

Case Name

Creating a New Cloud Room Experience - Marketing of the Chinese Traditional Style Rooms at Hyatt Regency Xuzhou

Theory

Brand Marketing; Digital Marketing

Keywords

Generation Z; Chinese Traditional Style Rooms; Chinese Traditional Fashion Culture; Channel Sales

Background Information

1. Han culture is quietly rising in China. In recent years, more and more young people have started wearing Hanfu (Han Dynasty Traditional Dress) and walking the streets. The increasing national confidence has made the representative of Chinese traditional culture come off the niche to be a popular fashion and transition from the Internet to daily life. The popularizing of Hanfu festivals, societies, and makeup has added a solid touch to the rise of Han culture. Traditional cultural experiences, with Hanfu as an example, have become an essential window for experiencing the beauty of tradition and understanding its culture. Our traditional culture has gradually become rooted in the youngsters' life and socializing and has become an important way of innovative rituals, self-expression, and social life.
2. Beijing represents the civilization of the Ming and Qing dynasties, while Xuzhou displays the culture of the Han dynasties. Xuzhou was the capital of Xiang Yu and the hometown of Liu Bang. Relying on the city's profound cultural heritage, the hotel launched themed rooms reflecting Han culture to increase the hotel's overall revenue.

Marketing Strategy

Promotion Content: 799 RMB package, including a one-night stay in a Han Dynasty-style room, two vouchers for breakfast at the coffee shop, a Hanfu experience for two, on-site making-up service, and two tickets to the Guishan Han Tomb.

1. Promotion Plan:
Online- promotion channels: Hotel WeChat platform, APPs from Suning, Hyatt Group and Fliggy flagship store, Ctrip package sales, Shanghai Huiji Network, and Weekend Hotel Special.
2. Promotion through hotel-owned social media: WeChat promotion, Tik Tok short-video exposure, Weibo microblog promotion, and Little Red Book promotion.
3. Promotion through KOL and KOC.
4. Paid media promotion: WeChat Moments advertising.
5. Hotel Toolkit: Campaign Key Visual, LCDs, Banners, and social media assets.

Outcomes

1. These promotions have boosted the exposure of the Hyatt Regency Xuzhou significantly. Through three KOLs in Shanghai and KOCs in Hangzhou and Nanjing, Hyatt Regency Xuzhou has been promoted through multiple channels numerous times, resulting in excellent social and economic benefits. The video-browsing on Tik Tok mounted to 1.32 million.
2. The different platforms like Little Red Book and TikTok have played an essential role in the promotion. The Tik Tok is the new way of promotion for the hotel.
3. The hotel's overall revenue has increased by 520,000 RMB by selling 307 sets of promotional packages, and 2,000 new customers become new fans of Hyatt Regency Xuzhou.

Implications & Challenges

As multiple channels have been involved in the promotion, the product's design must be re-adjusted constantly. For the options of tour sites, the Hang Tomb will be replaced to cater to the preference of young customers so that they can have more fun.

案例名称

打造云端客房新体验-徐州苏宁凯悦酒店国风主题房营销

理论依据

品牌营销；数字营销

关键词

Z世代；国风主题房；国潮文化；渠道销售

背景资料

- 1) 汉文化在国内悄然兴起，近年来，越来越多的年轻人穿着汉服走上街头，民族自信心的增强令中国传统文化精华从小众到流行，从互联网走到了普通日常生活中。全国各地的汉服节，汉服社，汉服妆造的日益兴起，为汉文化的崛起增添了浓厚的一笔。包括汉服在内的传统文化体验成为了感受传统之美，理解传统文化的重要窗口，成为自我表达、创造生活仪式感和社交的重要方式，已逐渐深入当代年轻一代的文化，社交和生活。
- 2) 明清文明看北京，两汉文化看徐州。徐州是项羽的故都，刘邦的故里，依托城市深厚的文化底蕴，推出切合汉文化主题的主题房，增加酒店整体收入。

营销策略

产品内容：人民币 799 元，包含国风主题客房一晚住宿体验，咖啡厅双人自助早餐券，双人汉服体验，上门汉服妆造服务以及两张龟山汉墓门票。

推广计划：

1. 在线上渠道售卖：酒店微信小程序上线，苏宁小程序上线，凯悦集团官方小程序以及凯悦飞猪旗舰店，携程套餐产品，上海荟集网络以及周末酒店。
2. 通过酒店自有社交渠道推广：酒店自有微信公众号推广，酒店抖音官方账号视频露出，酒店微博账号推文，酒店小红书账号推文。
3. 通过 KOL 和 KOC 进行推广。
4. 通过付费媒体推广：微信朋友圈广告
5. Hotel Toolkit: Campaign Key Visual, LCD displays, Banners, Social media assets

成果

1. 对于酒店品牌知名度取得了较大提升。通过上海三个 KOL 以及杭州南京的 KOC 对于酒店通过多个渠道多次曝光。产生了非常好的社会效应以及宣传效果。其中抖音短视频观看量达 132 万人次。
2. 开拓不同的销售渠道对于小红书以及抖音渠道的开拓有了重要的作用。协助酒店开拓了抖音带货的新渠道。
3. 增加酒店整体收入，获得粉丝增加 2000 人，酒店整体售卖 307 套，获得收入 52 万元。

挑战与反思

因为产品制定需要多个渠道的配合，在产品设计上还需要再次进行调整，对于景点的选择应该更加的贴近年轻人的喜好，将会注重更换汉墓，调整更加有趣的景点。