

Case Name

Departure & In-depth Journey: New Experience of Cultural and Tourism Integration – Han Ninghua

Theory

Consumer behavior theory; Product positioning theory

Keywords

Immersive experience; Cultural and tourism integration; Unique theme; Local culture

Background Information

With the development of the tourism market, people's requirements for tourism experiences are increasing, and traditional tour groups can no longer meet consumers' needs. Therefore, this project aims to create a new tourism experience model, providing tourists with a rich and unique experience through in-depth experience and cultural integration.

Marketing Strategy

1. Market research and positioning

Conduct market research to understand the needs and preferences of the target customer group.

Determine product positioning, clarify features and advantages, and distinguish them from traditional tourism products.

2. Product design and development

Design in-depth experience projects with unique themes for each destination, combined with local culture and unique attractions.

Determine the time, location, cost, and other specific information for each experience project.

3. Channel construction and promotion

Produce promotional materials, such as posters and brochures, conduct offline advertising, and place them at docks, attractions, homestays, and hotels to showcase product features and advantages.

Use social media platforms for promotion, publish attractive and unique experience content, and attract target customers.

Cooperate with vertical tourism platforms to publish product information in major tourism platforms to increase product exposure.

4. Customer service and experience

Provide customized services and personalized travel experiences according to customer needs.

Two quotation methods, ordinary and independent groups, are available to meet users' needs in different travel scenarios.

5. Sales and promotion

Design a check-in reward plan to attract customers to repurchase products in other destinations and participate in the experience multiple times.

6. Evaluation and adjustment

Evaluate the marketing effect in weeks and adjust the marketing strategy according to sales feedback. Attach importance to customer evaluation, continuously optimize products and services, improve customer experience, and maintain competitiveness.

Outcomes

Through the implementation of the marketing plan, it is expected to attract a large number of tourists to participate in the experience, enhance product awareness and reputation, and increase sales and market share.

The project is in the laying and implementation stage; relevant data has yet to be obtained.

Implications & Challenges

The biggest challenge is recruiting and training tour guides and interpreters. The current cultural tourism market is booming, and the labor cost of tour guides has risen, making recruitment more difficult. In addition, we have always pursued high consistency in the professional philosophy of personnel. We require each partner to recognize service, entertainment, and experience. However, there are very few such tour guides on the market. Failure to recruit employees also increases the pressure on back-end training.

案例名称

启程·深度之旅：文旅融合新体验 - 韩凝华

理论依据

消费者行为理论；产品定位理论

关键词

沉浸式体验；文旅融合；独特主题；地方文化

背景资料

随着旅游市场的发展，人们对旅游体验的要求越来越高，传统的跟团游已经不能满足消费者的需求。因此，本项目旨在打造一种全新的旅游体验模式，通过深度体验和文化融合，为游客提供更加丰富、独特的旅游体验。

营销策略

1. 市场调研与定位

进行市场调研，了解目标客群的需求和偏好。

确定产品定位，明确产品特色和优势，与传统旅游产品区隔开来。

2. 产品设计与开发

依据每个目的地，设计具有独特主题的深度体验项目，结合当地文化和特色景点。

确定各项体验项目的时间、地点、费用等具体信息。

3. 渠道建设与推广

制作宣传物料，如海报、宣传册等，进行线下广告宣传，投放码头、景点、民宿、酒店，展示产品特色和优势。

利用社交媒体平台进行推广，发布吸引人的独特体验内容，吸引目标客群。与垂类旅游平台合作，将产品信息发布到各大旅游平台，提升产品曝光率。

4. 客户服务与体验

提供定制化服务，根据客户需求提供个性化的旅游体验。

暂定分为普通团队和独立成团的两种报价方式，满足不同出行场景的用户需求。

5. 销售与促销

设计打卡奖励计划，吸引客户复购其他目的地产品，多次参与体验。

6. 评估与调整

以星期为单位，评估营销效果，根据销量反馈调整营销策略。

重视客户评价，不断优化产品和服务，提升客户体验，保持竞争力。

成果

通过营销计划的实施，预计可以吸引大量游客参与体验，提升产品知名度和美誉度，进而提高销售量和市场份额。

因为该项目正在铺设和实施阶段，还没有收获相关数据。

挑战与反思

最大的挑战来自于导游和讲解员队伍的招聘与培训。现在文旅市场火爆，导游人工成本上升，导致招聘难度都增。除此之外，人员职业理念的高度一致，也是我们一直追求的。我们要求每一位伙伴都认可服务、认可纯玩、认可体验，但目前市面上这样的导游少之又少。人员入口不顺，后端培训的压力也对应增加。