

Enhancing Guest Experience Through Digital Innovation: A Case of Park Hotel Hong Kong



Source: Pexels (2024)

Background

Located in the heart of Tsim Sha Tsui, Park Hotel Hong Kong is a 4-star hotel developed by Park Hotel Group. In 2020, the hotel took advantage of the low occupancy and completed a full renovation amid the COVID-19 outbreak. The fully refurbished hotel now features 334 spacious guest rooms and suites featuring modern design and amenities (Park Hotel Hong Kong, n.d.).

To encourage booking and provide potential customers with more information, the hotel features a 360° virtual tour on its official website. The tour provides a detailed look to every room type, dining outlets and event space of the hotel, as well as a drone view of the hotel building, indicating its location and surrounding structures (Park Hotel Hong Kong, n.d.). In addition to eliminating uncertainties and assisting potential customers in making informed decisions, this tool can also reassure guests by enabling them to preview amenities and envision their stay in advance. Additionally, by highlighting the hotel's location and surroundings, the virtual tour aids guests in finding the hotel more easily upon arrival.

The hotel has also introduced a virtual concierge named Carrie on its website. This AI-powered chatbot is available 24/7 to assist with inquiries related to reservations, hotel services, and local recommendations, enhancing the convenience and responsiveness of guest interactions (Park Hotel Hong Kong, n.d.).

At the same time, the hotel emphasizes on E-commerce through social media platforms. In addition to promoting its own offers, the hotel regularly shares content about local attractions and cultural events, such as the Big Buddha and the dragon boat races, to engage followers and enrich the guest experience (Park Hotel Hong Kong Instagram, n.d.). This strategy also helps potential guests discover things to do in the area, creating added value and fostering emotional engagement with the brand.

Recognizing the growing influx of mainland Chinese travelers and the widespread adoption of WeChat, the hotel has also launched targeted campaigns on the platform. To boost its follower base, the hotel recently offered a HK\$100 cash coupon for users who follow its official WeChat account, where followers can access the latest promotions and exclusive offers (Park Hotel Hong Kong, n.d.).

Challenges

While the virtual concierge offers 24/7 assistance, its current functionality is limited by its inability to escalate more complex issues to human staff, potentially impacting guest satisfaction in certain cases. Despite its investments in e-commerce and social media marketing, the hotel's efforts on platforms like Instagram and WeChat have been constrained by a relatively small follower base, limiting engagement and visibility. Furthermore, to fully tap into the growing mainland market, the hotel should consider expanding its presence to other popular Chinese social platforms such as Xiaohongshu (Little Red Book) and Douyin, which have proven effective in influencing travel decisions among younger audiences.

Discussion Questions

1. How can Park Hotel Hong Kong improve the functionality of its virtual concierge to better address issues that require human intervention?
2. What strategies could the hotel implement to grow its social media follower base and enhance engagement on platforms like Instagram and WeChat?
3. Is offering platform-specific promotions (e.g., Instagram-exclusive or WeChat-exclusive offers) an effective marketing strategy? What are the pros and cons?
4. How does promoting local attractions and cultural events enhance the guest experience, and how can the hotel further leverage this approach?
5. What additional features could be added to the hotel website or social media accounts to make it more appealing and informative for potential guests?

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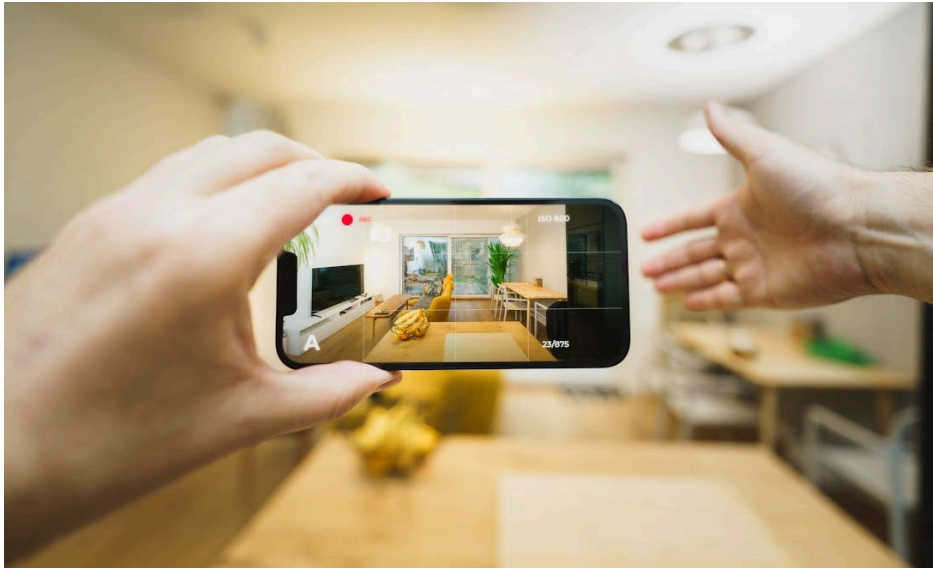
Keywords

- Hotel Technology
- Virtual Reality (VR)
- AI chatbot
- Social Media
- E-commerce
- Cross Promotion

Acknowledgement

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通过数字创新提升宾客体验：香港百乐酒店案例



Source: Pexels (2024)

背景

香港百乐酒店位于尖沙咀核心地带，是一家由百乐酒店集团开发的四星级酒店。2020年，酒店利用入住率较低的时机，在新冠疫情期间完成了全面翻新工程。如今，焕然一新的酒店拥有 334 间设计现代、设施齐全的宽敞客房及套房(Park Hotel Hong Kong, n.d.)。

为促进预订并为潜在客户提供更多信息，酒店在其官方网站上设置了 360°虚拟导览。该导览详细展示了酒店的每种房型、餐饮场所及活动空间，并提供了酒店建筑的无人机视角，标示其位置及周边环境(Park Hotel Hong Kong, n.d.)。该工具不仅能消除不确定性、帮助潜在客户做出明智决策，还能让宾客提前预览设施、设想入住体验，从而增强信心。此外，通过突出酒店的位置和周边环境，虚拟导览有助于宾客在抵达时更轻松地找到酒店。

酒店还在其网站上引入了一位名为 Carrie 的虚拟礼宾。这个由人工智能驱动的聊天机器人提供 24/7 在线服务，协助解答与预订、酒店服务及本地推荐相关的咨询，从而提升了宾客互动的便利性和响应速度(Park Hotel Hong Kong, n.d.)。

与此同时，酒店注重通过社交媒体平台发展电子商务。除了推广自有优惠外，酒店还定期分享关于本地景点和文化活动的内容，例如天坛大佛和龙舟赛，以吸引粉丝并丰富宾客体验(Park Hotel Hong Kong Instagram, n.d.)。这一策略也有助于潜在宾客发现周边活动，创造附加价值并培养对品牌的情感联系。

认识到内地旅客数量不断增长及微信的广泛普及，酒店也在该平台上开展了有针对性的营销活动。为了扩大其粉丝基础，酒店最近向关注其官方微信公众号的用户提供了 100 港元现金券，粉丝可通过公众号获取最新促销和独家优惠信息 (Park Hotel Hong Kong, n.d.)。

挑战

尽管虚拟礼宾提供 24/7 协助，但其当前功能受限于无法将更复杂的问题转接给真人处理，这可能在特定情况下影响宾客满意度。尽管酒店在电子商务和社交媒体营销方面进行了投资，但其在 Instagram 和微信等平台上的努力受限于相对较小的粉丝基数，从而影响了互动参与度和品牌曝光度。此外，为了充分挖掘不断增长的内地市场潜力，酒店应考虑拓展至其他受欢迎的中国社交平台，如小红书和抖音，这些平台已被证明在影响年轻人群的旅行决策方面效果显著。

讨论问题

1. 香港百乐酒店应如何改进其虚拟礼宾的功能，以更好地处理需要人工介入的问题？
2. 酒店可以采取哪些策略来扩大其社交媒体粉丝基数，并提升在 Instagram 和微信等平台上的互动参与度？
3. 提供平台专属促销（例如 Instagram 独家或微信独家优惠）是一种有效的营销策略吗？其优点和缺点是什么？
4. 宣传本地景点和文化活动如何提升宾客体验？酒店应如何进一步利用这种方法？
5. 可以在酒店网站或社交媒体账号上增加哪些额外功能，以使其对潜在宾客更具吸引力和信息量？

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关键词

- 酒店科技
- 虚拟现实
- AI 聊天机器人
- 社交媒体
- 电子商务
- 交叉推广

致谢

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通過數字創新提升賓客體驗：香港百樂酒店案例



Source: Pexels (2024)

背景

香港百樂酒店位於尖沙咀核心地帶，是一家由百樂酒店集團開發的四星級酒店。2020年，酒店利用入住率較低的時機，在新冠疫情期間完成了全面翻新工程。如今，煥然一新的酒店擁有 334 間設計現代、設施齊全的寬敞客房及套房 (Park Hotel Hong Kong, n.d.)。

為促進預訂並為潛在客戶提供更多信息，酒店在其官方網站上設置了 360° 虛擬導覽。該導覽詳細展示了酒店的每種房型、餐飲場所及活動空間，並提供了酒店建築的無人機視角，標示其位置及周邊環境 (Park Hotel Hong Kong, n.d.)。該工具不僅能消除不確定性、幫助潛在客戶做出明智決策，還能讓賓客提前預覽設施、設想入住體驗，從而增強信心。此外，通過突出酒店的位置和周邊環境，虛擬導覽有助於賓客在抵達時更輕鬆地找到酒店。

酒店還在其網站上引入了一位名為 Carrie 的虛擬禮賓。這個由人工智能驅動的聊天機器人提供 24/7 在線服務，協助解答與預訂、酒店服務及本地推薦相關的諮詢，從而提升了賓客互動的便利性和響應速度 (Park Hotel Hong Kong, n.d.)。

與此同時，酒店注重通過社交媒體平台發展電子商務。除了推廣自有優惠外，酒店還定期分享關於本地景點和文化活動的內容，例如天壇大佛和龍舟賽，以吸引粉絲並豐富賓客體驗 (Park Hotel Hong Kong Instagram, n.d.)。這一策略也有助於潛在賓客發現周邊活動，創造附加價值並培養對品牌的情感聯繫。

認識到內地旅客數量不斷增長及微信的廣泛普及，酒店也在該平台上開展了有針對性的營銷活動。為了擴大其粉絲基礎，酒店最近向關注其官方微信公眾號的用戶提供了 100 港元現金券，粉絲可通過公眾號獲取最新促銷和獨家優惠信息 (Park Hotel Hong Kong, n.d.)。

挑戰

儘管虛擬禮賓提供 24/7 協助，但其當前功能受限於無法將更複雜的問題轉接給真人處理，這可能在特定情況下影響賓客滿意度。儘管酒店在電子商務和社交媒體營銷方面進行了投資，但其在 Instagram 和微信等平台上的努力受限於相對較小的粉絲基數，從而影響了互動參與度和品牌曝光度。此外，為了充分挖掘不斷增長的內地市場潛力，酒店應考慮拓展至其他受歡迎的中國社交平台，如小紅書和抖音，這些平台已被證明在影響年輕人群的旅行決策方面效果顯著。

討論問題

1. 香港百樂酒店應如何改進其虛擬禮賓的功能，以更好地處理需要人工介入的問題？
2. 酒店可以採取哪些策略來擴大其社交媒體粉絲基數，並提升在 Instagram 和微信等平台上的互動參與度？
3. 提供平台專屬促銷（例如 Instagram 獨家或微信獨家優惠）是一種有效的營銷策略嗎？其優點和缺點是什麼？
4. 宣傳本地景點和文化活動如何提升賓客體驗？酒店應如何進一步利用這種方法？
5. 可以在酒店網站或社交媒體賬號上增加哪些額外功能，以使其對潛在賓客更具吸引力和信息量？

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關鍵詞

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- 電子商務
- 交叉推廣

致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院本科生 FUNG Sum Sheung, Pico; CHUNG Shiu Hang, John; CHAN Hei Tung, Manis; TSE Sik Him, Mark; WAN Chun Wing, Thomas 的作業。