

Case Name

The Ball- Hyatt on the Bund Shanghai Hotel

Theory

STP; Festival Marketing

Keywords

Vienna Opera Ball

Background information

1. With the rapid development of the Chinese economy, high-end consumers are gradually seeking unique luxury experiences. At the same time, five-star hotels in Shanghai are also experiencing a surge in growth. How to provide guests with a unique experience in the fierce market competition has become a challenge for Hyatt on the Bund Shanghai Hotel.

2. The general manager of the Hyatt on the Bund Shanghai Hotel comes from Vienna, the music capital of Austria. It has always been his wish, as well as many Europeans living in Shanghai, to have his daughter participate in the traditional Vienna Opera Ball. After the news of Chinese people being invited to the Queen Charlotte Ball in London, the high-end consumer group in Shanghai became very interested in debutante balls. It led to the framework of a marketing plan centered around this theme - The BALL.

Marketing strategy

1. From 2012 to 2016, Hyatt on the Bund Shanghai Hotel held "The BALL" for four times. The hotel's 800-square-meter grand ballroom had decorated with a dance floor, a band performance area, and a banquet area that could accommodate 400 people. Hyatt on the Bund Shanghai Hotel invited the famous Vienna Meiquan Symphony Orchestra to accompany, and Mr. Matthias Fletzberger, the Vienna music wizard, was the artistic director and conductor. In addition to traditional performances such as soprano, baritone, ballet, and violin solo, the hotel invited Chinese artists to participate in this grand event, successfully integrating Chinese elements.

2. To encourage guests to participate, Hyatt on the Bund Shanghai Hotel invited students from the Shanghai Theatre Academy's dance department to demonstrate European court dance steps before the ball began, successfully promoting traditional Austrian culture.

3. After the Austrian Consulate in China announced the news of "The BALL" through its official website, many European staffs purchased tickets for their families. This event also attracted many local Shanghai artists, celebrities, and entrepreneurs to participate.

Outcomes

The price of The BALL increased from 1,200 yuan/person in 2012 to 1,888 yuan/person in 2016, and it also offered a package including two tickets and one night's stay for 5,888 yuan. Although the ball did not bring much revenue to the hotel, the banquet sales were ideal. In addition to traditional conferences and weddings, thanks to good contacts with various consulates, the hotel undertook many exotic-themed banquets such as French-style boxing viewing banquets, American-style Halloween parties, British and Irish traditional banquets, and Indian aristocratic birthday parties, winning high-quality customer groups such as the Austrian Consulate in Shanghai, the British Consulate, the British Chamber of Commerce, and the Indian Consulate.

Implications & Challenges

The rapid increase in the popularity of The BALL attracted many sponsors to support this event, providing free drinks, accessories, and evening dresses of different styles. Compared with music halls holding such concerts, the Hyatt on the Bund Shanghai Hotel has substantial cost advantages in the use of venues, accommodation, and meals for invited musicians, and demonstrates the ability of events services and Western cooking skills. With the successful holding of the ball, the Hyatt on the Bund Shanghai Hotel has successfully established a brand image of "elegance and nobility" in the high-end market of Shanghai.

案例名称

欧洲成人礼舞会-上海外滩茂悦酒店

理论依据

STP 理论; 节日营销

关键词

维也纳成人礼舞会

背景资料

1. 随着中国经济的高速发展，高端消费者逐渐开始追求独特的奢华体验。与此同时，上海的星级酒店也呈现了井喷式地出现。如何在激烈的市场竞争中给客人提供独一无二的体验，成为上海外滩茂悦酒店思考的问题。
2. 上海外滩茂悦酒店的总经理来自于奥地利的音乐之都维也纳。能够让女儿秉承奥地利传统，参加成人礼舞会，始终是他的心愿，也是许多在上海生活的欧洲人的心愿。随着中国人受邀参加伦敦 Queen Charlotte Ball 的新闻被媒体报道后，上海的高消费群体对成人礼舞会产生浓厚的兴趣。围绕着这一主题的营销方案-The BALL 舞会，逐渐形成。

营销策略

- 在 2012 年至 2016 年期间，上海外滩茂悦酒店举办了四届“The BALL”舞会。酒店的 800 平米大宴会厅被布置成为舞池，乐队演奏区，以及能容纳 400 人用餐的晚宴区。舞会邀请了著名的维也纳美泉交响乐团担任伴奏，被誉为维也纳音乐神童的 Matthias Fletzberger 先生出任艺术总监以及指挥。除了女高音，男中音，芭蕾舞，小提琴独奏等传统表演外，酒店也邀请了中国的艺术家参加这一盛会，成功地融入了中国元素。
1. 为了鼓励嘉宾参与到舞会的各个环节，酒店邀请了上海戏剧学院舞蹈系的学生陪同舞会的嘉宾进行舞步的练习，并在舞会开始之前向观众展示欧洲宫廷舞步，成功推广了奥地利传统文化。
 2. 在奥地利驻华使馆通过官网上公布举办“The BALL”舞会的消息后，很多在上海 70 多家领事馆工作的外籍人员都购买了舞会门票。随着媒体的报道，这一活动也吸引了众多上海本地艺术家、名流以及企业家，高管的参与。

成果

The BALL 舞会的售价从 2012 年 1200 元/位，到 2016 年 1888 元/位，同时推出含两张票加一晚客房 5888 元的套餐。虽然舞会并没有给酒店带很大的利润，但在舞会举办后，上海外滩茂悦酒店的宴会销售情况十分理想。除了传统的会议以及婚宴之外，得益于与各领事馆的良好联系。上海外滩茂悦大酒店承接了不少异国特色的“娱乐”“节目表演”“派对”为主题的宴会，比如法国风格的拳击观赏赛晚宴，美国风格的万圣节派对晚宴，英国爱尔兰传统晚宴，印度贵族生日派对等等，赢得了驻扎于上海的奥地利领事馆、英国领事馆、英国商会、印度领事馆等高质量的客户群。

挑战与反思

“The BALL”知名度的迅速提升，吸引了众多赞助商对这一活动的支持，为舞会提供了免费的饮品、饰品、风格迥异的晚礼服等。相对于由音乐厅举行此类音乐会，上海外滩茂悦酒店在场地的使用，受邀音乐家的食宿等方面体现了很强的成本优势，同时也展示宴会服务的能力以及西餐烹饪的技艺。随着舞会的成功举办，上海外滩茂悦酒

店成功的在上海五星级酒店市场中竖立了“风度翩翩，优雅高贵”的品牌形象。

Hyatt on the Bund Shanghai Hotel Vienna Opera Ball's photos:



Figure 1. The highlight of Vienna Opera Ball is the introduction of debutante couples.
(<http://www.absolutemagazine.cn/News/Line/000528.html>)



Figure 2. Guests are dancing at Vienna Opera Ball
(<http://www.absolutemagazine.cn/News/Line/000528.html>)

Reference list:

Guests are dancing at Vienna Opera Ball, digital image, viewed 21 May 2023, <
<http://www.absolutemagazine.cn/News/Line/000528.html> >

The highlight of Vienna Opera Ball is the introduction of debutante couples, digital image, viewed 21 May 2023, < <http://www.absolutemagazine.cn/News/Line/000528.html> >