

Case Name

LE MÉRIDIEN Shimei Bay Beach Resort & Spa

Theory

Public Relations; Holiday Marketing

Key words

Movie scene reconstruction; Creating hot topics; On-Line-Popular Restaurant

Background

1. It has been a long time since the hotels started crossing the border and exploring other fields. As a factor that has been quite early incorporated into moviemaking, hotels became cross-border business partners and constantly appeared in the movies for providing shooting sites. The hotels built in the movies with restaurants, guest rooms, their Logos, and public areas, some of the hotel names were even openly called out in the lines that have deepened the memory of the movie-goers. By doing this, the hotel's

name brand and concepts were effectively promoted in real situations. On the other hand, the hotel would make better revenue as the public started to pay attention to the hotel's name brand after the movie was released.

2. Shimei Bay is located south of Xinglong Overseas Chinese Farm in Wanning City, Hainan, 12 km from Hainan Xinglong Overseas Chinese Tourism Economic Zone. Its location and pivotal role make it the center of tourism along Hainan's southeast coastline. LE MÉRIDIEN Shi Mei Wan Bay Beach Resort & Spa is in the Shimei Bay Tourist Resort, opened in 2008, and is the first of the six high-end hotels in the resort. It is not widely known to the public compared with other high-end resorts in famous tourist areas such as Sanya and Haikou. Through the successful cooperation with the movie "Do Not Disturb 2", it has been widely sought after by the domestic high-end resort market. With the continuous development of Shimei Bay, the number of high-end resort hotels in the same area is also increasing; how to increase the competitiveness of the hotel brand is now the most critical issue.

Marketing strategy

1. The Shimei Bay Resort provided a shooting set and financial support for the "Twelve ways to Die" reality show. The social media and the hotel's websites had been reporting, and advertising as the TV program was going on, dramatically promoting the hotel's brand name.

2. The hotel restored the scene of the TV program after the shooting and introduced some vocational products related to it. A glass-made sea-view restaurant in the show was duplicated on the beach where the major scene happened and named "horizon restaurant." In the meanwhile, a legendary signature dish of Hainan was promoted. Dong Shan goat, the well-known local delicacy, is cooked with coconut milk. Ten in-house guests were offered a taste of the dish for three consecutive months free of charge and invited to share their opinions on social media platforms, which made a good promotion for the hotel.

Outcomes

1. Through the above marketing promotion, the recognition from customers towards LE MÉRIDIEN Shi Mei Wan Bay Beach Resort & Spa increased significantly, and the

hotel occupancy rate surged rapidly. The model of showing the hotel features to the staying guests by restoring the original scenes from the film and television works brought more sensation to them, thus attracting more tourists and increasing occupancy. At the same time, the restaurant has become one of the most popular restaurants for tourists around Shimei Bay and Shenzhou Peninsula, which has increased the revenue made from food and beverage while attracting many hotel guests who increased revenue for guest rooms.

Implications & Challenges

1. Cross-border cooperation with movies and other film programs to promote the hotel brand is a good try. While after the public screening, the heat is bound to fall back; the hotel usually restores the scene to do promotion. Are there any other effective marketing strategies to maintain the buzz?

Reference list:

Welcome to LE MÉRIDIEN Shimei Bay Beach Resort & Spa. Retrieved 18 March 2023, <https://www.marriott.com.cn/hotels/syxmd-le-meridien-shimei-bay-beach-resort-and-spa/experiences/>

案例名称

万宁石梅湾艾美酒店

理论依据

公共关系；节日营销

关键词

电影场景重现；制造热点话题；网红餐厅

背景资料

1. 酒店跨界的探索由来已久，而影视作为较早融合的元素，也是酒店频繁的跨界合作的商业伙伴，作为取景地较为频繁地出现在镜头中。而酒店在影视剧中的植入，包括餐厅，客房，Logo、酒店公共区域的植入镜头，有些甚至会在台词中直接喊出酒店名字，强化消费者的记忆感。一方面把生活化场景和酒店品牌概念通过这种方式得到了有效推广，另一方面随着电影的公映被拍摄的品牌也得到了公众的关注，从而提高酒店收益。

2. 石梅湾位于海南万宁市兴隆华侨农场南部，距海南兴隆华侨旅游经济区 12 公里。它的地理位置及中枢作用使其成为海南东南海岸线旅游的中心。被世界旅游组织专家誉为海南现存未被开发的最美丽的海湾。石梅湾艾美度假酒店坐落于石梅湾旅游度假区内，在 2008 年开业，是该度假区的六家高端酒店中首家酒店。相对位于三亚，海口等知名旅游区的其他高端度假酒店，石梅湾艾美度假酒店的尚未被大众广泛了解。通过与电影《非诚勿扰 2》拍摄的成功合作使石梅湾艾美度假酒店被国内高端度假市场广泛追捧。随着石梅湾的不断开发，同一区域的高端度假酒店数量也日益增多，如何提高酒店品牌的竞争力是最为重要的。

营销策略

1. 石梅湾艾美度假酒店为美食真人秀节目《十二道风味》提供场地和资金的赞助。在节目的拍摄和播放的同时，通过社交媒体和酒店官网网站进行持续的跟踪报道和宣传，提升酒店品牌的知名度。

2. 在节目结束后，酒店还原节目中的拍摄场景，推出与节目相关的度假产品。在沙滩上还原了节目中的重要拍摄场景玻璃海景餐厅，取名地平线餐厅。同时，推出具有海南特色，以久负盛名的“东山羊”为原材料的椰汁东山羊作为餐厅的传奇招牌菜。在连续 3 个月的时间内，通过挑选 10 位住店客人免费到餐厅品尝，邀请他们在社交媒体和自媒体上分享体验和真实评价，为酒店品牌造势。

成果

通过以上的市场营销推广，石梅湾艾美酒店的知名度大幅提升，酒店入住率迅速提高。将酒店特色通过还原影视作品中的原场景来展示给入住客人，为其带来更多感官上的刺激，从而达到吸引游客，提高入住率和知名度的目的的模式。与此同时，该餐厅已经成为石梅湾和神州半岛一带的最受游客欢迎的餐厅之一，在提高餐饮收益的同时，也吸引了大量的酒店住客，对客房的收益也有大幅度的提高。

反思与挑战

与电影等影视节目跨界合作对酒店品牌的推广是有当电影公映结束后以后，热度势必出现回落，酒店通常会还原场景来做推广。为维持热度，是否还有其他有效的市场营销策略呢？