

Case Name

Hotel Mooncake Promotion

Theory

Internal Marketing

Key words

Customized

Background Information

As a traditional treat in the Mid-Autumn Festival, mooncakes are an essential seasonal product that every hotel sells and have become a necessary part of increasing the revenue of hotels. As the hotel's owner, the Greentown Group greatly influences Hangzhou and the surrounding cities. They have a strong demand for customized products. How to enlarge the advantage of the hotel and make it an essential role in marketing mooncakes is something that the hotel needs to consider when developing a marketing strategy.

Marketing Strategy

Firstly, the marketing department communicated with the headquarters of Hangzhou Greentown Group and customized the mooncake gift boxes according to their needs. The gift boxes were subdivided into "the staff and client gift boxes." Next, the hotel combined the annual mooncake marketing activity with the Greentown Group headquarters sales plan. It extended the program of the "Exclusive Mooncake Gift Box" to the relevant subsidiaries. Finally, on the lifestyle services platform by the Green City Group, the hotel promoted the sales of "the exclusive Green City high-end customers mooncake gift boxes" to all the properties of Green City Group across the country. As a result of the marketing activities above, the hotel achieved a sales target of over 10,000 boxes of mooncakes.

Outcomes

Based on the successful case above, the hotel started the sales program of "Exclusive Mooncake Gift Box" with local companies. By privately labeling the logos of local companies on the mooncake boxes, the hotel produced the "Exclusive Gift Boxes" for local companies. This not only strengthened the partner companies' brand image but also increased the sales of mooncakes and the hotel's revenue.

Implications & Challenges

The costs of producing mooncakes with top-grade ingredients and complex packaging have increased gradually. High-end hotels need to think about how to make mooncakes delicious while promoting traditional Chinese culture and bringing them back to their origin.

案例名称

酒店月饼产品

理论依据

内部营销

关键词

专属定制

背景资料

作为中秋节的传统美食，月饼是每家酒店必备的季节性营销产品，也是增加酒店收益的必要部分。作为酒店业主方，绿城集团在杭州及周边城市拥有强大的影响力，对定制类产品的需求非常强烈。在月饼营销策略上，如何发挥酒店本身的优势是营销策略制定过程中需要考虑的重要问题。

营销策略

营销策略方面，首先市场营销部与杭州绿城集团总部进行沟通，根据他们的需求为其定制专属的月饼礼盒，并将礼盒细分为员工礼盒和客户礼盒。同时，酒店将每年的月饼营销活动与绿城集团总部的销售计划合二为一，并将“专属月饼礼盒计划”推广到相关的下属子公司。最后，以绿城集团的生活服务平台为依托，将针对绿城高端客户的月饼礼盒推广至绿城全国各地的楼盘进行销售。通过以上市场营销活动，酒店完成了超过一万盒月饼的销售指标。

成果

在成果方面，酒店以此为基础，开展本地企业“专属月饼礼盒销售计划”。在酒店月饼产品的基础上，添加合作企业的 Logo 等标志，为其打造专属的礼盒款式。这不仅加深了合作企业的品牌形象，也增加了月饼的销售量和酒店的收益。

挑战与反思

在挑战与反思方面，使用高档食材和复杂的包装使得酒店月饼的价格越来越高。如何在保证月饼美味的同时弘扬中国传统文化，让月饼回归传统美食，这是高端酒店需要思考的重点。

Hotel Exclusive Mooncake Gift Box's photos:



Figure 1. Exclusive Mooncake Gift Box-BiGuiYuan
(<https://news.fang.com/open/45144672.html>)



Figure 2. Exclusive Mooncake Gift Box-China Tourism Group
(<https://news.fang.com/open/45144672.html>)

Reference list:

Exclusive Mooncake Gift Box-BiGuiYuan

, digital image, viewed 28 May 2023, < <https://news.fang.com/open/45144672.html> >

Exclusive Mooncake Gift Box-China Tourism Group, digital image, viewed 28 May 2023, < <https://news.fang.com/open/45144672.html> >