

## **Case Name**

Global Resonance - Tourism Recovery and Economic Revitalization Strategy of Nanzhao County – Du Mu

## **Theory**

Digital marketing theory

## **Keywords**

Sentimental marketing; Community marketing; Resource sharing; Circle; Common values

## **Background Information**

1. The economic impact of the epidemic on the tourism industry  
As an essential part of the southern foothills of China's Funiu Mountains, Nanzhao County is a tourist destination for its rich natural landscape and profound cultural history. However, the epidemic has posed unprecedented challenges to the global tourism industry, especially between 2020 and 2022, when the tourism industry suffered a heavy blow. According to the National Bureau of Statistics of China (2021), China's domestic tourism revenue fell by 53% during the epidemic, significantly impacting the regional economy that relies on tourism.
2. Cooperation between the government and local enterprises  
In response to the challenge, the Nanzhao County Government has worked closely with local enterprises and tourism organizations to jointly develop a series of all-region tourism marketing strategies to restore and enhance the tourism industry and drive the recovery of the entire region's economy.
3. Promotion of global tourism  
Global tourism emphasizes the overall promotion of scenic spots. It includes improving the quality of local services, enriching cultural activities, and combining them with regional specialties to form a comprehensive tourism experience.

## **Marketing Strategy**

1. Brand communication strategy - the perfect combination of culture and nature  
By combining local cultural activities (such as the Beijing Wuduoshan Temple Fair) and natural landscapes, Nanzhao County has successfully created a unique regional brand and enhanced the attractiveness of the tourist destination. Incorporating cultural elements into the tourism experience provides distinctive products and attracts more tourists seeking unique experiences.
2. Collaboration and building an ecosystem  
Nanzhao County has established an ecosystem that promotes mutual gain through close cooperation between the government, hotels, and scenic spots. For example, the Huixianyuan Hotel was upgraded to a four-star facility, improving the service quality and strengthening the display of local culture. This move not only enhanced the tourists' travel experience but also promoted the dissemination of local culture.
3. Specialty product marketing and cultural integration

By combining local specialties (such as mountain products, mountain treasures, silk, etc.) with the services of the Huixianyuan Hotel, Nanzhao County not only provides tourists with a rich product selection and opens up new market channels. In addition, by organizing product marketing and tasting activities, the integration of culture and tourism has been further deepened, promoting the development of local industries.

#### 4. Use of digital marketing and social media

Use digital platforms and social media to expand influence, increase user engagement through storytelling content marketing and interactive activities, and increase online interactions and bookings. Focus on using data analysis to optimize marketing strategies and improve conversion rates.

### Outcomes

#### 1. Enhance brand influence and awareness

Through consistent brand communication and high-quality tourism experience, Nanzhao County has successfully enhanced its brand influence as a tourist destination. The renovation and upgrading of Huixianyuan Hotel and the integration of cultural activities have significantly improved tourists' satisfaction with Nanzhao County.

#### 2. Increase Internet traffic and conversions

The implementation of digital marketing strategies effectively increased traffic from the Internet while converting traffic into actual travel bookings through precise marketing activities, making an essential contribution to the recovery of the local economy. In 2023, the occupancy rate of Huixianyuan Hotel will increase by 30%, and other hotels and B&Bs in the county will also increase significantly. The county received more than 4 million tourists, bringing more than 2 billion direct economic benefits. Currently, relying on tourism resources to achieve rural revitalization is essential to Nanzhao's economic development.

### Implications & Challenges

Although Nanzhao County's all-region tourism strategy has achieved remarkable results, the county needs to continue to innovate its products and marketing strategies to maintain its competitive advantage in the face of changing market and tourist demands. The key to future development will be using digital technology to optimize customer experience and increase engagement.

## 案例名称

全域共振 - 南召县旅游复苏与经济振兴策略 - 杜牧

## 理论依据

数字营销理论

## 关键词

全域旅游；乡村振兴

## 背景资料

### 1. 疫情对旅游业的经济影响

作为中国伏牛山脉南麓的重要部分，南召县以其丰富的自然景观和深厚的文化历史被誉为旅游胜地。然而，疫情对全球旅游业造成了前所未有的挑战，特别是在2020年至2022年间，旅游业遭受重创。据中国国家统计局（2021）报告，疫情期间中国国内旅游收入下降了53%，这对依赖旅游的地区经济产生了显著影响。

### 2. 政府与地方企业合作

为应对挑战，南召县政府与当地企业、旅游机构紧密合作，共同制定了一系列全域旅游营销策略，以恢复和提升旅游业为目标，带动整个地区经济的复苏。

### 3. 全域旅游的推广

全域旅游不仅强调景点的整体推广，还包括提升地方服务质量、文化活动的丰富以及与地方特产的结合，形成一种全面的旅游体验。

## 营销策略

### 1. 品牌传播策略 - 文化与自然的完美结合

结合本土特色文化活动（如北顶五朵山庙会）和自然景观，南召县成功地打造了独特的区域品牌，增强了旅游目的地的吸引力。通过在旅游体验中融入文化元素，提供了与众不同的旅游产品，吸引了更多寻求独特体验的游客。

### 2. 协同合作，构建生态系统

南召县通过政府、酒店、景区之间的紧密合作，建立了一个促进相互增益的生态系统。例如，会仙园酒店升级为四星级设施，提升服务质量的同时，也加强了对地方文化的展示。此举不仅增强了游客的旅游体验，还促进了地方文化的传播。

### 3. 特产营销与文化融合

通过将地方特产（如山货、山珍、蚕丝等）与会仙园酒店的服务相结合，南召县不仅为游客提供了丰富的产品选择，还开辟了新的市场渠道。此外，通过组织产品营销和品鉴活动，进一步加深了文化与旅游的融合，促进了当地产业的发展。

### 4. 数字营销与社交媒体的运用

利用数字平台和社交媒体扩大影响力，通过故事化的内容营销和互动活动提高用户参与度，增加在线互动和预订。重点利用数据分析来优化营销策略，提升转化率。

## 成果

### 1. 提升品牌影响力和认知度

通过连贯的品牌传播和优质的旅游体验，南召县成功提升了其作为旅游目的地的品牌影响力。会仙园酒店的改造升级以及文化活动的融入，使得游客对南召县的满意度显著提高。

### 2. 增加互联网流量和转化

数字营销策略的实施有效地增加了来自互联网的流量，同时通过精准的营销活动将流量转化为实际的旅游预订，为地方经济的复苏做出了重要贡献。在 2023 年，会仙园酒店入住率提高 30%，全县其他酒店民宿也有明显提高。全县接纳游客超 400 万人次，带来直接经济效益 20 余亿。目前依托旅游资源实现乡村振兴是南召经济发展的重要环节。

## 挑战与反思

尽管南召县的全域旅游策略取得了显著成效，但面对不断变化的市场和游客需求，南召县需要持续创新其产品和营销策略，以维持竞争优势。如何持续利用数字技术优化客户体验和增加参与度，将是未来发展的关键。