

**Case Name**

Immersive Vacation - Dali Ning Fu Sea Inn

**Theory**

Scene Marketing

**Keywords**

Iconic Scene; High Recognition; Short Video

**Background Information**

1. During the pandemic, people strongly desired a peaceful life and a life they could travel. In 2020, the pandemic swept across the country, and most Chinese people could not travel for a long time; therefore, traveling became a stronger desire for everyone after the pandemic.
2. Tour Industry practitioners have gradually switched careers. After experiencing several tourism shutdowns, more high-end homestays in Yunnan have withdrawn from the market. As a result, those with excellent landscapes have become scarce resources.
3. The short video industry has undergone explosive growth. , During the pandemic, short-video platforms such as TikTok gained explosive growth in their usage and sales of cultural and travel products.

**Marketing Strategy**

1. Build a highly-recognized IP and setting: After the old store was taken, Small changes were applied to complete the new establishment of various scenes with different icons, such as “flickering Cafe candles,” “waterfront terrace,” “immersive Er Hai holiday,” etc. These scenes create an ambiance that makes guests voluntarily share their on-site experience.
2. Build marketing products: During this process, it is necessary to deeply understand the market demand and conduct thorough research to set reasonable prices. A good homestay product generally takes 3 to 6 months to materialize. Offering discounts to customers is undoubtedly a good thing.
3. Choose the proper cooperation channels: In terms of cooperation channels, they can be acquired in various aspects, but it is critical to identify the professionalism of these channels. Potential sales should be made mainly on platforms such as Tik Tok and Little Red Book, which are more suitable for displaying these memorable scenes. In addition, live streaming is also as essential as a connection to influencers' accounts can achieve the best marketing efficiency.

**Outcomes**

1. The homestay became fully booked ten days after opening. During the pandemic, it maintained a high occupancy rate for a long time and was the best-selling homestay in Dali.
2. The homestay ranked first in the local Tik Tok popularity, good review, and sales lists.
3. Pre-sale revenue of over 1.2 million yuan and a check-in rate of over 45%.

**Implications & Challenges**

1. In the early stages of promotion, platform rankings are critical. Within half a month, we achieved first place on Dali's good reviews, popularity, and hot sales lists. And we had hung on these rankings for a long time. These rankings bring much browsing to the product and are very helpful for conversion and other aspects.
2. From a strategic perspective, all the operations of grand-opening marketing can only help homestays increase popularity and influence for a short period. It will only sometimes maintain high exposure. Homestay owners need to plan and position their products at different stages to gradually make the product reach the ideal state with the help of early-

stage promotion. Customers' word-of-mouth from their experience is something we can ultimately rely on.

3. Our team found that there was a problem that we needed to pay more attention to private traffic when doing marketing over the years. However, we later found that more private traffic was needed to support when we wanted to make income through some activities. Therefore, obtaining private traffic is crucial for successful future marketing.

## 案例名称

沉浸式度假-大理宁芙海宿

## 理论依据

场景营销

## 关键词

标志性场景;高识别度;短视频

## 背景资料

1. 疫情期间用户对于诗和远方的追求  
2020 年，疫情肆虐全国，大部分国人长时间待在自己的城市无法出行，大家对于诗和远方的向往格外强烈
2. 行业从业者陆续转行  
云南的民宿行业，在经历几次旅游熔断后，越来越多的中高端民宿退出了市场，具有优质景观的高端民宿成为了稀缺资源；
3. 短视频行业爆发增长  
疫情期间，以抖音为代表的短视频平台，在用户使用时长、文旅产品销售规模上获得了爆发式的增长

## 营销策略

1. 高识别度的 IP 和场景打造  
接手老店后，通过轻量级的改造，完成了多个标志性的场景搭建，例如“咖啡馆烛光场景”、“亲水露台场景”、“沉浸式洱海度假场景”，自带氛围感，让每个客人来到这里能够主动打卡分享。
2. 营销产品的搭建  
在搭建过程中，一定要对市场需求进行深入了解和调研，合理定价。一个好的民宿产品，一般需要 3 到 6 个月才能达到一个好的状态。通过一定的折扣让客户得到实惠也是好事。
3. 合作渠道的选择  
在合作渠道方面，可以在各个方面全方位铺开，但一定要识别渠道的专业性。本次销售主要是通过抖音、小红书更适合展现场景的平台运行；此外还需要进行直播，通过自有账号和达人账号的组合，达到最佳营销效率。

## 成果

1. 开业 10 天就满房，并长期保持高入住率，成为疫情期间大理最卖座的民宿
2. 抖音当地榜单人气榜、好评榜、销量榜三个榜单中均排名第一
3. 开业预售 120 万+收入，核销率超过 45%

## 挑战与反思

1. 在刚开始做营销的阶段，平台上打榜单对产品非常重要，通过半个月左右的时间，基本上做到了大理的好评榜、人气榜，热销榜的第一位，而且这几个榜单都霸占了挺长的一段时间，这个榜单会给产品带来大量的流量，对于产品的转化以及各个方面的帮助都很大。
2. 从市场的策略性来讲，开业营销的所有操作只是帮民宿增加人气和影响力，它不会永远的持续高曝光度，所以民宿老板需要通过不同阶段的规划定位，借助前期的流

量和资源，逐步把产品做到我们心目中最理想的状态，最后靠客户的体验和口碑，在市场上立足。

3. 团队发现自己多年运营下来存在一个不太好的问题，在做营销时不太注重私域流量。但后来发现，想要通过一些活动来获取资金收入时，没有足够的私域流量来支撑。所以接下来私域流量的获取非常关键。