

Case Name**The Westin Xiamen Hotel and Sen Ran Camping Health Journey****Theory**

Co-branding

Keywords

Healthy life; All-Inclusive Package; Nature; Visiting flow Conversion

Background Information

1. Xiamen, also known as "Xia" or "Lu," is located on the southeastern coast of Fujian Province in eastern China, with a unique geographical location and a subtropical marine climate. It is a designated Special Economic Zone and an important central city, port, and scenic tourist city on the southeast coast of China. It has been listed on the United Nations Habitat Scroll of Honor. In addition, Xiamen is also a national civilized city, a national cultural and ecological protection area, a National Sanitary City, and a National Ecological Garden City. With beautiful scenery and a spring-like climate all year round, the city is by the sea, and the sea in the city earns a reputation of "Sea Garden" for Xiamen.
2. The Westin Xiamen Hotel is in the island's center next to May First Square, a super-modern complex that combines art, sports, and entertainment venues. The hotel towers over the city, with the central business district and tourist attractions just a stone's throw away, injecting vitality and energy into every cell of your body to help the customers culminate their best state every day. The services include comfortable sleeping, nutritious and delicious dining, energetic sports, relaxing SPA, entertaining activities, and efficient work environments.
3. Senran Camping is located in the Tianzhu Mountain National Forest Park northwest of Haicang District, Xiamen, with an afforestation rate of 96.8%. The green area is so relaxing that it is called the "back garden of Xiamen." Sen Ran Camping provides one-stop tourist services like vehicle and equipment rental, fresh food preparation, and other entertaining packages. It is a well-known camping site in Xiamen that attracts over 5,000 visitors annually.

Marketing Strategy

1. Based on the needs of tourists, Xiamen Westin Hotel offers customized and "all-inclusive" services in different themes about parent-child relationships, health issues, a sisterhood of girlfriends, and team building for companies, which enables the guests to experience a miscellaneous product of tourism in one go. We have tailored a romantic date for nature-loving tourists with sunshine, beach, waves, and the old captain.
2. It would be a promising opportunity to accelerate the development of a new tour industry like road trip camping. This includes vehicle and camping equipment rental of different themes. In addition, the hotel's professional chef will whole-heartedly prepare nutritious delicacies to satisfy your needs and preferences on a diet, injecting energy and impetus for your best performance every day.

Outcomes

Through deep and multi-dimensional cooperation in dining, accommodation, fitness, sports, and other projects, the hotel has provided all-around and comprehensive experiences in different methods for families, travelers, and fitness enthusiasts. This new business model provides innovative experiences by breaking up with the old one, which has illustrated the characteristics and services of Westin to the maximum extent. In July and August of that summer, 1.2 million yuan in revenue was made from the hotel's dining and guest room sales.

Implications & Challenges

The current cooperation model still needs more refinement, such as safety protection measures and guarantees on the road or at camping sites, sanitary details in food transportation, and special dietary requests from senior citizens or younger generations. Different arrangements should be applied to cater to their specific needs in various food and cooking methods.

案例名称

厦门威斯汀酒店 X 森然露营联合营销

理论依据

品牌联合

关键词

健康生活；一价全包；亲近自然；流量转化

背景资料

1. 厦门，简称“厦”或“鹭”，别称鹭岛，位于中国华东地区、福建省东南部沿海，拥有独特的地理位置；属亚热带海洋性季风气候。该市是国务院批复确定的中国经济特区和东南沿海重要的中心城市、港口及风景旅游城市，曾荣获联合国人居奖。此外，厦门还是全国文明城市、国家级文化生态保护区、国家卫生城市、国家生态园林城市。风景秀丽、四季如春，城在海上、海在城中，素有“海上花园”美誉。
2. 厦门威斯汀酒店就坐落于小岛中央的五一广场，是集艺术、体育、娱乐场所为一体的超现代综合之地。酒店高耸于城市上空，中央商务区和观光景点均近在咫尺，可以为您的每一个细胞注入活力与能量，让您每天都会达到最佳状态。我们提供的服务包括：舒适的睡眠环境、营养美味的餐饮、充满活力的运动、舒畅身心的 SPA、妙趣玩乐的娱乐项目以及高效的工作环境。
3. 森然露营坐落于厦门市海沧区西北部的天竺山国家森林公园风景区，森林覆盖率达到 96.8%，是一片绿意盎然的休闲地带，被誉为“厦门后花园”。森然露营为游客提供一站式服务，解决游客的所有露营需求，例如车辆及装备的租赁，新鲜食材的配置，丰富娱乐套餐供选择等，真正实现省钱又省心，让游客随心所欲地选择目的地，是厦门地区颇有口碑的露营基地，每年接待游客逾 5000 人次。

营销策略

结合厦门威斯汀酒店以游客的需求为导向，订制不同主题的“一价全包”的特色服务项目，如：亲子主题，养生主题，闺蜜主题，公司团建等，让客人能够一次性体验丰富旅游产品。为热爱自然的游客订制了一场与阳光，沙滩，海浪，还有老船长的浪漫约会。

加快推动旅游新业态的发展，如自驾车露营地，将会是一个极具潜力的发展机会。车辆租赁到提供不同主题的等全套露营装备的租赁和使用。此外，我们还配备了酒店专业大厨，为您精心制作的营养美味，以满足您饮食需求与偏好。为您注入活力与能量，让您每天都会保持最佳状态。

成果

通过餐饮、住宿、健身、运动等项目的深层次多方位的合作，为酒店的亲子、旅行、及健身达人等提供了多层次、多维度的项目体验和方式。这种合作模式打破传统的经营方式，提供了创新性体验，最大限度地诠释了威斯汀的品牌特色和服务，在七八月份的暑期为酒店的餐饮和客房销售带来 120 万元的营收。

挑战与反思

现在的合作模式还需要更精细化的设计，例如自驾、野营等项目中，需要考虑客人的生命安全措施与保障；在食品运输中的卫生安全的细节；在针对于不同的人群如老人与孩童时，需要考虑他们的饮食习惯和要求，在搭配及烹饪上进行区别对待。