

Case Name

Hotel Wedding and Business Events Promotion

Theory

Strategic Digital Marketing

Key words

Cross-border collaboration; Social media campaigns; Generation Z*

Background Information

1. In Qingdao, the peak season for weddings and business events is from May to October, while the sub-high season is the two months of May and June. The hotels that meet the requirements for outdoor weddings are minimal and the schedules of venues are tight.

2. A resort hotel in Qingdao has significant advantages in holding weddings and business events since there are 1,800 rooms, convention space of 12,000sqm, a Gothic wedding hall and a private semi-outdoor green garden adjacent to the coastline at the hotel.

3. The “Z generation” refers to the people who are born between 1995 and 2009. They are so connected to the net information world as they are born. With great influences by digital information technology, instant communication devices and smart phone products, they prefer outdoor weddings in western style but less demand to traditional Chinese wedding banquets.

Marketing Strategy

1. This hotel has established a long-term cooperation with a famous local wedding planning company. Targeting Generation Z who like small western-style weddings, the hotel offers a unique small outdoor wedding package with 60-80 attendances for the price of RMB 10,999. The package includes 2 room nights, setup of wedding ceremony and soft drinks, etc. The costs of the package are about RMB 3,000 per ceremony so that there is a high-profit margin.

2. Cooperate with cinemas for promotion. To advertise the product, play a fifteen-second video of an outdoor western-style wedding before playing new movies to generate wide attention.

3. Invite young female bloggers to share videos and photos of their experiences and feedback on outdoor weddings or ocean-view honeymoon suites on social media platforms such as Xiaohongshu, WeChat, TikTok and Weibo. Multi-frequency exposure enhances the sense of intuition and attracts the attention of clientele who plan to get married. It will surge the bookings.

Outcomes

There were 53 packages of wedding venues and services were booked after the promotion Vs. the booking of only 12 packages originally, which significantly increased the occupancy of venue and earned more revenue. At the same time, it also opened the local market and established the brand image of outdoor wedding hotels among young people.

Implications & Challenges

Succeeded in cross-border cooperation and promotion, there would be more competitors copying the products. A price war will surely happen. Wedding planners need to ensure their profits, but the hotel cannot lose money in operation, either. In that case, they will reduce costs of hosting weddings. The hotel might lose its reputation if they cannot guarantee the quality and services of weddings. How should we solve this problem?

案例名称

酒店婚宴销售

理论依据

新媒体营销

关键词

跨界合作；社交媒体宣传；Z 世代

背景资料

1. 每年 5 月至 10 月是青岛的婚宴旺季，而 5、6 两月相对较弱。在青岛市区可以举行户外婚礼仪式的酒店数量有限，并且场地排期紧张。
2. 某青岛的商务度假酒店，拥有 1800 间客房，12000 平方米会议空间，还有哥特式婚礼殿堂和私密的半露天的绿地花园，紧邻海岸线。在举行婚礼和商务活动的方面有很大的优势。
3. Z 世代，通常是指 1995 年至 2009 年出生的一代人。他们一出生就与网络信息时代无缝对接，受数字信息技术、即时通信设备、智能手机产品影响比较大的。他们更偏向于西式户外婚礼，对传统的中式婚礼婚宴模式需求量降低。

营销策略

1. 这家酒店与本地著名的婚庆策划公司建立了长期合作关系，专门针对年轻人喜欢西式小型婚礼的偏好，特别推出价值 10,999 元每场的 60-80 人的小型户外婚礼套餐。其中包含客房两房晚、婚礼仪式场地搭建和软饮等。婚礼套餐成本约为 3000 元每场，利润空间很高。
2. 与各大影城合作进行推广。在新片开播前播放 15 秒西式户外婚宴视频，引发广泛的关注。
3. 邀请年轻的女性自媒体达人在小红书、微信、抖音、微博等社交媒体平台发布户外婚礼体验或海景情侣客房体验，以视频、照片的形式呈现。经过多频率曝光，增强直观感，吸引有婚礼需求客群关注，预约量暴增。

成果

通过此次宣传，婚礼场地和配套服务的预定由同期 12 场增加至 53 场，大幅度提高了酒店场地使用的频率和收入。与此同时，也打开了本地市场，树立了西式户外婚礼酒店的品牌形象。

反思与挑战

随着跨界合作和产品促销的成功，市场上竞品增多后，就会出现价格战。婚庆公司要保证自己的利润，但是酒店又不能赔钱经营，所以就会想办法去降低婚礼成本。对于新人来说，婚礼效果不好会影响酒店的口碑。我们应该如何来解决这个问题？