

Case Name

IHA International Hotel Alliance Domestic& Overseas Brand Penetration Marketing Case – He Dan

Theory

Means-objectives theory

Keywords

Joint branding; Channel interconnection; Outbound travel; Visa-free policy

Background Information

1. The founding of the IHA International Hotel Alliance mainly aimed to improve hotels' service quality and expand their market influence. Take Gloria Hotel Group as an example; to meet customers' needs for convenient overseas hotel reservations, they founded their own International Hotel Alliance (IHA). The members of this alliance include international hotel management companies from different countries and regions, such as Omega Hotel Management (OHM), Members of AlfaLand Group in Indonesia, Tang's Living Group in Hong Kong, and Ion Delemen Hospitality in Malaysia.
2. The outbound tourism development 2024 shows a positive trend, especially in expanding visa-free policies and recovering the tourism market. Here are some specific information on outbound tourism policies:

The China Tourism Academy predicts that outbound tourists will surge to 130 million in 2024. This shows the strong recovery momentum of the outbound tourism market.

This means that citizens of these countries can travel to China more conveniently, and it will also help promote tourism cooperation and exchange between China and these countries.

In addition to the visa-free policies for the countries mentioned above, some countries and regions also provide visa-free or short-term stay policies for Chinese citizens.

3. Chinese brands have started to go abroad and deepen their cooperation with foreign counterparts.

Marketing Strategy

By establishing IHA, these hotels aim to increase brand awareness in their targeted markets, thus promoting domestic and overseas online bookings and achieving higher guestroom revenue for both home and abroad. In addition, IHA has also committed to assisting its members in exploring and capturing potential business opportunities, sharing the latest market trends in the hotel industry, and helping the members implement various promotional strategies. Meanwhile, IHA will continue to recruit new members to expand its scale and strengthen its influence in the international hospitality market. A joint promotion with preferential policies will be put online, and an all-inclusive platform for reservations will be created, allowing pricing cooperation among hotels from different countries and regions.

Outcomes

Establishing the purpose of IHA for increasing brand awareness in their respective markets has been accomplished.

Through joint branding and promotion, IHA members' customer resources have been diversified, marketing costs have been reduced, and inbound tourism channels have been expanded.

Implications & Challenges

There still needs to be more IHA members, and the hotels from different countries under the management of IHA are of various quality, so it is challenging to control the quality of the promotions. The reservation procedure can take a long time, and these promotional policies can be very much affected by the border-control policies of these countries.

案例名称

IHA 国际酒店联盟国有品牌境外品牌渗透力营销案例 - 何丹

理论依据

手段-目的理论

关键词

联合品牌；渠道互联；出境游；免签政策

背景资料

1. IHA 国际酒店联盟的背景依据主要源于酒店业对提升服务质量和扩大市场影响力的需求。以凯莱酒店集团为例，他们为满足客户对海外酒店预订的便捷性需求，组建了自己的国际酒店联盟（IHA）。这一联盟的成员包括来自不同国家和地区的国际酒店管理公司，如印度尼西亚的 Omega Hotel Management (OHM) Member of AlfaLand Group、香港的 Tang's Living Group 以及马来西亚的 Ion Delemen Hospitality。
2. 2024 年的出境游政策呈现出积极的发展趋势，尤其体现在免签政策的扩大和旅游市场的复苏上。以下是一些具体的出境游政策信息：

中国旅游研究院预测，2024 年出境游的人数将飙升至惊人的 1.3 亿人次。这显示了出境旅游市场的强劲复苏势头。

这意味着这些国家的公民可以更加便捷地来到中国旅游，同时也有助于推动中国与这些国家之间的旅游合作与交流。

除了上述国家的免签政策，还有一些国家和地区对中国公民提供了免签或短期停留政策。

3. 国有品牌境外战略布局及品牌间的联盟合作。

营销策略

通过 IHA 的成立，酒店集团旨在提高各自市场品牌的知名度，促进境内和境外线上的预订，从而实现国内外更高的客房收入来源。此外，IHA 还致力于协助其成员探索和捕捉潜在的商业机会，分享与酒店行业相关的最新市场动态，有助于实施各种促销策略。同时，IHA 也会持续招募新成员，进一步扩大其阵容和提升其在国际酒店市场的影响力。并进行联合促销政策，一站式线上预订平台，多地联动，同价不用国家不同地域共享。

成果

通过品牌联盟，联合促销，增加了 IHA 联盟成员酒店品牌的客源多样，减少销售成本，扩大入境旅游渠道！

挑战与反思

IHA 成员数量不足，各国管理公司旗下酒店档次不一，促销产品难以把控，并预定周期较长。并受国家政策和出入境政策影响。