

Case Name

Banyan Tree Wellness Journey

Theory

Target market segmentation; Consumer demand

Keywords

Wellness; Lifestyle; Target market segmentation; Personalized experience

Background Information

Banyan Tree Group has supported local communities by integrating local culture and characteristics into its hotels. Recently, Banyan Tree Resort in China launched the Banyan Tree Wellness Journey, which aims to promote wellness and a healthy lifestyle by incorporating wellness practices into travel experiences.

Marketing Strategy

The Banyan Tree Wellness Journey is designed to provide a unique, personalized experience promoting wellness and a healthy lifestyle. The program includes the Banyan Tree Wellness Passport, tailored to each hotel's local characteristics and includes various wellness activities. Guests are rewarded with a hotel room voucher after completing all the activities in the passport. The program also includes free activities such as sunset meditation, qigong, and sports and paid activities such as dining on wellness cuisine, spa treatments, and handicraft workshops.

Outcomes

The Banyan Tree Wellness Journey has increased revenue from wellness packages and related products. The wellness rooms are equipped with yoga mats and other facilities, and their high floor location and price contribute significantly to the hotel's average room rate growth. The program has also helped to promote a healthy lifestyle and spread awareness of wellness practices.

Implications & Challenges

One challenge is that only guests interested in the wellness journey will likely participate in the activities and complete the passport. The hotel must find ways to encourage more guests to participate in the program, especially those not staying in the wellness rooms. The hotel should consider offering more incentives or promoting the program more effectively to attract a broader range of guests. Additionally, the safety and preferences of different guests should be considered carefully. The hotel must continue innovating and developing new wellness experiences to maintain its competitive advantage.

案例名称

悦榕养修之旅

理论依据

目标市场细分；消费者需求理论

关键词

养修；生活方式

背景资料

1. 悦榕集团以激励生活的理想为理念，一直致力于支持当地社区以融合地方感、永恒感、和谐与完整的鲜明特色而深受宾客喜爱。近期，中国区的悦榕庄正式推出了养修之旅健康体验项目，旨在将养修理念融于旅行中，倡导宾客静心感悟当下的美好，让身、心、灵远离城市的喧嚣，得到自然的净化，并将酒店里体验健康的生活方式持续融入到日常生活中。
2. 越来越多的年轻人开始关注养生，高强度的工作使得他们更期待一种健康的生活方式，保持工作与生活的平衡。生活需求得到满足后，更多的是追求精神的放松与疗愈。

营销策略

1. 悦榕养修护照是根据养修八大支柱量身定制的，每个酒店根据当地特色制定各自的活动项目。养修护照打卡实行奖励机制，客人需要完成所有项目的打卡才能获得一张酒店房券。对于养修活动感兴趣的群体，我们会预订养修客房并发放养修护照和奖品以激励这类群体积极参与活动。
2. 悦榕养修八大支柱包括安然好眠，饮食意识，亲密互动，身体活力，修养心智，学习发展，自然共处，持续实践的全面体验项目。活动不仅包含免费的日落冥想仪式、八段锦、运动打卡或发布照片至社交媒体等免费的活动，也有消费项目，如到餐厅点一份养修菜品、在水疗中心进行一次护理、在康乐中心参加手工制作活动等消费项目。

成果

酒店养修客房套餐及相关产品收入增加，因为养修套房内还配备瑜伽垫等设施，且该房型楼层高、房价高，对酒店平均房价增长有重要贡献。在普及养生知识的同时也在传达一种健康的生活方式，让大家体验之后愿意尝试享受这种慢节奏的生活。

挑战与反思

只有对养修之旅感兴趣的客人才会积极参与活动打卡，普通房型的客人参与度不高，那么如何解决这一问题呢？