

万达酒店寻味系列餐饮主题巡展项目

- ◆ 品牌名称：万达酒店及度假村
- ◆ 所属行业：文旅酒店
- ◆ 执行时间：2023.06.10-2024.09.01
- ◆ 参选类别：跨界营销类

结案视频

查看视频请复制链接，粘贴到新浏览器页面里观看视频

https://v.youku.com/v_show/id_XNjQyOTM5MTIxMg==.html

● 背景&目标

- 面对多变的市场环境，如今的酒店品牌仍面临则“变则活，不变则腐”的压力。餐饮作为酒店产品中的重要一环，必然将受到更多的关注。作为国牌酒店，最近几年万达酒店及度假村在餐饮运营方面的成就有口皆碑，餐饮收入和客房收入平分秋色，占到了酒店总收入的近50%，分析其背后的原因，不难发现其实是优质的餐饮产品在发力。作为中国酒店品牌代表之一，万达酒店及度假村一直坚定的以‘务实创新，发扬华文化’为公司理念，万达酒店寻味系列餐饮主题巡展就是以餐饮为主线的华文化传播之旅。
- 万达酒店致力于打造**最具中国特色和影响力**的国牌酒店，以民族自信弘扬华文化，彰显中国特色服务。万达酒店寻味系列餐饮主题巡展，在全国万达酒店以沉浸式品鉴晚宴的形式，不仅是**弘扬中华餐饮文化，创造营销新场景**，更是进一步探索酒店餐饮管理经营模式，提升酒店收益的务实举措。除此以外，通过集团化和平台化资源，以活动为载体链接行业上下游产业，还将助力**高端酒店餐饮的破局变革发展**，塑造万达酒店及度假村**国牌餐饮品牌标签**。

洞察&策略

主题

以中国传统菜系
为活动主线

截止目前，万达酒店寻味系列餐饮主题巡展已推出“寻味淮扬 弘扬国宴”、“寻味鲁菜 华礼飨宴”、“寻味苗疆 解密酸汤”三大主题，并打造了系列化的主题形象。拟计划以中国传统四大菜系为主线，继续推出“寻味川菜”“寻味粤菜”系列



洞察&策略

活动

万达酒店全国联动 主题巡展

积极寻求当地政府合作，在发源地举办启动仪式，提高活动公信力；结合当地文化特色，全国万达酒店分时分地举办沉浸式主题品鉴晚宴；行业名厨携手万达明星厨师团队，共同呈现出品晚宴定制菜单；广覆盖、长周期，强影响力



洞察&策略

赋能

链接上下游
行业持续发展

秉承“传承、创新、精进”的理念，在传统菜品技艺传承的同时，研发创新菜品，助力酒店餐饮创新升级，提高传统菜品经济价值；与地区餐饮资源双向赋能，挖掘在地食材供应链；联合行业资源，开发预制菜产品；通过与冯祥文工作室、淮扬菜集团、校企合作等方式，以万达酒店人力为依托进行人才培养，助力行业人才储备。



洞察&策略

合作

资源联动
跨界合作

与跨界品牌联名推广主题晚宴，按照资源配比分为冠名合作、赞助合作、专场定制等。已合作品牌有全国知名酒类品牌：洋河股份、汾酒、古井贡、今世缘、五粮液，以及茅台悠蜜、东湖醋、美和居醋、丹寨茶园、国内知名餐具品牌等



媒介&执行

“寻味淮扬 弘扬国宴”主视觉展示



媒介&执行

“寻味鲁菜 华礼飨宴”主视觉展示



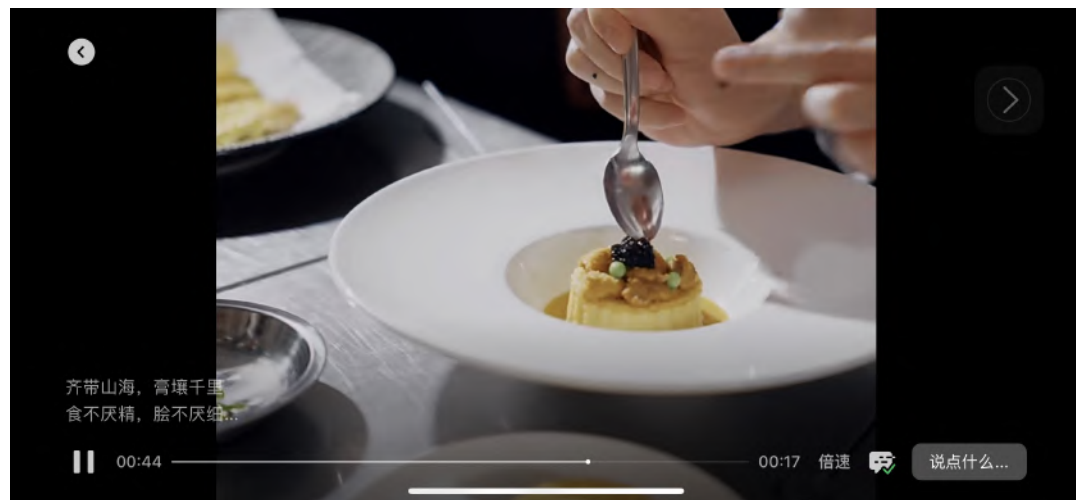
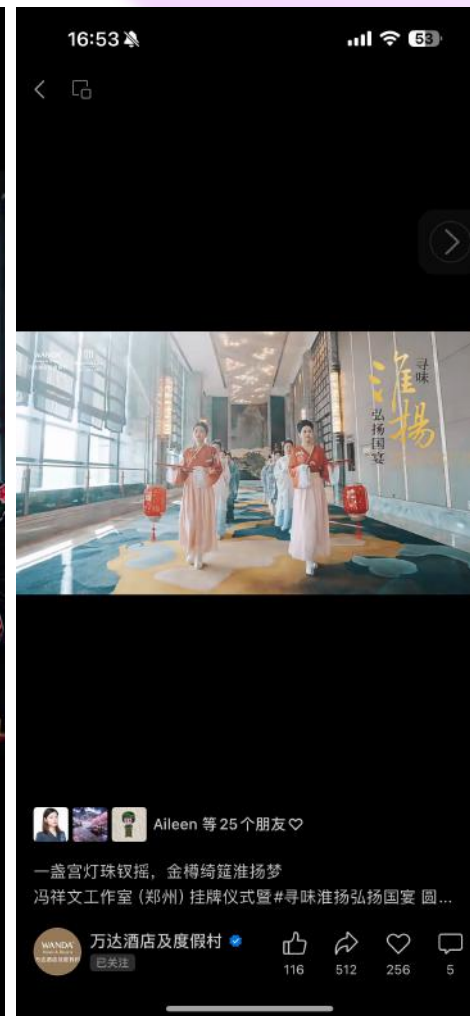
● 媒介&执行

“寻味苗疆 解密酸汤”主视觉展示



● 媒介&执行

发布6条官方主题片，近50条活动视频，生动全面展示活动主题和内容，提高品牌传播内容丰富度，引发线上传播关注度



HOSPITALITY

More options for family summer vacations as demand grows in China

By HUIYUAN

With the arrival of the summer vacation season, the demand for hotel stays among young families has surged. More families, like Chen Jie and her husband, are finding that their children prefer to travel with them. Recently, the couple had their first daughter, a 3-year-old girl, and they decided to travel together. Chen said, "I want to spend more time with my child, and I want to see the world. However, the summer vacation is the best time to go, and we can enjoy the vacation together." She mentioned that this was also her husband's first time taking a flight.

Many travel agencies have had a 7-14 percent year-over-year increase in domestic travel and child-friendly packages in the first three months, as reported by Nantong International Hotel. In the first quarter of the travel season, the hotel's travel packages for families with children increased by 10 percent, and the hotel's family-friendly packages increased by 15 percent. The hotel's family-friendly packages include a 7-14 percent year-over-year increase in domestic travel and child-friendly packages in the first three months, as reported by Nantong International Hotel. In the first quarter of the travel season, the hotel's travel packages for families with children increased by 10 percent, and the hotel's family-friendly packages increased by 15 percent.



Photo left: A selected photo provided by the search agency of the hotel of Shandong. Photo right: A selected photo provided by the search agency of the hotel of Shandong. Photo right: A selected photo provided by the search agency of the hotel of Shandong.

Shandong cuisine highlighted in nationwide promotion by Wanda

By CHEN HUIYUAN

Wanda Hotels & Resorts, a hotel chain of China's largest hotel group, has launched a nationwide promotion to promote Shandong cuisine. The promotion, titled "Shandong Cuisine, A Taste of the Past," aims to highlight the rich culinary heritage of Shandong province. The promotion includes a series of activities, including a food festival, a cooking competition, and a series of lectures on Shandong cuisine. The promotion is expected to run for several months, with the goal of increasing the popularity of Shandong cuisine across the country.



Photo left: A selected photo provided by the search agency of the hotel of Shandong. Photo right: A selected photo provided by the search agency of the hotel of Shandong. Photo right: A selected photo provided by the search agency of the hotel of Shandong.

In taking advantage of the promotion, Wanda Hotels & Resorts has launched a series of activities, including a food festival, a cooking competition, and a series of lectures on Shandong cuisine. The promotion is expected to run for several months, with the goal of increasing the popularity of Shandong cuisine across the country.

Beloved locations

For many couples, celebrating Qixi Festival begins with choosing the right venue for a romantic evening



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With the arrival of the Qixi Festival, many couples are looking for a romantic evening. The festival, also known as the Chinese Valentine's Day, is celebrated on the seventh day of the seventh month of the lunar calendar. Many couples are looking for a romantic evening, and many hotels are offering special packages for couples.

Many hotels are offering special packages for couples, including a romantic dinner, a spa treatment, and a night in a luxury suite. The packages are designed to provide couples with a romantic evening and a memorable experience.

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Roundup

YOUNG CONFERENCE

The 2023 China Tourism Conference, held in Beijing, drew a large number of industry experts and leaders. The conference focused on the latest trends in the tourism industry and the challenges it faces. The conference was a success, with many valuable insights and discussions.

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CULINARY DELIGHTS



The Yinchuan leg of the Culinary Art Shandong Cuisine campaign was held at Wanda Realm Yinchuan and Chandon winery on Sept 6-7, showcasing the charm of Shandong cuisine in the capital. The event was a success, with many valuable insights and discussions. The event was a success, with many valuable insights and discussions. The event was a success, with many valuable insights and discussions.

“寻味鲁菜 华礼飨宴”

万达酒店全国联动鲁菜传承之旅启动仪式成功举行

8月17日,“寻味鲁菜 华礼飨宴”万达酒店全国联动鲁菜传承之旅启动仪式暨新品品鉴晚宴在济南富力万达嘉华酒店万达酒店举行。记者在此活动中了解到,“寻味鲁菜 华礼飨宴”万达酒店全国联动鲁菜传承之旅,是由万达酒店及度假村携手新派鲁菜代表品牌鲁上鲁、联袂呈现的行业盛会和珍藏晚宴。在启动仪式环节,万达酒店及度假村副总裁董军向米其林年轻厨师长获得者、鲁上鲁品牌主理人王浩全颁授聘书。作为万达酒店鲁菜特聘顾问,王浩全将与万达酒店明星厨师们携手将新派鲁菜推向全国各地。中国著名书法家袁北先生将亲题“寻味鲁菜 华礼飨宴”主题书法作品,赠予了万达酒店及度假村。

启动仪式后,该酒店内举行了“寻味鲁菜 华礼飨宴”新品品鉴晚宴。鲁菜,是八大菜系之首是黄河流域城市文化的代表。品鉴会采取一人一席分餐形式,米其林星厨王浩全以万达酒店特聘鲁菜顾问身份,与万达酒店明星厨师们共同为宾客们奉上了一道精致晚餐。(本报记者 王颖)

万达酒店全国联动淮扬菜传承之旅第三季南京站活动举办

晨报讯(南京晨报/爱南京记者 黄益)5月26日,由万达酒店及度假村发起的“寻味淮扬·弘扬国宴”万达酒店全国联动淮扬菜传承之旅第三季——南京站的活动,在南京富力万达嘉华酒店成功举办。

本场活动主题晚宴菜品由万达酒店及度假村淮扬菜特聘顾问冯祥文先生坐镇指导,与南京富力万达嘉华酒店行政总厨梁发云先生及厨师团队,联袂呈现一场诗情画意和国宴淮扬的味蕾碰撞。梦之蓝醉小龙虾、一品雪莲炖海皇辽参、淮式佛跳墙等菜品搭配绵柔醇香的洋河梦之蓝M6+,回味无穷,在场宾客们共同见证了这场舌尖盛宴。“寻味淮扬·弘扬国宴”万达酒店全国联动淮扬菜传承之旅活动已成功举办过两季,万达酒店始终致力于国牌餐饮文化的传承和发扬,2023年第三季,万达酒店及度假村再次携手淮扬菜特聘顾问冯祥文大师,推出全新一季融和创新的淮扬菜品。

在启动仪式上,万达酒店及度假村与淮扬菜传承人签署了战略合作协议,双方将进一步加强合作,加快产业合作力度,进一步开展淮扬菜推广活动。此外,淮扬菜传承人还将为万达酒店及度假村的员工提供专业培训,提升员工的淮扬菜烹饪水平。此外,淮扬菜传承人还将为万达酒店及度假村的员工提供专业培训,提升员工的淮扬菜烹饪水平。

寻味淮扬 弘扬国宴

2022万达酒店全国联动淮扬菜推广活动第二季启动

化,也起到了推广淮扬菜的作用。在启动仪式上,万达酒店及度假村与淮扬菜传承人签署了战略合作协议,双方将进一步加强合作,加快产业合作力度,进一步开展淮扬菜推广活动。此外,淮扬菜传承人还将为万达酒店及度假村的员工提供专业培训,提升员工的淮扬菜烹饪水平。此外,淮扬菜传承人还将为万达酒店及度假村的员工提供专业培训,提升员工的淮扬菜烹饪水平。

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“寻味鲁菜 华礼飨宴”

万达酒店全国联动鲁菜传承之旅启动仪式成功举行

本报济南17日讯,“寻味鲁菜 华礼飨宴”万达酒店全国联动鲁菜传承之旅启动仪式暨新品品鉴晚宴在济南富力万达嘉华酒店万达酒店举行。记者在此活动中了解到,“寻味鲁菜 华礼飨宴”万达酒店全国联动鲁菜传承之旅,是由万达酒店及度假村携手新派鲁菜代表品牌鲁上鲁、联袂呈现的行业盛会和珍藏晚宴。在启动仪式环节,万达酒店及度假村副总裁董军向米其林年轻厨师长获得者、鲁上鲁品牌主理人王浩全颁授聘书。作为万达酒店鲁菜特聘顾问,王浩全将与万达酒店明星厨师们携手将新派鲁菜推向全国各地。中国著名书法家袁北先生将亲题“寻味鲁菜 华礼飨宴”主题书法作品,赠予了万达酒店及度假村。

启动仪式后,该酒店内举行了“寻味鲁菜 华礼飨宴”新品品鉴晚宴。鲁菜,是八大菜系之首是黄河流域城市文化的代表。品鉴会采取一人一席分餐形式,米其林星厨王浩全以万达酒店特聘鲁菜顾问身份,与万达酒店明星厨师们共同为宾客们奉上了一道精致晚餐。(本报记者 王颖)

媒介&执行



9月6日至9月7日，“寻味鲁菜 华礼飨宴”万达酒店全国联动鲁菜传承之旅银川站活动，采取双日双宴的形式，分别在银川富力万达嘉华酒店宴会厅和贺兰山岩龛的夏桐酒庄场地内成功举办。

作为“寻味鲁菜 华礼飨宴”万达酒店全国联动鲁菜传承之旅的第三站，银川富力万达嘉华酒店特别邀请了济宁富力万达嘉华酒店行政总厨卢亦辉、潍坊富力铂尔曼酒店中餐行政总厨朱成华从山东飞抵银川，与银川富力万达嘉华酒店行政总厨叶勇一起，三位万达酒店明星大厨共同为到场的宾客呈现一场新派鲁菜风味的珍饈盛宴。



9月6日晚，在银川富力万达嘉华酒店宴会厅的活动现场，一场别开生面的穿越剧拉开了晚宴的序幕。晚宴现场被打造成中国古代宴请宾客的场景，采用一人一席制。伴随着一道道美味的菜品款款上，舞台上的夫子与学子，用唯美的中国诗词将十道特色菜品逐一串联，带领着众人沉浸式的体验了鲁菜文化之美。为展示银川当地特色的葡萄酒文化，万达酒店明星主厨们的每一道菜品都与宁夏银川本地葡萄酒协会旗下酒庄进行了联动。一菜配一酒的馥郁滋味，让食客们的美食品鉴更加回味无穷。



记者在活动中了解到，“寻味鲁菜 华礼飨宴”万达酒店全国联动鲁菜传承之旅，是由万达酒店及度假村携手新派鲁菜代表品牌鲁上鲁、联袂呈现的行业盛会和珍饈盛宴。在授牌仪式环节，万达酒店及度假村副总裁董军向米其林年轻厨师奖获得者、鲁上鲁品牌主理人王浩全，颁发聘书。作为万达酒店鲁菜特聘顾问，王浩全将与万达酒店明星厨师们携手将新派鲁菜推向全国各地。中国著名书法家孟北先生将亲题“寻味鲁菜 华礼飨宴”主题书法作品，赠予了万达酒店及度假村。



启动仪式后，该酒店内举行了“寻味鲁菜 华礼飨宴”新派鲁菜品鉴晚宴。鲁菜，是八大菜系之首是黄河流域烹饪文化的代表。品鉴会采取一人一席分餐形式，米其林三星王浩全以万达酒店特聘鲁菜顾问身份，与万达酒店明星厨师们共同为宾客们奉上了一场饕餮盛宴。

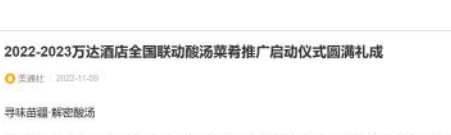


2023年3月11日，“寻味淮扬·弘扬国宴”万达酒店全国联动淮扬菜传承之旅在上海站启弘扬国宴经典，上海万达瑞华酒店携手洋河股份，邀请沪上各界精英人士共同见证淮扬菜



全国36城万达酒店都能品尝淮扬菜

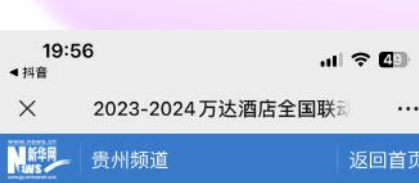
扬子晚报网6月16日讯（通讯员 王慧琳 张波 记者 朱鼎刚）16日上午，“寻味淮扬 弘扬国宴”第二季启动仪式在淮安富力万达嘉华酒店举行。淮安市政府、淮安市商务局、淮安市文旅集团、江苏食品职业技术学院、江苏财经职业技术学院、江苏淮阴商业学校、江苏淮安技师学院等部门及学校领导、淮安世界中餐业联合会副会长武力、富力集团淮阴区域总经理周伟、万达酒店及度假村副总裁董军、淮扬菜



贵州黔东南苗族侗族自治州丹寨，2022年11月9日—2022年11月7日，“寻味苗疆 解密酸汤”2022-2023万达酒店全国联动酸汤菜肴推广之旅启动仪式，在贵州省黔东南州丹寨县万达小镇民族文化活动中心大厦会厅举行。来自全国各地的万达酒店及度假村明星主厨们相聚在美丽的云上丹寨，沉浸式体验苗疆文化，学习交流酸汤菜肴技艺。



中国，宁夏，银川，2023年9月8日——9月6日至9月7日，“寻味鲁菜 华礼飨宴”万达酒店全国联动鲁菜传承之旅银川站活动，采取双日双宴的形式，分别在银川富力万达嘉华酒店宴会厅和贺兰山岩龛酒庄场地内成功举办。



2023-11-09 15:53:09 来源：新华网



活动现场。新华网发

新华网贵阳11月9日电“寻味苗疆·解密酸汤”2023-2024万达酒店全国联动酸汤菜肴第三季推广之旅在贵州省丹寨县万达小镇启幕。来自全国各地的万达酒店及度假村总经理和明星主厨相聚在美丽的云上丹寨，沉浸式体验苗疆文化，学习交流酸汤菜肴技艺。

为表彰万达酒店及度假村在酸汤菜肴推广中做出的努力，丹寨县人民政府向万达酒店及度假村授予了“酸汤融合产品研发顾问单位”称号，同时，授予在酸汤

“寻味鲁菜 华礼饗宴”万达酒店全国联动鲁菜传承之旅启动仪式成功举行

2023-08-20 18:59

8月17日，“寻味鲁菜 华礼饗宴”万达酒店全国联动鲁菜传承之旅推广活动启动仪式暨新派鲁菜品鉴晚宴在济宁富力万达嘉华酒店万达酒店举行。

记者在活动中了解到，“寻味鲁菜 华礼饗宴”万达酒店全国联动鲁菜传承之旅，是由万达酒店及度假村携手新派鲁菜代表品牌鲁上鲁，联袂呈现的行业盛会和珍馐盛宴。在授牌仪式环节，万达酒店及度假村副总裁董军向米其林年轻厨师奖获得者、鲁上鲁品牌主理人王浩全，颁发聘书。作为万达酒店鲁菜特聘顾问，王浩全将与万达酒店明星厨师们携手将新派鲁菜推向全国各地。中国著名书法家孟北先生将亲题“寻味鲁菜 华礼饗宴”主题书法作品，赠予了万达酒店及度假村。



启动仪式后，该酒店内举行了“寻味鲁菜 华礼饗宴”新派鲁菜品鉴晚宴。鲁菜，是八大菜系之首是黄河流域烹饪文化的代表。品鉴会采取一人一席分餐形式，米其林星厨王浩全以万达酒店特聘鲁菜顾问身份，与万达酒店明星厨师们共同为宾客们奉上了一席饕餮盛宴。

掌上济宁客户端

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APP内阅读

寻味淮扬·弘扬国宴

南京富力万达嘉华酒店
2022-08-24 16:57 江苏

2022年8月23日，由万达酒店及度假村发起的2022“寻味淮扬·弘扬国宴”36城万达酒店联袂呈现融和淮扬美味全国联动淮扬菜传承之旅-南京站活动，在南京富力万达嘉华酒店成功举办。



上午11:21

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“寻味淮扬 弘扬国宴”2022年淮扬菜集团与万达酒店全国联动推广淮扬菜启动仪式在淮安举行

淮安文旅集团 2022-06-17 21:25 发表于江苏



运河三千里
醉美是淮安

“襟吴带楚客多游，壮丽东南第一州”。淮安，以运河文化为魂，南北兼容，历史赋予了淮安开放包容的文化特征，长在运河边，浸在烟火里的淮安正借着“世界美食之都”的东风，重拾千年运河之都的辉煌。



寻味淮扬 弘扬国宴 淮扬菜集团哈尔滨站成功举办

2022-07-14 16:08 哈尔滨新闻

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哈尔滨富力万达嘉华酒店成功举办“寻味淮扬 弘扬国宴”

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2022年，万达酒店及度假村携手淮扬菜集团，开启“寻味淮扬 弘扬国宴”淮扬菜集团哈尔滨站活动

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哈尔滨富力万达嘉华酒店成功举办“寻味淮扬 弘扬国宴”

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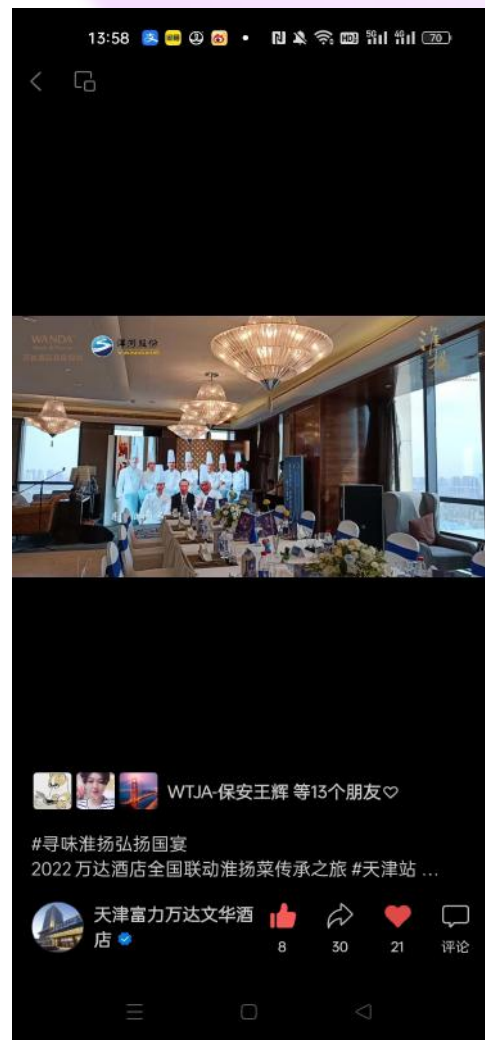
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媒介&执行



媒介&执行



● 媒介&执行



● 媒介&执行



● 媒介&执行



● 效果&反馈

整合多发媒体资源形成传播合力，形式涵盖媒体官方稿件、新媒体直播及社交媒体达人等。近200家主流媒体、100余位kol自媒体、10余品牌合作伙伴，横跨60余座城市，举办近100场品鉴宴，线下参与活动人数约5000余人，覆盖粉丝超1000万，PR曝光量近5000万+。作为在酒店业内具有标杆性的餐饮巡展活动，引发业内外关注。

活动现场

跨越**60**余座城市，近**100**场品鉴宴，**5000+**人数

媒体曝光

近**200**家主流媒体，**100**余位kol自媒体，PR曝光量近**5000万+**

● 效果&反馈

1、品牌效益

整合多发媒体资源形成传播合力，形式涵盖媒体官方稿件、新媒体直播及社交媒体达人等。近200家主流媒体、100余位kol自媒体、10余品牌合作伙伴，横跨60余座城市，举办近100场品鉴宴，线下参与活动人数约5000余人，覆盖粉丝超1000万，PR曝光量近5000万+。作为在酒店业内具有标杆性的餐饮巡展活动，引发业内外关注。

2、酒店收益

超过40家万达酒店陆续参与，推广活动及预制类产品带来相关收入超过1500万

3、人才资源

成立淮扬菜精进万达班等，与3家江苏省烹饪专业院校签约，培训超过150位万达酒店明星厨师

4、菜品研发及预制菜

开发一品淮扬预制菜产品，在全国万达酒店渠道进行销售推广；经淮安汤包非遗传承人授艺培训，郑州万达文华酒店出品淮安汤包单品，备受当地消费者喜爱；与鲁上鲁合作，完成菜品研发成果交接；与宁德市渔业协会签订合作协议，将宁德大黄花推万达酒店中餐厅，成为招牌菜之一；