

Case Name

Courtyard By Marriott Chongli Family Project – Hu Dongwen

Theory

Digital marketing theory

Keywords

Family and child; Innovative marketing; Internet traffic conversion

Background Information

China's parent-child travel market is vast. Data released by Lvmama shows that nearly 40% of parent-child family users will travel more than three times in the first half of 2023. Going out on weekends has become a daily routine for parent-child families. The 2023 Parent-child Travel Consumption Report shows that the post-80s generation has become the leading force in the current parent-child travel market. Parents in cities such as Shanghai, Beijing, Guangzhou, Shenzhen, and Hangzhou are most enthusiastic about parent-child travel. The number of parent-child family travel to cities such as Nanjing, Changchun, Chengdu, Wuhan, and Ningbo has increased rapidly. The combination of tourism plus education comprises half of the parent-child travel market. In 2023, the market size of my country's online parent-child travel industry reached 76.75 billion yuan, a year-on-year increase of 40.13%. In 2023, products mainly based on online travel accounted for 66.1%, followed by online accommodation at 21.3% and online vacation at 12.6%. In addition, data shows that familiar parent-child travel orders account for 30% of the total orders, and the per capita expenditure of parent-child orders is nearly 50% higher than that of non-parent-child families, showing the consumption potential of the parent-child travel market.

Marketing Strategy

1. Enrich product lines and accurately position

The major star-rated competitor hotels in the Chongli market, such as Fulong Holiday, Crowne Plaza Cuiyunshan, Taiwu Jiakuan Hyatt, and other similar competitors, do not sell parent-child products. The competitor hotel products are homogenous and cannot meet the needs of the parent-child market. Before the snow season, Courtyard by Marriott Chongli cooperated with mainstream OTA platforms to provide parent-child theme rooms and, at the same time, enriched hotel products, labeling the hotel as the most popular parent-child resort hotel for heavy gifts.

2. Cross-border cooperation to empower product value and enhance cost-effectiveness

To provide a better stay experience for parent-child families, the hotel has cross-border cooperation with the well-known domestic parent-child brand Mompick. Parent-child family guests staying in the hotel can get a free Mompick washing and care set worth ¥128. Chongli is dry and cold in winter, and the body lotion in the set makes the parent-child family experience better. At the same time, the hotel cooperates with Vanke Shijinglong Ski Resort to make the children of family guests ski more safely. Children have fun, and parents are more assured and satisfied.

3. Enrich marketing channels; digital marketing creates effective marketing

The hotel invites well-known domestic parent-child travel influencers, internet celebrity bloggers, and Douyin livestream store exploration KOLs every month on social media such as Xiaohongshu, Douyin, Weibo, and other online communication channels to spread the

hotel's parent-child selling points and content-based marketing hotel product content, such as Ctrip parent-child labels, to provide traffic exposure support, creating a phenomenon where parent-child rooms are hard to find on weekends.

Outcomes

1. Significantly improve the hotel's popularity

The hotel will open on New Year's Day in 2023 and is still in the climbing stage. The Chongli market is highly competitive, and the supporting facilities of major ski resorts are mature and complete. The parent-child marketing of Courtyard By Marriott Chongli has dramatically improved the hotel's popularity in 2023 and 2024, improved the hotel's competitiveness, and converted traffic to the hotel's official WeChat. The hotel's official WeChat output increased by 145% year-on-year.

2. Build a good brand reputation with popularity

While significantly improving the hotel's popularity with the help of the popularity of skiing, the brand is based on customers' most real emotional needs. It provides a variety of parent-child-supporting facilities, such as children's entertainment rooms and hot springs, striving to let customers experience the most intimate care. According to the mentality of consumers, products can inspire customers to influence recommendations and develop other users around them to better break through market barriers.

Implications & Challenges

This project allowed me to understand the power of a team directly. What impressed me most was the cooperation between the core sales and operations teams and the unremitting efforts of all hotel employees in full-staff marketing. Through the precise positioning of product marketing, the attentive service of hotel employees, and direct user experience, we achieved multiple growth in customer base and revenue.

案例名称

崇礼万怡酒店亲子项目 - 胡东文

理论依据

数字营销理论

关键词

家庭亲子；创新营销；互联网网流量转化

背景资料

中国的亲子旅游市场是巨大的，驴妈妈旅游网发布的数据显示 2023 年上半年将近 40%的亲子家庭用户出游超过三次，周末外出度假，已经成为亲子家庭的日常生活。2023 年亲子游消费报告显示，八零后人群已成为当前亲子游市场的主力军，上海，北京，广州，深圳，杭州等城市的家长最热衷于亲子出游，南京，长春，成都，武汉，宁波等城市的亲子家庭出游增数较快，旅游+教育的产品组合占据周边亲子旅游市场的半壁江山，2023 年我国的在线亲子游行业市场规模达到了 767.5 亿元，同比增长 40.13%。其中以在线出行为主的产品占比达 66.1%，其次是在线住宿占比为 21.3%，以及在线度假占比为 12.6%。此外数据显示熟悉的亲子旅游订单占整体订单的三成，比亲子订单人均花费比非亲子家庭的高将近 50%，显示出亲子旅游市场的消费潜力。

营销策略

1. 丰富产品线，精准定位

目前崇礼市场各大星级竞争对手酒店如富龙假日，翠云山皇冠假日，太武嘉轩凯悦等同类型竞争对手酒店销售产品无亲子类型产品，竞争对手酒店产品单一同事化严重，无法满足亲子市场的需求。崇礼万怡酒店在雪季来临之前与主流 OTA 平台合作亲子主题房，同时丰富酒店产品，为酒店贴上重礼最受欢迎的亲子度假酒店标签。

2. 跨界合作，为产品价值赋能，增强性价比

为给亲子家庭入住更好的入住体验，酒店与国内知名亲子品牌兔头妈妈进行跨界合作，入住酒店亲子家庭客人可免费获得价值¥128 的兔头妈妈洗护套装，冬季崇礼干燥寒冷，该套装里面润肤露让出来度假旅游的亲子家庭体验更好。同时酒店与万科滑雪学校合作，让家庭滑雪的客人的孩子更加安全的滑雪。小朋友玩得开心，家长更加放心满意。

3. 丰富营销渠道，数字营销创造有效营销

酒店每月请国内知名亲子旅游大 V、网红博主以及抖音直播探店等 KOL 在社交媒体上如小红书，抖音，微博等线上传播渠道，大量传播酒店的亲子卖点以及内容型营销酒店产品内容，如携程亲子标签，给予流量曝光支持，创造周末亲子房一房难求的现象。

成果

1. 大幅提高酒店知名度

酒店 2023 年元旦开业还在爬坡期崇礼市场酒店竞争激烈，并且各大雪场配套成熟完善，崇礼万怡酒店亲子营销，让酒店在 2023 和 2024 年雪季知名度大大提升，提高酒店本身的竞争力，转化流量到酒店自身的官方微信酒店官方微信产量同比增长 145%。

2. 以热度打造品牌良好口碑

借助滑雪的热度大大提高酒店的知名度的同时，品牌立足于顾客最真实的情感需求，提供多种多样亲子配套设施，如儿童娱乐室、泡汤，力求让顾客体验到最贴心的关怀，根据消费者的心态产品可以激发顾客影响推荐和发展身边的其他用户，从而更好地突破市场壁垒。

挑战与反思

这个项目让我直接了解到团队的力量。给我印象最深的是核心销售团队与运营团队配合，以及全酒店员工的不懈努力全员营销。通过产品营销的精准定位，酒店员工的用心服务，直达用户体验，实现了客户群体和收入的倍数增长。