

Marketing plan written for
Relais & Chateaux Chaptel Hangzhou Hotel, China

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Introduction

The Covid-19 pandemic has caused many negative consequences in the global business market through the unpredictable lockdown and by creating trade barriers across border (Jiang & Wen, 2020). World's tourism and hospitality industry is one of the most affected sectors that negatively impacted by this pandemic. This marketing plan will be done for attracting new customer and visitors for "Relais & Chateaux Chaptel Hangzhou Hotel" in China by implementing marketing mix strategy and by analysing micro and macro marketing environmental aspects. Also, the maximisation of customer engagement through creating unique value and by utilising effective digital marketing media will be written briefly in the analysis section.

1. Marketing Mix

Product: The main product for the hotel is their unique and superior rooms and villas with all the luxury amenities for an amazing experience of staycation, business stayover or relaxed holidays. Some of the variants of the rooms and villas are as follows:

- Yinlu Villa Double Room
- Shikumen Classic Townhouse
- Shikumen Family Suite

(Source: Relais & Chateaux, 2021)

Price: The price of the various rooms start from £266 which is the price of Yinlu Villa Double Room and it can be up to £824 (Relais & Chateaux, 2021). The pricing strategy clearly indicates that this hotel will target only the premium customers who can afford the rate.

Place: Nearby hillsides are dotted with pagodas, pavilions and gardens that fit into the surrounding environment. Since the Tang era, this unique location has served as a haven for poets and painters alike, and it is now protected as a Unesco World Heritage Site.

Promotion: Due to the increased opportunity in online market, Relais & Chateaux Chaptel Hangzhou Hotel should focus these days heavily into social media marketing where the company will promote the hotel offers and other benefits in different website like Sina Weibo (Chinese version of Twitter), TikTok, Instagram and so on (Reid & Bojanic, 2019). Apart from that, the hotel will develop affiliation

with various booking agent in China who generates lead for the company and thus the company ensures sells.

The screenshot displays the Ctrip website interface for the Hotel de Castiglione Paris. The header features the Ctrip logo and navigation links. The main section shows the hotel's name, address, and a gallery of images. A red box highlights the 'Score' (4.3) and 'Comments' (774) section. The bottom section contains a table of room types and prices.

房型	房型	房型	房型	房型	房型	房型	房型	房型	房型
高级房	高级房	高级房	高级房	高级房	高级房	高级房	高级房	高级房	高级房
高级房	高级房	高级房	高级房	高级房	高级房	高级房	高级房	高级房	高级房

Figure: Chinese Booking Agent Ctrip (Marketing China, 2021)

2. The Marketing Environment (Micro-SWOT)

Strength: This hotel's value chain for offering services to consumers is rated as the finest by guests. You can tell it has a skilled chef, a well-known brand, and the ability to successfully internalize with distinct and luxury embodying variants that are well recognized (Scott et al., 2019). The resort's creative market, which includes premium boutique hotels, is another asset.

Weakness: Chaptel Hangzhou is having difficulty balancing its advertised perks with its actual pricing. One of China's weaknesses is the inability to consistently provide high-quality services to a wide range of standard tourists, who each evaluate the country's quality from their own unique perspective (Marketing China, 2021).

Opportunity: This worldwide brand has a big opportunity in a new emerging market with a lot of promise. As a result of the epidemic, people began to go to China for business or pleasure, offering a wealth of prospects for the Chaptel Hangzhou's expansion (Relais & Chateaux, 2021).

Threat: Customers are staying away from Chaptel Hangzhou because of the Covid-19 epidemic in China, which is the primary source of a pandemic (Jiang & Wen, 2020). Additionally, the number of competitors and potential new entrants is steadily rising, which poses a concern.

3. The Marketing environment (Macro) PESTEL

Political: It is advantageous for The Chaptel Hangzhou's worldwide expansion to have strong trade and economic arrangements with other nations because of China's political stability. Foreign businesspeople and tourists also flock to China because of the country's political stability, which is good news for this hotel chain (Relais & Chateaux, 2021).

Economic: The Chaptel Hangzhou is able to hire Chinese laborers because of the low cost of labor in China. After the epidemic time, China's economy has rebounded, which is excellent news for The Chaptel Hangzhou (Kotler et al., 2018).

Social: Increasing numbers of Chinese citizens are literate and eager to spend money on amusement. Chinese people's desire to travel rather than save money is also a good factor for the Chaptel Hangzhou's business model.

Technological: Technology developments in supply chain management and distribution may be used by Chaptel Hangzhou to attract consumers (Reid & Bojanic, 2019).

Environmental: The hotel is accused of environmental pollution as waste management and ecological techniques are only implemented in a tiny fraction of the hotel.

Legal: The Chaptel Hangzhou's normal operations are significantly impacted by China's legal issues because it is a foreign-owned enterprise and strictly follows the PRC Labor Law 1995, the PRC Labor Contract Law 2007 (Marketing China, 2021).

4. Creating Customer Value & Engagement

Perceived worthiness and capacity to meet customer demands and demand, as well as a comparable comparison with an alternative or substitute, are all aspects of customer value. The Chaptel Hangzhou may use a multifaceted idea of perceived value to increase customer value and involvement (Bowie et al., 2016). Chaptel Hangzhou can use online media platforms to engage guests in a way that isn't possible without the help of today's cutting-edge technology. Chaptel Hangzhou is able to develop customer value correctly through this style of engagement since it permits two-way communication between the parties involved.

In the hospitality industry, value is created for customers in three steps: check-in, stay, and check-out times. Chaptel Hangzhou can enhance client value and engagement by offering a transportation system, fast check-in and check-out procedures, and recreational activities. Because the Chaptel Hangzhou contains a spa and a restaurant, it can provide healthy cuisine alternatives to its guests (Oh, 2019). Consumer engagement may be increased by reacting directly to the customer. To further enhance customer value and engagement at Chaptel Hangzhou, it is important to identify and understand its target consumer category. The hotel should develop a blog with educational and informative content. Author Steve Shields spoke with more than 1200 wealthy men and women, while doing research for his book "How Rich People Think" and all declared their passion for reading as a method of learning and self-development.

Staycation experiences and offers to encourage short and domestic holidays in Mainland China. Without having to travel for, guest may select this package at Chaptel Hangzhou Hotel which offer a wide array of experience within hotel and in the city.

5. Effective Use of digital Marketing

Having an online presence is essential if you want to attract Chinese tourists to your hotel, since there are more than 660 million internet users in China. In order to construct an online presence, owning a website is the most straightforward option, especially if it's created from scratch (Marketing China, 2021).

In the meanwhile, paying attention to the smallest of details may serve as a source of inspiration for enhancing hotel services. These things may seem inconsequential to most foreign guests, but to Chinese people, they are important needs and conditions for selecting the most personalized hotels (Oh, 2019).

Traditional or online celebrities are often considered major opinion leaders in China because of their strong and established followings on social media platforms like Weibo and Wechat. The views of others, especially those expressed online, are highly valued in China (Kotler et al., 2018). Relais and Chateaux hotels might collaborate with WeChat and Weibo users to spread the word about their amazing experiences at the hotels.

In the end, Chinese people place a high value on their public image, particularly their "Face," or Mian Zi as it is known in Chinese. "Reputation" could be the best term to describe this cultural trait, although it's difficult to select just one (Marketing China, 2021).

Conclusion –

There are several facets of acquiring clients beyond the lockdown period mentioned in this marketing strategy, including internal and external analyses, marketing mix and successful application of digital marketing techniques. To draw in customers after a pandemic The Chaptel Hangzhou can take care of all of your personal hygiene and safety concerns. Laws and regulations enforced by the Chinese government must be properly adhered to. As a result, it must make sure that clients are aware of and enticed by its new facilities and services. That means that a marketing strategy is possible for the Chaptel Hangzhou, as well.

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