

RESEARCH ON MARKETING STRATEGY OF HARBIN ICE AND SNOW WORLD BRAND

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ABSTRACT

In recent years, ice and snow tourism has gradually been favored by people, and Harbin, as a famous city for ice and snow tourism in northern China, has gradually become a well-known brand in China's ice and snow tourism industry. After more than 20 years of development, it has achieved certain achievements in tourism brand marketing. The article takes Harbin Ice and Snow World as the research object, briefly describes the development process of Harbin Ice and Snow World, and based on this, explores the significance of strengthening brand marketing, and conducts a SWOT analysis of brand marketing, exploring strategies for strengthening brand marketing, for reference and reference only.

Keywords: Harbin Ice and Snow World; Brand marketing; marketing strategy

INTRODUCTION

Harbin Ice and Snow World, as a famous tourism brand, is a well-known ice and snow tourism destination in China. It has many advantages in brand building and marketing, especially occupying a very important position in the minds of domestic and foreign consumers. Its image of ice and snow tourism has deeply penetrated people's hearts. Although Harbin Ice and Snow World has become a well-known ice and snow tourism scenic spot in China, there are also some shortcomings in development, as well as opportunities and challenges for development. Therefore, by conducting brand marketing SWOT analysis is of great significance and role in exploring strategies for further strengthening brand marketing in Harbin Ice and Snow World for its future healthy and sustainable development.

OBJECTIVE

Entering the perspective of consumers and gaining widespread attention and recognition from the industry, in order to achieve healthy development in the fierce tourism market. Because brand shaping and marketing are powerful means to further strengthen the differentiation of tourism products in Harbin Ice and Snow World, they can help Harbin Ice and Snow World better showcase its competitive advantages. Moreover, brand shaping and marketing can also Help Harbin Ice and Snow World to bridge the relationship with consumers, become a trusted and recognized object, and promote its own healthy development.

RESEARCH SCOPE

As the capital city of Heilongjiang Province, Harbin is very convenient in terms of transportation. Whether it is railway, road, air or water transportation, various routes have been linked, which provides great convenience for the marketing work of the Harbin Ice and Snow World brand. For example, in terms of air transportation, Harbin Airport has opened more than 200 domestic and international routes and has achieved air traffic with more than 100 cities, occupying the top spot in the annual passenger throughput of airports in Northeast China for several consecutive years. In addition, the Harbin Ice and Snow World is relatively close to the Sun Island and Harbin Central Street attractions, which can form a good joint marketing effect.

RESEARCH METHOD

The 21st century belongs to the era of brand economy, and for any industry, shaping a brand and conducting brand marketing has become an important means for enterprises in various industries to achieve healthy and sustainable development. For the tourism industry, it is no exception that shaping brands and conducting brand marketing is the only way for major scenic spots to succeed. Therefore, conducting a SWOT analysis on the brand marketing of Harbin Ice and Snow World is very important and necessary.

FINDING

Harbin Ice and Snow World should also establish such a concept, continuously optimize its products and themes, in order to better adapt to the development of the times and changes in consumer tourism needs. Especially for indoor pavilions, it is necessary to constantly innovate, extend design concepts, enrich the products and themes of indoor pavilions, and develop more forms of expression of ice and snow tourism cultural elements, as well as more cultural products and project themes, in order to better attract the attention of consumers, make them more fond of Harbin Ice and Snow World, and have a better experience when visiting the Ice and Snow World. We should also provide higher quality services to promote the shaping of a good brand image. In terms of facility construction within the park, safety facilities should be added to minimize the problem of slipping and falling during ice and snow tourism. Ticket sales should be continuously optimized. In specific operations, the first step is to appropriately reduce the price of ticket sales, attract more consumers to come and play with low ticket prices, and stimulate their potential consumption desire. They can make up for the gap in ticket price sales by consuming food, accommodation, experiential projects, and cultural tourism products within the scenic area. In addition, a joint ticket form can be established with the Sun Island scenic area to better promote the operation of the two scenic spots And development. We should further expand our offline marketing channels. Specifically, the operator of Harbin Ice and Snow World should actively analyze the main sources of consumers and strengthen communication with local travel agencies. At the same time, it should also strengthen communication and exchange with travel agencies in other cities in Northeast China, especially in Jilin and Liaoning provinces, as well as tourist attractions, to ensure the efficiency of marketing channels and better promote Harbin Ice and Snow World to local residents and travelers, Develop more features Colorful tourism routes to enhance the brand awareness of Harbin Ice and Snow World tourism. Strengthen the creation of online marketing channels. With the rapid development and widespread popularity of modern information technology, online marketing has become an effective means for many enterprises to expand their marketing channels. Therefore, operators of Harbin Ice and Snow World should also actively utilize the internet to achieve online marketing. We can further

strengthen cooperation with various OTA and group buying platforms to better promote the marketing of ice and snow world brands.

SUMMARY AND DISCUSSION

In summary, current ice and snow tourism has become a hot topic in tourism, and market competition is becoming increasingly fierce. As a well-known tourist attraction, Harbin Ice and Snow World should further shape its brand and strengthen its marketing in order to achieve healthy and sustainable development and better drive the economic development of Heilongjiang Province.

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