Radar Report #6_Tourism

May 2024 Trends, Case Studies and Insights

How Brands Connect with Consumers in China

Created by Resonance

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Tourism Campaigns China

Brand x Platform
Cases Studies
Radar Report
May 2024

Trend 1
Live Streaming

Through live streaming, brands expand product purchase with real-time discounts and promotions, targeting travel trends especially popular among modern travel audiences.

Trend 2
O2O Engagement

Brands blend online and offline strategies, using urban exploration themes to attract audiences for in-person experiences, packaging brand, product and lifestyle together holistically.

Trend 3
New IP Collab

Brands and platforms strengthen consumer connection through new IP introductions and collaborations, engaging audiences with popular IPs, expanding target demographics.

Trend 4
OTA Collab

OTAs collaborate with other organizations to enhance awareness and drive traffic. They attract target audiences to their platforms through engaging, popular social media collaborations.

Trend 1 Live Streaming

Singapore Airlines: Localized Live Stream Promotes Sri Lanka Route to Chinese Tourists

Two days before the live stream began, Singapore Airlines first teased the event and highlights on Weibo, enticing participation with substantial discounts.

On the day of the live stream, advance teaser posts were shared, and the participation of travel KOLs added a localized touch and increased visibility.

Hosts and viewers interacted through comments in the live stream, facilitating the sales process of tickets for the Sri Lanka route.

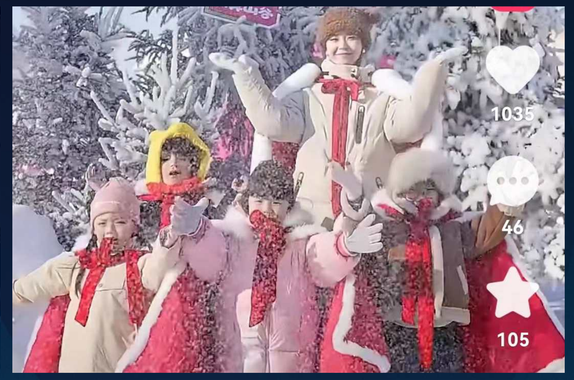
Singapore Airlines announced the launch of its official live stream, inviting a prominent local travel KOL to join and promote its Sri Lanka route.

- On Weibo and WeChat, Singapore Airlines teased an upcoming live streaming event, previewing the content, event products, and gifts.
- They also announced collaborations with Shangri-La Group and Changi Airport for gift giveaways during the broadcast. Additionally, travel influencer @大概是井越's participation was revealed, and viewers could join the live stream by scanning a QR code.
- The live stream attracted nearly 300,000 viewers, highlighting the significance of localization in international airline promotion.

Kuaishou: Promoting Northeast China with Celebrities Through Live Streaming

Kuaishou and celebrity Zhang Dada released an advance announcement introducing the travel live streaming event and launched the hashtag #ZhangDadaExploresNortheast.

During the live streaming on Kuaishou, Zhang Dada and several groups of KOLs experienced various activities such as the "Disco Bus," "Rime Scenery," and "Rap," and checked in at different scenic spots.



Celebrity Zhang Jianing led a group of children to Yanji, where they experienced activities like "Korean ethnic costumes" and "horseback riding," broadcasting the entire journey live on Kuaishou.

Kuaishou collaborated with Jilin's Cultural Tourism Department, celebrities Zhang Dada and Zhang Jianing, along with dozens of KOLs, hosting consecutive live streaming and check-in events to promote Jilin's cultural tourism.

- Zhang Dada initiated the live stream on Kuaishou, checking in at Namei Valley with KOLs and experiencing various entertainment activities and check-ins. Zhang Jianing led another group to explore Yanji City, broadcasting the journey live.
- Kuaishou also launched the #ZhangDadaExploresNortheast topic, updating travel videos and inviting user participation.
- The live streams attracted over 200,000 viewers concurrently. On Kuaishou, related topics amassed 100 million views, with over 10 million views on Weibo.

Fliggy Super VIP Unveiled: KOL Collaboration for Jeju Island Live Stream Discounts

Fliggy teased the Jeju Island live streaming event on Weibo and RED by offering flash sales and giving away free plane tickets. They also launched the #FliggySuperVIP series hashtags.

On WeChat, Fliggy provided detailed descriptions of the travel packages to be highlighted in the live stream, encompassing flights, hotels, attractions, and additional offerings, enticing viewers with exclusive perks.

During the live stream, indoor and outdoor scenes from Jeju Island were showcased, with KOL @李可乐 joining. Dressed in traditional Korean attire, they interacted with the host, introducing products.

Fliggy's April 10th 'Fliggy Super VIP' launch, in collaboration with Taobao, featured a live streaming event from Jeju Island. They promoted budget-friendly travel to Jeju via #飞猪超级VIP on Weibo, WeChat, and RED, with @李可乐 co-hosting.

- Fliggy introduced #FliggySuperVIP on Weibo and RED, teasing exclusive offers for the upcoming live streaming event through significant discounts and flash sales.
- They directed audiences to Taobao via their platform to access the live broadcast. Travel influencer @李可乐 was involved. The live broadcast was conducted from Jeju Island.
- The hashtag #FliggySuperVIP garnered over 28 million views on Weibo alone, indicating widespread interest. The live streaming event attracted nearly 350,000 viewers.

Trend 1 Insights Live Streaming

BRANDS	INSIGHT
SINGAPORE AIRLINES	Singapore Airlines utilized live streaming to engage a younger demographic, highlighting exclusive offers and promotions for its Sri Lanka route. Through partnerships with local travel influencers, the initiative showcased the effectiveness of localization in international airline marketing.
KUAISHOU	Kuaishou's partnership with Jilin's Cultural Tourism Department and influencers like Zhang Dada and Zhang Jianing in live streaming events elevated local destinations, creating travel trends and hotspots through engaging content and celebrity endorsements.
FLIGGY	Through live streaming collaborations with KOLs, Fliggy showcased its budget-friendly travel offers. Using complimentary flight tickets as bait, they provided immersive presentations of travel packages, creating an engaging viewing experience. This innovative approach increased user engagement and boosted sales.

Trend 2 O2O Engagement

Singapore Tourism & RED: #好运连连 Campaign Boosts Singapore Online & Offline

The Singapore Tourism Board launched the "Lucky Connection in Singapore" brand campaign on RED, inviting consumers to access the H5 activity page, where they can interact by posting notes online and have the chance to win prizes.

Offline, the brand created a unique event space in Shanghai featuring an outdoor naked-eye 3D screen to showcase animated short films promoting the campaign. The official also filmed the event and KOL participation, releasing promotional videos on RED.

Many KOLs checked in, sharing experiences and activities like window encounters and performing arts under #好运连连. Event attendance and posting notes on RED granted participants a free chance to draw prizes from the capsule toy machine.

The Singapore Tourism Board collaborated with RED to organize the "A Feast of Fun, Right in Singapore" brand event, aimed at igniting people's interest in tourism in Singapore.

- Online, users are invited to post inspirational content on RED using the hashtag #好运连连 and explore Singapore's attractions through an interactive H5 page.
- Offline, an experiential space is set up in Shanghai for the offline activities, including outdoor naked-eye 3D screens and capsule toy activities, attracting numerous KOL check-ins.
- Through interactive and engaging activities, the Singapore Tourism Board enhanced the exposure of localized tourism promotions, while the event garnered 1 million reads on RED.

Huazhu Hotels: H WORLD Digital Explorer - Virtual Adventure Meets Exclusive Hospitality

Huazhu Hotels launched an H5 activity on its WeChat account, introducing the "H WORLD Digital Explorer" event, explaining lottery rules and membership acquisition, and inviting comments for the prize draw. The activity interface allows direct viewing of the sci-fi-style trailer.

Subsequent WeChat posts announced five exploration areas, inviting players to delve into the plot, collect digital cards for real-world benefits and gifts. A metaverse social space allows players to engage in interactive games.

Through participation in the mini-program game, players can obtain different equipment and card-drawing opportunities within the storyline, gaining both virtual and physical travel gear, with the highest chance to attain permanent platinum membership.

Huazhu Hotels Group collaborated with the sci-fi digital IP Da Vinci's Egg for the "H WORLD Digital Explorer" campaign, integrating virtual exploration with real hotel privileges for members.

- Participants obtained purchasing qualifications through a lottery and paid for exclusive Huazhu Gold Membership. In the metaverse, guided by digital navigators, players explored space and interacted socially. Themed scenes offered plot clues and customized equipment, with weekly "air-drop blind boxes" to win benefits and equipment.
- Huazhu Hotels Group engaged users through H5 activities on its WeChat account, offering mystery gifts and regular updates on activity progress.
- The activity accumulated nearly 200,000 views on WeChat, highlighting the significance of the hotel industry's technological innovation.

RED's New Year Revival: Engaging Users with Citywalk and Interactive Activities

RED released the #DragonBeatNewYearRevival campaign through its official account, promoting offline citywalk check-in activities in four cities, and promoted the #2024TogetherAsDragons online H5 interactive activity, inviting users to complete tasks to win prizes.

During the offline activities, RED set up a dedicated headquarters space where users could collect dragon-hunting maps, explore, and participate in interactive activities. It also provided props for users to check-in and take photos.

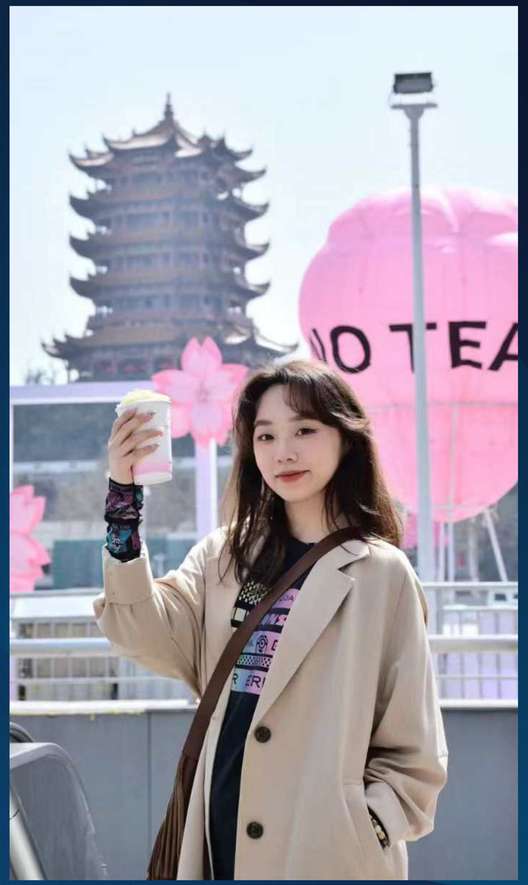
RED produced promotional videos blending MG animation with Shanghai scenery to evoke a nostalgic Chinese New Year vibe. Celebrities promoted the #DragonBeatNewYearRevival online, with KOLs checking in at event venues.

To evoke nostalgia for classic New Year memories, RED launched the #龙咚锵年味复兴 (NewYearRevival) plan nationwide during the New Year. This initiative encouraged users to engage in check-ins and interactive sharing activities across four cities.

- In Shanghai, Beijing, Guangzhou, and Chengdu, participants followed fixed citywalk routes on the map, visiting specific stores to collect stamps. Posting content on RED allowed them to enter a lucky draw for a chance to win New Year gift boxes.
- Online, RED's official account also released a short film combining MG animation and reality to enhance the event's atmosphere. Completing interactive tasks during the H5 activity on RED offers the chance to receive gifts. Celebrities such as Chen Duling and many KOLs participated in and promoted the activity through offline and online check-ins.
- This activity garnered over 300M views on RED.

RED & Grandpa Doesn't Brew Tea: Wuhan Cherry Blossom Event

RED posted the #春回樱花茶自美 topic on its platform and disclosed the event rules, encouraging viewers to visit the event venue for check-ins using the cherry blossom map.



Famous landmarks in the city were decorated with check-in interactive props, attracting many KOLs to check in and post notes, further enhancing the visibility of the event.

The brand collaborated with public transportation, using stickers for themed trains. Music festivals with renowned bands like @回春丹 drew more young tourists.

RED collaborated with local Wuhan tea brand @爷爷不泡茶 to initiate the #春回樱花茶自美 (Cherry Blossom Tea Selfie) campaign, organizing a cherry blossom appreciation event in Wuhan.

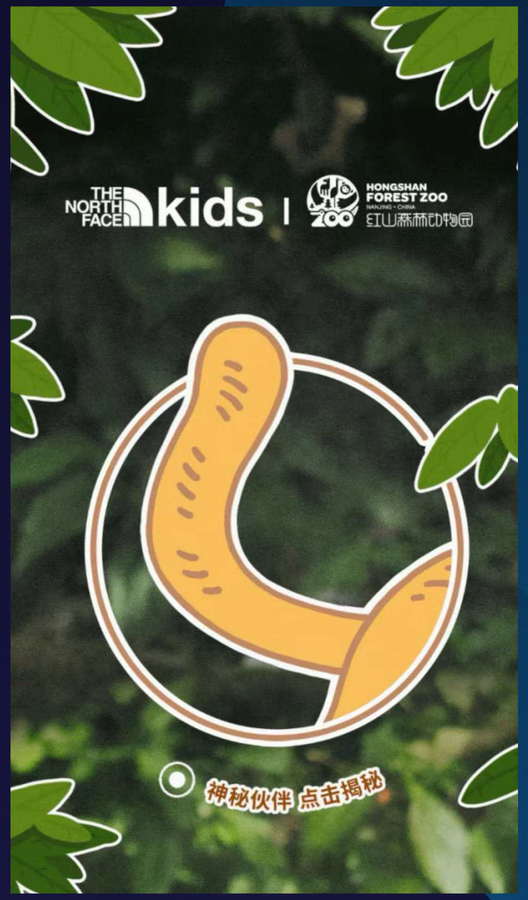
- During the campaign, RED encouraged consumers to participate in a citywalk to admire cherry blossoms and share their experiences online. Offline events included the Spring Tea Fragrance Train Flash Mob and the Spring Music Festival.
- On RED, many KOLs shared their check-in photos, and users were urged to post under the #春回樱花茶自美 topic to receive limited-edition tea-related merchandise.
- The campaign achieved significant success, accumulating over 20 million views on RED under the related topic.

Trend 2 Insights O2O Engagement

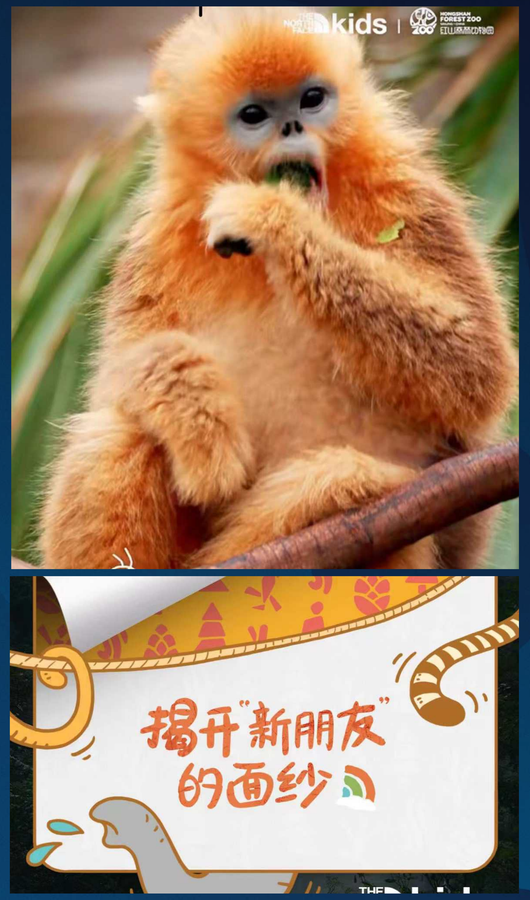
BRANDS	INSIGHT
SINGAPORE TOURISM	Blending online and offline experiences, the Singapore Tourism Board engaged users with interactive activities, amplifying local tourism visibility and sparking interest. By bringing Singapore's attractions to life, they captivated Chinese audiences with interactive themed activities.
HUAZHU HOTELS	Huazhu Hotels Group's "H WORLD Digital Explorer" merges virtual exploration with real hotel perks, linking gaming rewards to tangible experiences. This innovative blend offers users a unique, interactive engagement, showcasing the hotel industry's adeptness in leveraging technology and metaverse storytelling to captivate audiences.
RED	RED's campaign ingeniously blends offline city walks with online tasks through the "Hunt for the Dragon" map, evoking nostalgia for the Lunar New Year ambiance. By incorporating various engaging activities, it enhances user participation. This innovative approach strengthens interaction and sparks widespread interest.
RED & GRANDPA DOESN'T BREW TEA	RED's collaboration with @爷爷不泡茶 effectively merged offline cherry blossom experiences with online engagement, showcasing the efficacy of integrating physical and digital interactions to boost user participation and promote travel events on the platform.

Trend 3 New IP Collaborations

The North Face & Hongshan Zoo: Introducing New Brand Ambassadorship For Kids Collection



The North Face launched two H5 interactive activities on WeChat at the end of February, previewing and introducing the new brand partner Tutu, and inviting viewers to interact and comment.



On Weibo and RED, the brand released 2 posts inviting viewers to guess the new partner and win prizes. After the collaboration went public, a vlog introduced the zoo and the golden snub-nosed monkey Tutu.

On RED, The North Face also launched a special event called "Tutu Classroom," promoting outdoor knowledge and urging users to hike to Hongshan Zoo with Tutu's image and perspective.

The North Face partnered with Nanjing Hongshan Zoo to unveil a new brand ambassadorship and promote their latest line of children's rain jackets.

- Utilizing hashtags like #OutdoorAdventure and #IgniteCuriosity on Weibo and RED, they released two posts and a VLOG video, engaging audiences with guessing games and prizes. The North Face unveiled their collaboration with Nanjing Hongshan Forest Park and introduced the golden snub-nosed monkey, Tutu.
- Promoting their new children's outdoor jacket on WeChat through an H5 activity, The North Face hinted at the upcoming brand collaboration. On RED, They initiated a "Tutu Classroom" series to educate users on outdoor knowledge and invited them to hike to Hongshan Zoo.
- The collaboration and promotion on social media platforms amassed over 6.5 million views.

New Zealand Tourism Board: Launching Mascot IP KIMI Resonating with Chinese Tourists

At the outset, the New Zealand Tourism Board launched an interactive riddle post on Weibo and RED, inviting viewers to guess the mascot's identity. The hashtag #SeekingKIMIOnYou was concurrently initiated.

Simultaneously, a series of posters, promotional videos, and informative short clips were updated on Weibo and RED to shape KIMI's image, aligning with the traits people were seeking.

On WeChat, an official post introduced KIMI's lifestyle in detail, accompanied by promotional posters and videos. Towards the end, viewers were invited to suggest peripheral product ideas.

The New Zealand Tourism Board introduced its mascot Kakapo Kimi, urging Chinese tourists to explore New Zealand's wonders through its brave and optimistic persona.

- On Weibo and RED, the official account initiated a riddle interaction, urging audiences to guess Kimi's identity. Simultaneously, the hashtag #SeekingKIMIOnYou was launched. Subsequently, the brand shared posters and videos to showcase Kakapo Kimi's traits, narrating four distinct character stories.
- On WeChat, detailed posts about Kimi and Kakapo's lifestyle were shared, inviting viewers to engage by commenting and offering suggestions.
- #SeekingKIMIOnYou garnered nearly 75M views and almost 200,000 interactions on Weibo.

Jilin Culture and Tourism: Introducing Virtual Characters to Captivate Gen Z

Jilin Culture and Tourism unveiled a teaser video on Weibo and RED, announcing the launch of the nation's first digital snowman and teasing the upcoming chivalrous world story.

Official posters in the style of chivalrous heroes, representing the cultural identity of Changbai Mountain, were released for two digital characters, Chunyi and Xuanlong, on Weibo and RED, inviting visitors to come and experience it.

The official promo video was released on Weibo, RED, and Douyin, blending ancient chivalry, virtual reality techniques, and live-action. Two related hashtags were created simultaneously.

Jilin Culture and Tourism introduced two virtual digital characters on social media, sharing the cultural stories of Changbai Mountain in Jilin Province and attracting young Generation Z crowds to visit.

- Initially, Jilin Culture and Tourism teased the digital characters on Weibo and RED, introducing them to the audience. Subsequently, posters featuring the characters were shared on both platforms, encouraging people to explore Changbai Mountain.
- The official promotional video was then released on Weibo, Douyin, and RED, showcasing the beauty of Changbai Mountain through a combination of virtual reality and live-action shots.
- Through innovative historical and cultural storytelling, this campaign has garnered over 6 million views on social media platforms.

Trend 3 Insights New IP Collaborations

BRANDS	INSIGHT
THE NORTH FACE	The collaboration between The North Face and the Golden Snub-nosed Monkey Tutu from Nanshan Zoo strategically blends the brand's outdoor ethos with playfulness. Leveraging the current trend of animal IPs, the brand targets a broader family audience. Through continuous interactive engagements, the brand strengthens connections with its target demographic.
NEWZEALAND TOURISM BOARD	By introducing the kakapo IP KIMI, the New Zealand Tourism Board not only familiarizes Chinese tourists with this unique bird species but also promotes New Zealand tourism through storytelling about the KIMI spirit. This localized promotion and interaction enhance tourists' understanding of New Zealand and strengthen their interest in the destination.
JILIN CULTURE AND TORURISM	The exclusive virtual character created by Jilin Culture and Tourism is utilized to promote local attractions, scenery, and culture through innovative technology and storytelling. By integrating characters with real landscapes using virtual reality technology, it successfully attracts a younger audience with a fresh perspective.

Trend 4 OTA Collaborations

Ctrip's "318 Welcoming Spring" Campaign: Driving Engagement and Sales

On Weibo, Ctrip launched the #318 Welcoming Spring# hashtag, urging users to search "318 Global Tour" on their platform for discounted flights and hotels. They also hosted a live stream promoting these deals and offering free giveaways.

The "318 Global Tour" page on Ctrip's platform features popular domestic and international travel destinations with significant discounts for purchases made there.

Ctrip created short promotional videos blending real landmarks and animation to inspire travel. They launched interactive animation countdowns for viewers to participate and win gift cards, while Ctrip and partner hotels boosted promotion via reciprocal commenting on Weibo.

Ctrip launched the #318 Welcoming Spring# campaign, partnering with leading hotels and airlines to encourage consumers to participate and purchase spring travel products on the Ctrip platform.

- They introduced the #318 Welcoming Spring# hashtag on Weibo, prompting users to search "318 Global Tour" on the Ctrip app for flight and hotel bookings. To promote the campaign, they combined animation with real-world classics. Additionally, they organized an interactive lottery with a countdown animation featuring cartoon animals, allowing users to win gift cards.
- Ctrip collaborated with various hotels for invitation-style promotions on Weibo and partnered with KOLs on the RED platform to promote the 318 discount event.
- Ctrip's promotion on Weibo, including interactive contests and visually engaging content, garnered over 120 million views.

Fliggy's "Spring Blossom Tour" Event: Enhancing Platform Exposure

Fliggy posted on Weibo to reveal its collaboration with Tmall and Volvo, introducing the #Spring Blossom Tour# hashtag for the first time and releasing a nationwide flower map for March.

Volvo and Tmall subsequently shared the event on Weibo and encouraged audience interaction, guiding them to participate in platform-exclusive offers and promotions.

Renowned artist KOL Zhao Xiaoli was invited to conduct a flower art exhibition onsite. Additionally, offline activities such as flower car parades and market giveaways were introduced.

Fliggy(飞猪), Tmall, and Volvo collaborated to jointly host the #Spring Blossom Tour# event from March to April, featuring a flower exhibition in Linzhi, Tibet, with renowned KOL artists invited to create a unique viewing experience.

- This event collaborated with Linzhi Tourism Bureau to host a flower exhibition at the Linzhi Peach Blossom Festival, featuring flower car parades and market giveaways. They launched event details and a spring flower map, partnering with Taobao for spring travel promotions. Participants engaged in a lottery by reposting and commenting for a chance to win prizes.
- Additionally, Tmall and Volvo promoted the exhibition on Weibo, encouraging offline attendance and introducing KOL artist @Zhao Xiaoli as the curator.
- This event garnered over 160 million views on Weibo, demonstrating its success in promoting spring tourism and increasing brand exposure.

Qunar: Leveraging Celebrity Endorsement in TV Show Collaboration

Qunar posted on both Weibo and WeChat, announcing the participation of spokesperson Guo Qilin in the program "We Three" and promoting travel options on Qunar.

Leveraging the program's travel routes, Qunar promoted tourism spots in Changbai Mountain and encouraged participation in interactive activities to win travel funds through Weibo and WeChat.

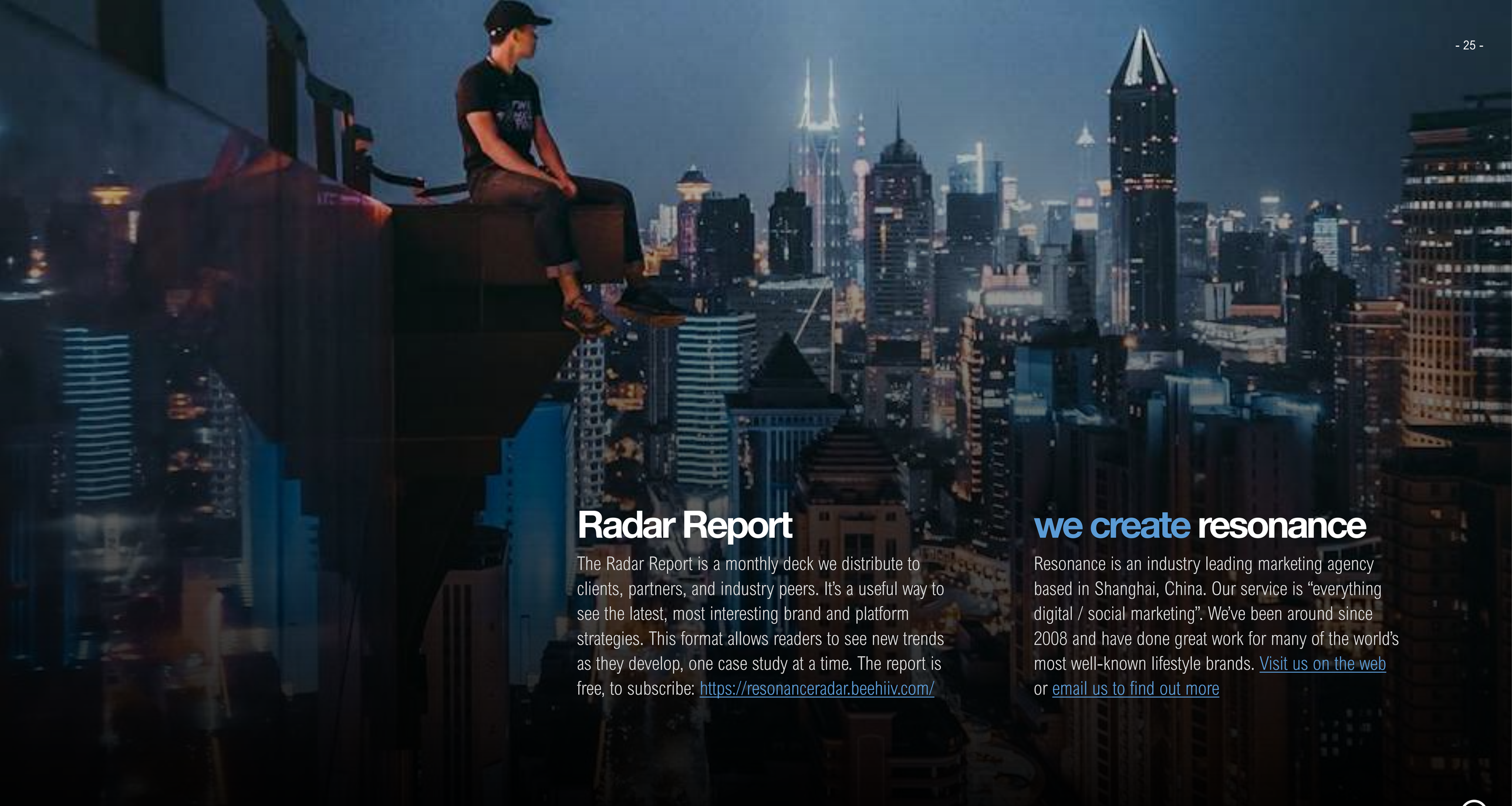
By clicking into the mini-program, viewers could directly vote on the location of the travel recording and view discounts on travel routes featured in the program on the same page.

Qunar (去哪儿) collaborated with Hunan TV's Mango TV to sponsor the program IP "We Three," featuring their celebrity endorser, Guo Qilin. This partnership aimed to boost the platform's visibility by engaging in a thematic interactive campaign.

- Qunar promoted "We Three" on Weibo and WeChat, sharing lineup previews via posts, posters, and trailers. They launched the #GuessWhereWeThreeGo# campaign, prompting viewers to predict the show's fourth recording location via a mini-program link for a chance to win travel funds.
- Additionally, Qunar engaged with users on Weibo, offering autographed photos of celebrity endorser Guo Qilin for retweeting related content. Customers could also enjoy discounts by booking similar routes under the tag 【We Three 】on the Qunar platform.
- The campaign amassed over 150 million views across social media platforms, leveraging program IP and celebrity endorsements to boost profitability and brand visibility.

Trend 4 Insights OTA Collaborations

BRANDS	INSIGHT
CTRIP	Ctrip collaborated with leading hotels and airlines, leveraging their brand influence to drive traffic to its platform. Through partnerships and interactive promotions, they effectively attracted users to explore and engage with the campaign, showcasing their platform as a hub for spring travel products and experiences.
FLIGGY	Through collaborative efforts, seasonal thematic alignment, and OTA channel diversion strategies, Fliggy successfully heightened user engagement both online and offline. This approach underscores the importance of brands leveraging partnerships with other platforms to share traffic and foster user interaction.
QUNAR	Leveraging new IP imagery and celebrity endorsements, Qunar's partnership with the reality show effectively drove traffic to its travel platform, amplifying brand visibility and engagement.



Radar Report

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