

**Case Name**

Le Meurice Hotel

**Theory**

Integrated marketing; Porter five forces analysis

**Key words**

Luxury hotel

**Background Information**

Famous for its luxurious European palace-style décor, Le Meurice Hotel is one of the most distinguished historical hotels in France. Built in 1815 with a popular location in Paris, it is on the opposite of the Jardin des Léis and next door to the Louvre. But for almost a century, the Parisian Hotel Maurice has been in constant competition with the Hotel Bristol and five other palatial luxury hotels - the Hôtel de Crillon, the Hôtel Georges V, the Plaza Athénée and the Ritz. At the same time, with Asian hotel groups making inroads to compete with local hotels in the Paris region, as well as the pressure of foreign luxury hotels, the question of who can bestrepresenting luxury hotels in Europe has become a top priority in the marketing campaigns of the major luxury hotels.

**Marketing Strategy**

More and more hotel groups are realizing that to capture a larger share of the market, they must diversify their business, activating existing markets while collaborating with different cross-board sectors across borders to offer personalized services to their customers. For example, the Four Seasons Hotel Florence offers toiletries from Bulgari and a face wash brush from the latest model of the beauty trend brand FOREO. The Four Seasons Hotel in Macau and the Shangri-La Group both have long-term partnerships with L'Occitane in Europe. The luxury hotel industry is gradually breaking away from traditional marketing and implementing expansion strategies, while strong strategic alliances and win-win partnerships are becoming the mainstream of the day.

**Outcomes**

A major innovation of Morris Hotel was forming a strong alliance with a skincare brand that can instantly improve the skin quality of women who desire to look attractive. The cooperation with Valmont Valmont, one of the four top Swiss skincare brands, provided customers with a service experience that exceeded their expectations, no matter the fine-tuned control of the bathrobe slippers with Logo or the high standard of the operation procedure. This has resulted in real, positive word-of-mouth from customers appearing on popular online channels, thus increasing the hotel's revenue in many ways from many channels.

**Implications & Challenges**

Apart from co-marketing with high-end brands, what other sectors could be available to form a win-win situation for Morris Hotels in terms of cross-border collaboration?

## 案例名称

法国巴黎莫里斯酒店

## 理论依据

联合营销;波特五力模型（竞争优势）

## 关键词

奢华酒店

## 背景资料

法国莫里斯酒店以奢华欧洲宫廷式装修风格著名。作为建于 1815 年的古老酒店，它是全法最杰出的历史酒店之一。地理位置绝佳，正对乐丽花园，卢浮宫隔壁。然而，近一个世纪以来，巴黎的莫里斯酒店一直在与布里斯托酒店以及其他五家宫殿级豪华酒店——克里翁酒店、乔治五世酒店、雅典娜广场(Plaza Athénée)酒店和丽兹(Ritz)酒店竞争。同时，随着亚洲酒店集团的进军，巴黎地区本土酒店不仅要面对外来豪华酒店的竞争压力，还要与它们竞争。因此，谁能成为欧洲奢华酒店的代表，成为各大奢华酒店市场营销活动的首要任务。

## 营销策略

越来越多的酒店集团意识到要占有更大的市场份额，必须多样化经营。他们不仅要激活现有市场，还要与不同行业进行跨界合作，为顾客提供个性化服务。例如，佛罗伦萨四季酒店提供的洗浴用品为宝格丽，洗脸刷为美妆类潮牌 FOREO 的最新款。澳门的四季酒店和香格里拉集团均与欧洲的欧舒丹进行长期合作。奢侈酒店行业正在逐步打破传统营销而实施拓展型战略，同时强强联盟，双赢的战略合作成为时代潮流。

## 成果

莫里斯酒店的一大创新活动是与能够即时改善爱美女性肤质的护肤品牌强强联合。与瑞士四大护肤品牌之一 Valmont 法尔曼合作，从带有 Logo 的浴衣拖鞋的细节把控到高标准的操作流程，为顾客提供了超出预期效果的服务体验。这使得来自顾客的真实、良好的口碑出现在各大热门线上渠道，广为人知。从而，多方面、多渠道地增加了酒店的营收效益。

## 反思与挑战

在反思与挑战方面，除了与高端消费品联合营销，莫里斯酒店还可以与哪些行业进行跨界合作，以达到共赢的情况？

Le Meurice Hotel spa center's photos:



Figure 1. Le Meurice Hotel spa center I  
(<https://www.dorchestercollection.com/en/paris/le-meurice/spa/>)



Figure 2. Le Meurice Hotel spa center II  
(<https://www.dorchestercollection.com/en/paris/le-meurice/spa/>)

**Reference list:**

Le Meurice Hotel spa center I, digital image, viewed 28 May 2023,  
< <https://www.dorchestercollection.com/en/paris/le-meurice/spa/> >  
Le Meurice Hotel spa center II, digital image, viewed 28 May 2023,  
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