton Zhuji is a five-star hotel jointly built by Greentown China Holdings Limited and Hilton Group in Zhuji. It inherits the quality requirements and cultural genes of Greentown, China, and provides professional and high-quality guest services under the management of the Hilton Group.
2. Zhuji, a county-level city under the jurisdiction of Zhejiang Province, is managed by Shaoxing City. It has a long history and rich culture. It's the former site of Yue State and the hometown of Xi Shi and is a famous pearl town. 98% of the world's freshwater pearls are produced in China, and more than 80% of China's freshwater pearls come from Zhuji, Zhejiang.

## **Marketing Strategy**

1. Fully integrate with local characteristics to create a unique cultural atmosphere for the hotel  
Using local cultural elements (Xishi and pearl) as the hotel's unique selling point, whether it is the Xishi Square and Xishi sculpture at the entrance of the hotel or the Xishi washing scene created by pearls in the hotel lobby, chocolate pearl-shaped snacks, pearl shell menus, and wall pearl decorations, all allow guests staying in the hotel to feel the local cultural characteristics from the inside out. All of these have given me a deeper understanding of Zhuji, Xishi, and pearls, as well as a deep impression of the unique artistic atmosphere of Zhuji Hilton.
2. Customer experience and digital marketing  
In-depth integration with Zhuji's local characteristics, cooperation with local pearl suppliers, and providing high-quality pearl products are convenient for customers to purchase. At the same time, set up on-site clam opening experience activities to attract guests to participate and share on social media. Zhuji will also promote related experience sessions through official online channels to enhance the richness of hotel activities and brand awareness.

## **Outcomes**

The hotel successfully integrated Zhuji's cultural elements into its design and services, providing a unique customer experience. By combining culture and luxury, the hotel has established a distinctive brand image in the market and promoted the inheritance and promotion of Zhuji culture. Customers' participation in cultural experience activities has increased their satisfaction and loyalty to the hotel.

## **Implications & Challenges**

This project is an excellent example of hotel brands and local culture integration. The in-depth combination of Xishi, Pearl, and the hotel's complex facilities and soft services enriched the customer experience and clarified the hotel's characteristics. However, how to continue to innovate in local culture and accurately match the interests of the target customer base is still a question worth exploring in subsequent brand marketing.

## 案例名称

诸暨希尔顿——西施风华与珍珠雅韵的奢华之旅 - 魏福春

## 理论依据

数字营销理论

## 关键词

珍珠；西施；文化营销；客户体验

## 背景资料

1. 诸暨希尔顿是绿城中国与希尔顿集团合作在诸暨共同打造的一家五星级酒店，一方面承袭了绿城中国的品质要求与文化基因，一方面在希尔顿酒店管理公司经营下提供专业优质的宾客服务。
2. 诸暨市，浙江省辖县级市，由绍兴市代管，历史悠久、人文荟萃，是越国故地、西施故里，是有名的珍珠之乡。世界上 98%的淡水珍珠产自中国，而中国 80%以上的淡水珍珠来自浙江诸暨。

## 营销策略

1. 与当地特色充分结合，营造酒店特色文化氛围  
利用当地文化特色元素——西施和珍珠，作为酒店的独特卖点，不论是酒店门口的西施广场、西施雕塑，还是酒店大堂用珍珠营造的西施浣纱之景、巧克力珍珠造型点心、珍珠壳菜单、墙壁珍珠饰品，均让入住的客人由外而内地感受着当地的文化特色，对诸暨、西施与珍珠有了更深的感知，也对诸暨希尔顿的特色文化氛围的深刻印象。
2. 客户体验与数字化营销  
深入结合诸暨当地特色，与当地珍珠供应商合作，提供高品质的珍珠产品，方便客户进行购买，同时设置了现场开蚌体验活动，吸引客人前来参加并进行社交媒体分享，同时相关体验环节也会通过官方线上渠道进行推广，进一步提升酒店活动丰富度及品牌知名度。

## 成果

酒店成功地将诸暨的文化元素融入到设计和服务中，提供了独特的客户体验。通过文化与奢华的结合，酒店在市场中建立了独特的品牌形象，也促进诸暨文化的传承和推广。客户参与文化体验活动，提高了对酒店的满意度和忠诚度。

## 挑战与反思

这个项目是酒店品牌与当地文化融合的极佳范例，通过西施、珍珠与酒店硬设施、软服务的深度结合，丰富了客户体验，明确了酒店特色，但在后续的品牌营销中，如何持续在当地文化上进行创新、精准匹配到目标客群的兴趣点，仍然是值得探索的问题。