

Case Name

Atour Light hotel

Theory

Positioning; Product differentiation

Keywords

Atour Light Hotel

Background information

1. "Atour Light " is a new hotel brand under "Atour Life," which focuses on light living and socializing, creating a new space for young people to socialize while traveling. This brand brings together young opinion leaders from various fields, such as lifestyle, business, art, and culture, becoming the urban landmark that leads to youth life. It not only integrates beautiful urban space and lifestyle but also continues the humanistic spirit and service quality of Atour Hotel, creating a comfortable, warm, and fun experiential vitality hotel for modern young people.

2. Under the new retail thinking framework of "What you see is what you buy" at Atour Hotel, "Atour Light hotel" is unique. The hotel lobby is also a bar selling Italian coffee, cocktails, special soft drinks, and bottled beverages. Due to the hotel size and customer base limitation, the bar's sales revenue is relatively stable and fixed, but there are few opportunities for increased sales. In 2020, Jay Chou, a king-level figure in the Asian Chinese music industry, released a new song, "Mojito," after years of silence, which made the previously unknown cocktail "Mojito" widely popular among young Chinese people.

Marketing strategy

Emphasizing brand concept: Integrating the "light living and socializing" concept into all promotional materials, allowing potential customers to understand that this is a new space suitable for young people to socialize while traveling.

Establishing the image of young opinion leaders: Leveraging the characteristics of young opinion leaders from various fields such as lifestyle, business, art, and culture to enhance the brand's influence and attractiveness.

Using a new retail mindset framework: Transforming the hotel lobby into a bar and selling specialty drinks, combining the "What you see is what you buy" new retail thinking framework to increase revenue.

Combining with hot social topics for promotion: Based on the social hotspot of Jay Chou's popular new song "Mojito," redeveloping pricing strategies and promotional combinations and launching a non-alcoholic version to meet the needs of non-drinkers and at the same time, placing the cocktail-shaped light fixtures designed in the hotel lobby in a prominent position to attract guests' attention, opening sales channels for drinks and driving sales of other alcoholic beverages.

Outcome

As a result, Atour Light hotel used this social hotspot to redesign pricing strategies and promotional combinations after cost calculation. The hotel placed specially designed cocktail-shaped light fixtures in a prominent position in the lobby while launching a non-alcoholic version tailored for non-drinkers, successfully attracting guests' attention. This opened sales channels for Mojito drinks and drove sales of other alcoholic beverages, significantly increasing overall revenue at the hotel bar.

Implications & Challenges

The challenge and reflection for Atour Light hotel are to create a new experiential vitality hotel for young people and a different way of living and travel experience for every guest who comes to the hotel.

案例名称

亚朵轻居酒店

理论依据

品牌定位；产品差异化

关键词

亚朵轻居

背景资料

1. “亚朵轻居”是“亚朵生活”旗下新酒店品牌，以轻生活、轻社交为理念，是年轻人社交旅居的全新空间。这个新品牌聚集了来自生活、商业、艺术和文化等多个领域的年轻意见领袖，成为引领年轻人生活的城市地标。它不仅集合美好的城市空间与生活方式，而且还延续了亚朵酒店的人文精神和服务品质，为现代年轻人打造舒适、温暖、有趣的体验型活力酒店。
2. 在亚朵酒店“所见即所购”的新零售思维框架下，“亚朵轻居”是一个独特的存在。酒店前台兼顾意式咖啡、鸡尾酒、特调软饮和瓶装饮料的销售，由于酒店规模和客户群的限制，水吧销售收益相对稳定，但缺乏增长机会。2020 年亚洲华语乐坛的天王级人物周杰伦沉寂多年来首次发行了新歌“Mojito”，让原本不被中国年轻人熟知的鸡尾酒“莫吉托”大受欢迎。

营销策略

强调品牌理念，将“轻生活、轻社交”理念贯穿在所有宣传材料中，让潜在顾客了解这是一个适合年轻人社交旅居的全新空间；打造年轻意见领袖形象，利用来自生活、商业、艺术和文化等多个领域的年轻意见领袖聚集的特点，提高品牌的影响力和吸引力；利用新零售思维框架，将酒店前台打造成水吧并销售特色饮品，结合所见即所购的新零售思维框架增加营收；结合社会热点进行促销，根据周杰伦新歌“Mojito”大受欢迎的社会热点，重新制定价格策略和促销组合，并推出无酒精版本以满足不饮酒人士需求。同时将设计的鸡尾酒形状的灯牌放在酒店大堂显眼的位置，引起入住客人的关注，为饮品打开销路，并带动其他酒精饮料的销售额。

成果

亚朵轻居利用这个社会热点，核算成本后重新制定价格策略和促销组合。酒店将量身设计的鸡尾酒形状的灯牌放在酒店大堂显眼的位置，同时推出针对不饮酒人士的无酒精版本，成功引起了入住客人的关注。为莫吉托的饮品打开了销路的同时，也带动其他酒精饮料的销售额，明显增加了前台水吧整体营收。

挑战与反思

亚朵轻居为年轻人打造一款全新的体验型活力酒店，并为每一位来到酒店的客人开创不一样的旅居方式和生活体验。在竞争激烈的市场中，如何保持品牌的独特性和吸引力，如何提高服务质量和客户满意度，是亚朵轻居需要面对的挑战和反思。

Atour Light Hotel's photos:



Figure 1. Atour Light Hotel (<http://hotels.ctrip.com/map/15580882.html>)



Figure 2. Atour Light Hotel Lobby Bar
(https://ditu.so.com/?new=1&src=pc_shenbian&pid=b565f4503c53c781)

Reference list:

Atour Light Hotel, digital image, viewed 28 May 2023,

< <http://hotels.ctrip.com/map/15580882.html> >

Atour Light Hotel Lobby Bar, digital image, viewed 28 May 2023,

< https://ditu.so.com/?new=1&src=pc_shenbian&pid=b565f4503c53c781 >