Research on hotel wechat ecological operation Optimization Strategy

Wei Tang, Bangyu Huang

Zhaoqing University,Guangdong Zhaoqing, 526061,China

Abstract: With the rapid development of new media marketing, hotel wechat ecological operation has gradually attracted the attention of enterprises. This paper uses quantitative and content analysis methods to analyze the wechat ecological operation of the top 5 international high-end hotels, and finds that there are some problems such as over reliance on OTA platform, low efficiency of pushing information and poor interaction with users. Put forward the optimization strategy of one-to-one service, full scene connection and construction of hotel wechat ecological operation system to improve the efficiency of hotel wechat ecological operation.

1. Introduction

China Internet Network Information Center (CNNIC) released the Statistical Report on Internet Development in China released in September 2020. The number of Internet users and Internet penetration rate, the number of online payment users and the use rate of online payment in China continue to grow steadily: The number of Internet users in China reached 940 million, equivalent to one fifth of the global Internet users, and the Internet penetration rate reached 67.0%, an increase of 2.5 percentage points over March 2020; The number of online payment users in China reached 805 million, accounting for 85.7% of the total Internet users, an increase of 36.64 million over March 2020, and the scale of mobile payment market ranked first in the world for three consecutive years [1] (Figure 1). At the beginning of 2020, COVID-19 has brought opportunities and challenges to the hotel industry, which has prompted the industry to reflect and make more innovation and optimization. In June 2020, Sun Jian, general manager of BTG Home Inns Group, pointed out that online and private traffic and intelligence of hotels will become the breakthrough point of the next revolution of the hotel industry [2]. As a product of the mobile Internet era, WeChat eco hotel has not only the characteristics of a wide range of traffic infrastructure, wide dissemination, fast dissemination, low cost, but also includes entrance functions such as official account, small program, circle of friends, WeChat group, video frequency and search. Its functions and potential are in line with the needs of breakthroughs in the hotel industry. It can help the hotel to achieve the purposes of transforming public traffic into private traffic, fine operation and private business

closed loop, effectively realize the innovation of hotel operation mode, reduce operation costs and create new profit points.

2017.6-2020.6 Netizens and Internet penetration rate and online payment scale and utilization rate

Unit :ten thousand

| 2017.6 | 2017.12 | 2018.6 | 2018.12 | 2019.6 | 2020.3 | 2020.6 |

- Netizen size: 75116, 77198, 80166, 82851, 85449, 90369, 93359
- Online payment scale: 51104, 53110, 56893, 60040, 63305, 76798, 80500
- Internet penetration rate: 54.3%, 55.8%, 57.7%, 59.6%, 61.2%, 64.5%, 67.0%
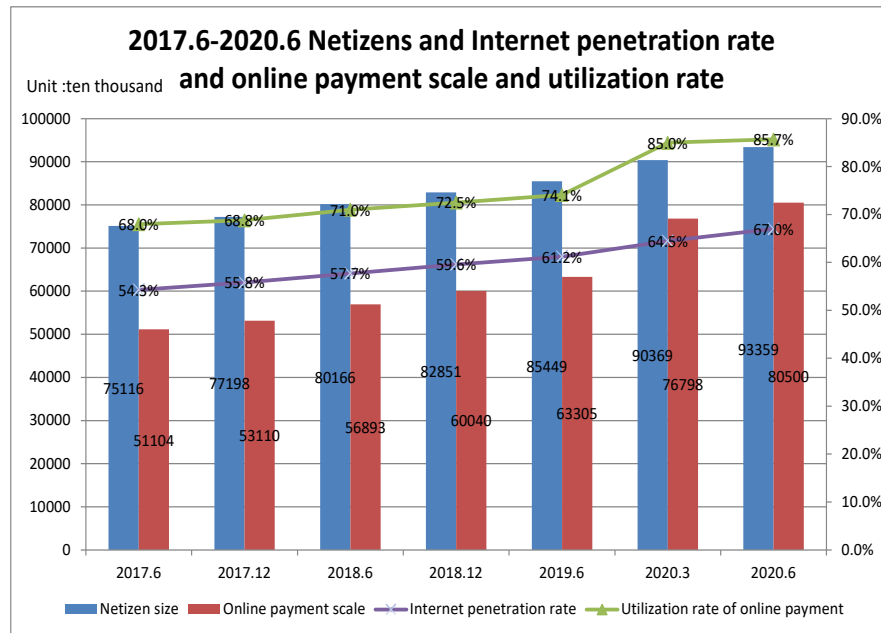- Utilization rate of online payment: 68.0%, 68.8%, 71.0%, 72.5%, 74.1%, 85.0%, 85.7%

Figure 1 scale of Internet users, Internet penetration, scale and utilization of online payment users in China

Scholars' researches on wechat mainly focus on wechat's experience, function, communication and application [3]. Wechat marketing is the focus of scholars' researches on wechat, mainly from the perspective of wechat as a we-media platform, to explore its communication mode and business mode. Hotel wechat operation is to study the hotel operation mode in the scenario based on wechat function. It is a direction of wechat operation, but there is less research on Hotel wechat operation. Most hotel research is based on the official account of WeChat ecosystem, and the research results of WeChat's marketing in hotels are insufficient from the perspective of WeChat ecology. WeChat ecological references biosphere concepts of ecology, regard it as an Internet sphere, make communication as the foundation of building user platform, this paper defines WeChat ecology as connected to the service provider and the user's public platform, functions include public number, small programs, circle of friends, search, video and WeChat group, including personal WeChat and enterprise WeChat [4] [5]. This paper focuses on the ecological operation of the hotel's wechat. By building a platform based on wechat ecology, it proposes corresponding optimization countermeasures for the problems of the ecological operation of the sample hotel's wechat.

2. Hotel wechat ecological operation

2.1 Sample selection and data collection

By summarizing maidian.com, we will publish the wine order brand influence list for 4 months (From November 1, 2020 to February 28, 2021), and select the top five international high-end hotels as sample hotels. The data in the following are all from the official accounts and mini programs of sample hotels from November 1, 2020 to February 28, 2021, as shown in Table 4.

Table 1 Hotel sample

Name of official account	WeChat ID	Account type	Account subject
Intercontinental Hotels	IHGRewardsClub	Service no.	Six Continents Hotel Management (Shanghai) Co., LTD
Hilton	hiltonworldwide	Service no.	Hilton Hotel Management (Shanghai) Co., LTD
Marriott**Bonvoy**	marriottgroup	Service no.	Shanghai Jiang Gen Hotel Management Co., LTD
Hyatt	HyattHotels	Service no.	Hyatt Hotel Management (Shanghai) Co., LTD
Shangri-la Group	shangri-lahotels	Service no.	Shangri-la Hotel Management (Shanghai) Co., LTD

The concept of [6][7][8] and WeChat eco operation is introduced. The three aspects of push, interaction and custom menu are regarded as the evaluation criteria of WeChat official account in Hotel WeChat ecosystem. Details are shown in Table 2.

Table 2 evaluation criteria for WeChat public official account

evaluation criterion	Content description
Push articles	Information push frequency, reading amount and praise amount of articles pushed over a period of time.
Interaction	Including the interaction between the hotel and fans, customer service consultation reply, etc
Customize menu	The menu at the bottom of the hotel wechat public account main interface

2.2 Problems of hotel wechat ecological operation

2.2.1 Relying too much on OTA platform for reservation

Hotel operation includes online and offline parts. The online operation is mainly marketing and reservation management. In terms of reservation management, according to the "2019-2020 China Online Hotel Reservation Industry Development Analysis Report" released by trustdata mobile big data monitoring platform, the scale of Online reservation users in China is steadily increasing. The quarterly average growth rate is more than 25%, with the overall number showing an increasing trend (Figure 2). Online booking users are platform apps, not including the hotel group's official website /APP and other channels. As can be seen from the above data, users of online booking are

more inclined to make hotel booking through OTA platform. At present, most of the hotels in China basically cooperate with OTA platform and build the booking path of "customer-third-party platform-hotel" by paying a certain proportion of commission, and its disadvantages are becoming more obvious.
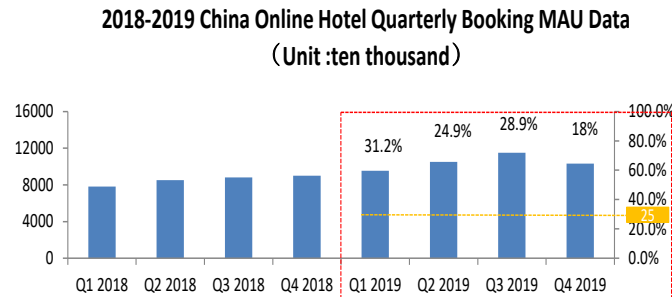
2018-2019 China Online Hotel Quarterly Booking MAU Data
（**Unit :ten thousand**）

Figure 2 Monthly active users of online hotel booking in China in 2018-2019 quarter and year-on-year

First of all, this is not conducive to hotel reservation management. If the customer cancels the order for special reasons, it still needs to cancel the reservation through the third-party platform, and there will be a delay in the communication of reservation information. Secondly, the short retention time of users is not conducive to the long-term operation of the hotel online. Although WeChat ecological small program has hotel booking, but from the perspective of consumer decision-making process, hotel WeChat ecological no corresponding function to help consumers to complete the evaluation of alternative goods, plus small program itself is finished, go to the characteristics of the make it difficult to purchase behavior continues, it lead to user retention time is short, use the length is low, This makes it difficult for the member center of the hotel to operate, which is not conducive to the long-term operation of the hotel's wechat ecology. Thirdly, the utilization of offline resources is insufficient. Due to the disconnect between online and offline scenes, the offline activities and services of the hotel cannot be effectively utilized and combined with the wechat ecology. As a result, offline customers cannot be transformed into online traffic.

2.2.2 Low efficiency of pushing information

Through the analysis of sample WeChat ecological operations of the hotel, the hotel mainly through WeChat public information push to achieve marketing purposes, but by November 1, 2020 to February 28, 2021, data collection analysis, found the sample number hotel WeChat public articles active fans average reading accounted for less than 10%, basic inefficient propaganda effect, See Table 3 for details. Wechat officially released the gray scale test of service number subscription notice on January 27, 2021. At the end of April 2021, without special circumstances, the template message mechanism of the original service number will be offline, and the service number can no longer use this function to push service notices to users; Users must subscribe to the corresponding service before pushing. This is a major impact on the current WeChat ecosystem in terms of the user's sticky nature, which is mainly driven by the push function of WeChat official account. The efficiency of the related hotel consultation information push will be greatly reduced.

Table 3 WeChat official account information data

official account	Number of information releases	Reading number	Average reading	Number of fans	Average reading ratio of fans
Marriott Bonvoy	71	958523	13500	278805	5%
Intercontinental	46	574300	12485	146305	9%
Hilton	31	266730	8604	89025	10%
Hyatt	24	172562	7190	92890	8%
Shangri-La	36	106473	2958	28250	10%

2.2.3 Insufficient interaction with users

Hotels pay attention to the simple push function of information in the operation of wechat official accounts, but pay no attention to the marketing function of wechat official accounts, and lack effective interaction with users (Table 4) : In the statistics of sample hotels, the average number of comments per article is as high as 27, and the lowest is even less than 1; The highest number of likes is 2,017, while the lowest is 450, indicating a lack of effective interaction with users.

Table 4 Number of comments and likes on wechat official account

Wechat official account	Information quantity	Total number of comments	Average comments	Total likes	Average likes
Intercontinental	46	484	11	1110	31
Hilton	31	849	27	1359	30
Marriott **Bonvoy**	71	778	11	2017	28
Hyatt	24	6	0.25	678	22
Shangri-La	36	158	4	450	19

3. Optimization strategy of hotel wechat ecological operation

3.1 One-to-one service, to achieve the "last kilometer" transaction

Through one-to-one active contact, we can achieve fine marketing and effectively promote activities for target customers. The specific measures are that hotel staff use enterprise wechat to carry out one-to-one or group label to send limited time promotional activities to users. At the same

time, the interactive community of the hotel is established to attract users to the interactive community for interaction. The attraction of preferential prices and the urgency of activity time enable users to promote each other and facilitate transactions.

3.2 Integrated service, realizing the connection of all scenarios

Through the analysis of consumers' decision-making behaviors (problem identification, information collection, program evaluation, purchase decision and post-purchase behavior), it is found that the hotel wechat ecology cannot completely cover consumers' decision-making journey. In the first two links of consumer decision-making, the push function of wechat public account in wechat ecology can be used to let consumers find the problems they need, and the search function of wechat can help consumers collect and deal with the information of the problems. In the last two links, consumers can also complete the purchase decision and post-purchase behavior evaluation through small programs and other related functions. However, there is no corresponding function in wechat ecology, which makes consumers complete the link of "scheme evaluation", which is due to the lack of comparison between decision-making schemes and alternatives. Because the small program is ready to use, and its main function is the completion of decision-making, buying is an instantaneous behavior, and shopping is a continuous behavior. This leads to difficult retention and low use time for hotel users. Therefore, most hotels obtain customers through cooperation with Ota. The reservation path of "customer third-party platform Hotel" makes the online and offline service scenarios of users separate from each other, which will lead to the mutual dispersion of hotel customer acquisition, customer retention and traffic transformation. To solve the main problem of the scene segmentation, hotels should use small procedures as a link between hotels and customers. We can transfer the online orders such as OTA, hotel app, WeChat public number to the official account by linking to the small programs, while the small program Connect Stockholm Hotel has many facilities, and the facilities and services in the hotel can be completed on the small program. Through the bond of small programs WeChat ecological model, realize the integration of online service, from the user's reservation, front desk check-in, dining service, facility services, handle the check-out, post-purchase evaluation scenario can be done through the hotel WeChat ecology, and then make the hotel internal link closely linked, such as sales and operations to realize closed-loop hotel management, improve the operational efficiency of the hotel.

3.3 Build the hotel wechat ecological operation system based on the user path

Based on path analysis, hotels can understand users' online behavior, and in combination with wechat ecological operation, they can establish contacts with existing users and potential users. Scattered in various channels users, through the hotel public account, or the hotel fans wechat group, so that they precipitate to the hotel wechat private domain traffic pool. By guiding users to pay attention to and precipitate in the hotel's own official channels, potential users are developed into online members, and the public domain traffic is gradually precipitated into the private domain traffic pool, so as to make the hotel reservation skip OTA, realize the straight-line reservation from customers to the hotel, and solve the disadvantages caused by over reliance on OTA. The analysis of Aladdin index on the notice of "gray scale test of service number subscription notice" officially released by wechat shows that wechat applet will serve as the core function of "two-way

communication" between wechat ecology and third-party app. First, WeChat not only serves numbers, but also official account numbers, video numbers, small programs, and H5 can subscribe to notifications, and more entrance can be done in WeChat ecosystem. Second, wechat mini program can achieve two-way communication with third-party platform APP, for example, Aladdin index listing in JD.com APP search Louis Vuitton brand, click any commodity can enter its official wechat mini program, in addition, wechat can also connect with QQ browser, and can be associated with e-commerce platform Pinduoduo. These cases all show that "two-way communication" between small programs and third-party platform apps is the future trend, which aims to achieve the integration of public and private domain traffic. In the context of wechat ecology, the hotel takes the applet as the core, makes it play the role of undertaking traffic from other channels, and combines other functions of wechat ecology to connect with the user path of users, so as to build a hotel wechat ecological operation system with self-supporting transformation cycle of the hotel on the basis of "two-way communication" with the third-party platform (Fig. 3).
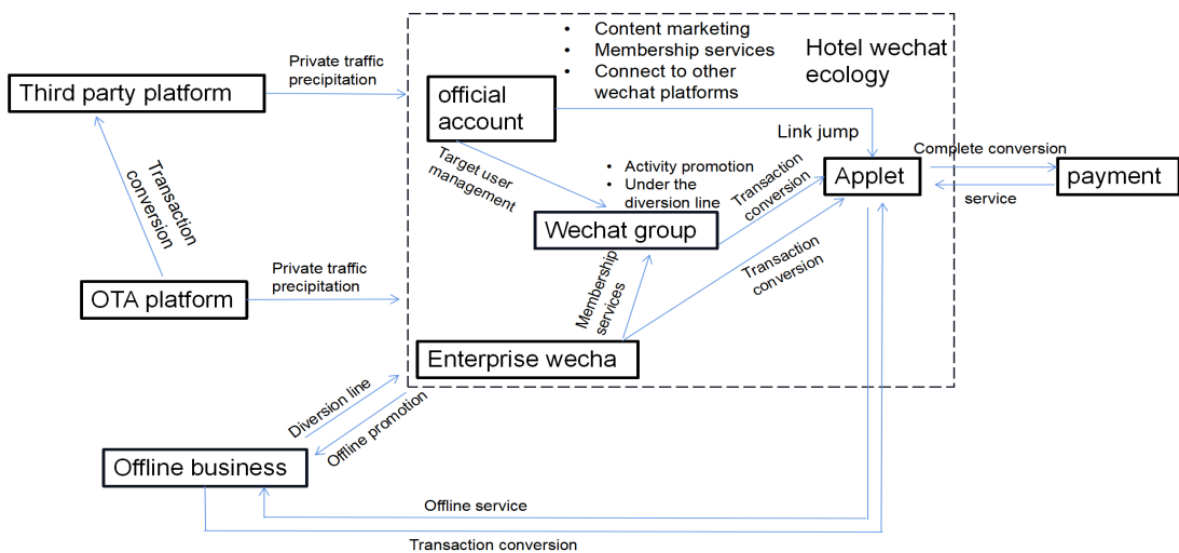

Figure 3 Hotel wechat ecological operation system

During the diversion of the third-party platform to the wechat ecosystem, the hotel can guide customers from the third-party platform to the hotel wechat ecosystem through QR code or search, so as to realize the transformation of public domain traffic into private domain traffic.Tiktok micro-blog, Xiao Hong, and live broadcast are the three party platforms that can be developed by the hotel. The fans' customers are developed by the characteristics of the third party platform, and then the links of the WeChat related ecosystem on the third party platform are set up, such as WeChat official account number 2 dimensional code, small program connection, fans WeChat group, etc. Transfer users from the third-party platform to the hotel wechat ecosystem.

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