

Analysis of Micro-vacation Customer Positioning in China: A Case Study of Aranya

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Abstract. Tourism is a beautiful thing, tourism can bring tourists a variety of enjoyment and experience, let tourists harvest instant joy and happiness, leave them with good impressions and memories, so that tourists are relaxed and soothed, so tourism is actually a good way of life. As a tourism industry that has developed rapidly after the epidemic in China, "micro-vacation" has increasingly become the first choice for people's daily travel. This paper combines the customer positioning case of Aranya Tourism Resort in China, analyzes the characteristics of micro-vacation customers through the professional knowledge of marketing management such as market positioning and market segmentation, and explains how to do the micro-vacation customer group positioning analysis of tourism projects.

1. INTRODUCTION

According to the "Tourism Green Book: Analysis and Forecast of China's Tourism Development from 2021 to 2022", due to the impact of the epidemic, micro-vacation tourism is gradually becoming an important development model and tourist consumption trend in the future of the tourism industry, and the era of micro-vacation has arrived [1]. In Western developed countries, there were prototypes of micro-vacations in the 20s of the last centuries, and subsequently, the concept of weekend short-term tourism such as suburban tourism, mountain vacation, camp vacation, and suburban shopping began to rise to meet the high-frequency vacation needs of tourists. In the creation of "micro-vacation" projects, many successful cases have emerged in China, among which the more successful ones are located in Beidai river Aranya, Qinhuangdao, Hebei Province, which is located near Beijing, and the development of the project also indicates the development trend of "micro-vacation". Through the analysis of this project, this paper will understand how micro-vacation projects divide tourism customers through market positioning and market segmentation theory, so as to make tourism projects stand out in the competition of micro-vacations and provide inspiration for the trend development of the tourism industry.

2. MICRO VACATION

2.1 The concept of micro-vacation

In China, due to economic development and changing consumption patterns, many new vacation models and tourism patterns have emerged. Affected by the superposition of the epidemic, tourism consumption is

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developing towards a new format in recent years, that is, in the surrounding city to meet the travel needs of urban people on weekends and small long holidays, with culture, business, tourism and other formats, can be linked with real estate and commercial tourism vacation mode, so the concept of "micro-vacation" has been proposed. So what is a vacation model for micro-vacations?

1. From the perspective of the tourism industry: "micro-vacation" refers to the city-centered, surrounding to find high-quality tourist attractions in 3-4 hours, the trend is to abandon long-distance travel, avoid time-consuming and laborious preparation, and take self-driving travel as the main mode of travel.

2. From the perspective of the real estate industry: urban "micro-vacation" is actually a derivative of the new stage of real estate development, which is a complex of residence + vacation. From the customer dimension, they are tired of the traditional urban lifestyle. From the perspective of competition, the quality competition in the traditional residential field is intense. Therefore, the "micro-vacation" products built around the lifestyle have become a breakthrough for developers to create differentiated communities.

3. From the consumer's point of view: "micro-vacations" are generally centered on the metropolis where travelers live, and the surrounding area is looking for destinations within 2 hours' drive. Tourists give up long-distance travel, take self-driving travel as the main way of travel, use the leisure time of the weekend to leave the hustle and bustle of the world, find a balance between work and life, physical expenditure, time expenditure are gradually lightened, and the cost expenditure is relatively reduced. People pursue new experiences, a sense of cultural acquisition, happiness with the participation of all family members, and refinement for basic needs such as dining and accommodation.

The core of "micro vacation" is "micro", and the other is a real vacation, which needs to provide products and services with more convenient travel, more flexible forms, more free activities, more beautiful environment and better experience for stress reduction, parent-child, travel and other needs. Therefore, according to the above analysis, "micro-vacation" refers to the consumption behavior of people in or around the city within a 2-hour drive, short-term and high-frequency, to meet the needs of a complete vacation.

2.2. The difference between micro-vacations and traditional vacations

The typical characteristics of traditional vacation are high consumption, long stay time, and high-income people in developed regions as important target markets; Micro-vacation is characterized by short time, close distance, light leisure, deep experience, and true relaxation. Therefore, micro-vacations have a wider range of visitors than traditional vacation tourism.

The first is that the source layer of tourists is wider. Microvacations are suitable for both the middle class and the relatively high-income working class. The second is that the time spent is more in line with the public's demand for weekend leisure vacations, and the vacation time is relatively short. The third is that economic consumption is more suitable for mass tourism groups, and the cost of micro-vacation is relatively small. The fourth is that tourists' vacation tourism purposes are more comprehensive. Micro-vacation can not only relax and relax, but also include escape from the city's health and

fitness, nourishment and retirement and other vacation purposes. Fifth, the form of vacation is more diversified, micro-vacation includes both nature vacation, summer vacation, and health and wellness vacation. Sixth, from a social

2.3 Micro vacation customer

Micro-vacations are a product of the era of parent-child travel, weekend trips, and self-driving tours. It is aimed at a group of "8090 three-have youth" - there are children, cars, and leisure, and about half of the 30-40-year-old post-80s and post-90s middle-class families account for it. According to the "2021 Micro Vacation Popularity Report" released by Mafengwo Tourism [2], the post-80s and post-90s are the main groups of micro-vacations, accounting for more than 80% of the total. Micro-vacation is driven by "play", and spending 2,000 yuan on travel within 3 days is the norm, and more and more micro-vacation users are willing to pay for high-quality services and experiences.

The post-80s and post-90s generation account for the vast majority of the micro-vacation customers (see Figure 1: Age distribution of the micro-vacation population). The pursuit of individuality by these middle-class young people determines that the era of "visiting here" is fading away, and interest-based in-depth experience and immersive gameplay are their biggest demands for a perfect micro-vacation. The report shows that parent-child play, outdoor sports and entertainment are the main drivers of micro-vacations.

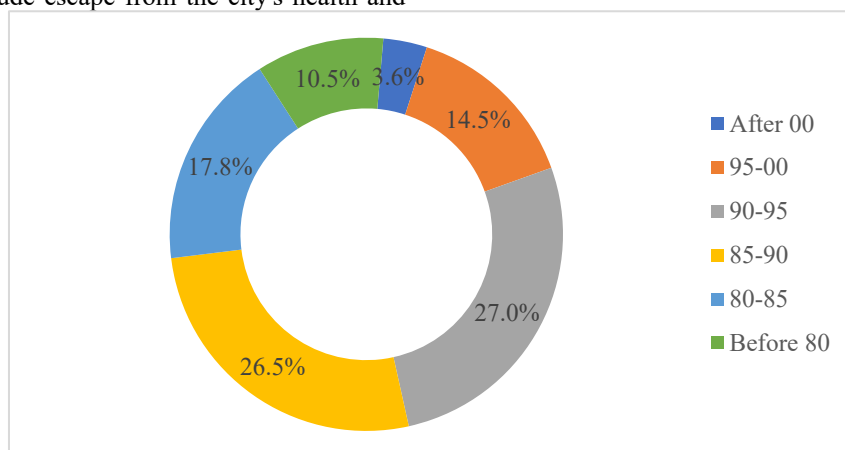


Fig 1. Age distribution of the micro-vacation population.

2.4 Development of micro-vacations

"Micro vacation" is a local resident in the surrounding tour, vacation, leisure tourism activities, tourism projects to do a good job in the local residents high-frequency leisure vacation needs of services, from eating, staying, traveling, travel, shopping, entertainment and other tourism elements to give tourists the ultimate experience, in the format to provide families of all age leisure vacation and high-frequency experience of attractive products. The first is convenient transportation, fast forward and slow travel to enhance tourists' vacation experience; Secondly, it is necessary to optimize product supply, accurately control

the target group, and carry out diversified supply segmentation according to demand, optimize basic services and in-depth experience service content; At the same time, it must also have a unique charm and safety feeling different from the fast-paced city, such as characteristic accommodation products, unique landscape structure, unique cultural experience, creative cultural and creative products, ecological food, etc., as well as perfect tourism infrastructure and public service facilities.

3. THEORETICAL BACKGROUND

3.1 Market Positioning

Market positioning refers to the arrangement of products in the minds of target consumers to occupy a clear, special and desirable position relative to competing products, and is the position of enterprises and products in the target market. Market positioning was proposed by American marketers Al Ries and Jack Trout in 1972 [3], and its meaning refers to the fact that the enterprise according to the position of the competitor's existing products in the market, for the customer's attention to certain characteristics or attributes of such products, for this enterprise product to create a distinctive, impressive image, and this image vividly transmitted to the customer, so that the product determines the appropriate position in the market.

Tourism market positioning refers to the tourism project according to the target market competitors and the company's own conditions, from all aspects to create certain conditions for tourism products and services of tourism projects, and then shape a certain market image, in order to form a special preference in the minds of target customers.

3.2 Market Segmentation

Market segmentation is the process of dividing a large market into several small markets, and classifying consumers who have the same or similar needs, values, purchasing mentality, and purchasing methods in a certain aspect [4]. Tourism market segmentation refers to the activity process in which enterprises divide an overall market into two or more tourist groups with similar demand characteristics according to the characteristics of tourists and the differences in their needs. After market segmentation, each group of tourists with similar demand characteristics is a market segment.

Tourism projects are increasingly realizing that it is impossible to successfully attract all customers in the market, or at least not in the same way, so most of the project selection transformation has to shift from mass marketing to targeted marketing, identify market segments, select one or more target markets, develop targeted products and develop corresponding marketing plans. How to do market segmentation and what variables can we use to segment the market?

① Geographic Segmentation

Segmenting the market into different segments by geographical unit, such as ethnicity, state, region, country, city, etc. Geographic unit-based segmentation allows companies to identify and improve product offerings. Geographic determinism states that cultural differences based on geographic context can be a barrier to communication.

② Demographic Segmentation

Segmentation of the market into segments by demographic variables. Such as age, life cycle, gender, income, occupation, education, religion, ethnicity, etc.

Demographic segmentation is the most commonly used segmentation method because consumer preferences and purchase frequency can be divided by demographic variables. Demographic segmentation is easy to manipulate, consumer preferences change with age, and income segmentation is commonly used in the marketing of products and services.

③ Psychographic Segmentation

Psychographic Segmentation divides customers into different groups based on social class, lifestyle, and personality characteristics. People in the same demographic group can have very different psychographic profiles.

④ Behavioral Segmentation

In Behavioral Segmentation, customers are divided into groups based on their knowledge, attitude, and use response to product. Many marketers believe that behavioral variables are the best starting point for building markets segments.

4. CASE QINHUANGDAO BEIDAI RIVER ARANYA

Founded in 2013, Aranya is located in Beidai River New District, Qinhuangdao City, Hebei Province, with a planned area of 3,303.3 mu and a construction area of 700,000 square meters, which is essentially a tourism real estate project. As a real estate project located on the outskirts of the Beijing-Tianjin-Hebei metropolitan area, the sales progress is not optimistic under the situation of many competitions and the project is on the verge of failure, how to improve the popularity of the project and increase sales, so the project must be repositioned to package the original ordinary tourism real estate project as a tourism and vacation project. Using positioning theory to tease out the project's target audience, they found that Beijing's middle class had strong spending power and needed to find a place to relax on weekends due to the fast pace of work. So they built a lonely library and filmed the video "The Lone lest Library in China" for this project, which had a total of 600 million views, thus detonating the market and attracting a large number of tourists, establishing Aranya as a middle-class tourist holiday destination in Beijing, and becoming a benchmark star project for micro-vacations in China.

Aranya's main theme projects for the customer base include the Solitary Library, Art Center, Dune Art Museum, Aranya Theater and other important functional spaces, which are becoming important cultural tourism coordinates in the region. Aranya, from the Sanskrit word Aranya, originally means "a quiet place on earth, a place to find oneself." In Aranya, there are art exhibitions, performances, installations, events, etc.; There are music festivals, avant-garde parties, and music styles range from classic to pop; There are theatre and Aranya-exclusive festivals and events. All formats and activities are configured around customer positioning and customer preferences.

4.1 Customer targeting

Aranya positions the main customer group as the post-80s Beijing middle class, because the three labels of post-80s + Beijing + middle class mean that many of the social feelings of this group of people are the same, loneliness, anxiety, and want to escape. If you are in second- and third-tier cities, the happiness index of the middle class is very high. But in Beijing, the happiness index of the middle class is not so high, and every day in Beijing it faces all the anxiety of too much work pressure, too much anxiety, failure to meet targets, failure to achieve goals, and problems with children's schooling. Therefore, the emergence of Aranya has made this group of people suddenly find the place they want to belong to the spiritual life, want to temporarily escape the anxiety, tension and pressure of Beijing, and go to Aranya to see those cultural buildings, cultural activities, quiet and lonely atmosphere, they will feel particularly happy.

Aranya segments the tourism market according to psychological factors such as travelers' lifestyle, attitude, and personality. Tourists' desires, needs and purchasing

behaviors are not only affected by human statistical factors, but also by psychological factors. Aranya's success is not only due to the values it outputs, but also to its precise customer positioning.

4.2 Customer segmentation

Aranya's owners, 99% are from Beijing, and the remaining 1% of customers are Tianjin and Hebei locals (see Figure 2 for details). Beijing is a huge immigrant city, people are born with a sense of loneliness, which is unique among northern cities, in Beijing, it is possible that 70%-80% of people are foreigners, such a city is difficult to bring a sense of belonging, to the weekend the middle class in the city, want to escape, to find a chance to breathe. Tianjin and other cities in Hebei do not have such characteristics. Tianjin is a typical indigenous city, so Tianjin people are not as lonely as Beijing people. As a result, Aranya was able to attract a group of customers in Beijing with similar values, but not Tianjin, which is also a big city.

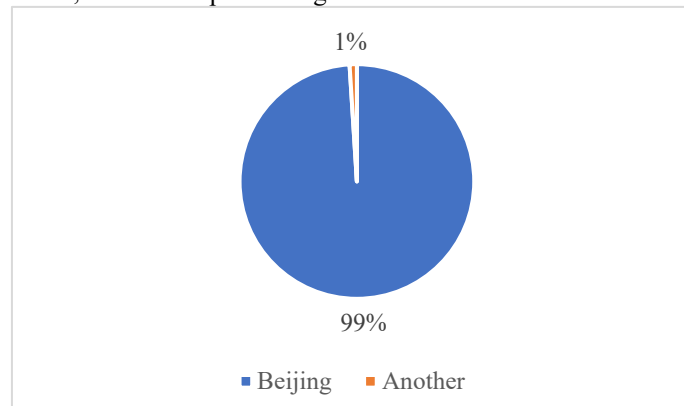


Fig 2 . Customer source.

It is clear that Aranya's success lies in its lack of finding customers based on product attributes, but defining products through customer attributes, and it has found a group of lonely, anxious middle class in Beijing who pursue spiritual life over material life and want to escape at all times. Aranya makes good use of geographic variable segmentation to target the customer base in Beijing people; Then through the demographic variable segmentation method, the population is positioned as the middle class; Finally, this part of the people is refined through psychological segmentation and behavioral segmentation, and supporting facilities that impress them are planned in the construction of the project. This is a good explanation of how tourism projects can gradually screen out customer groups through the theory of market segmentation, and create projects according to customer characteristics.

4.3 Position value conversion

Lifestyle refers to how people spend their time (activities), what they think is important (interests), and how they think about themselves and their environment (attitudes). Lifestyle is the way people live and spend time and money, and is an important factor influencing the desires and

needs of tourists. Aranya's success is not because the coastline of Beidai River is more beautiful, nor because of the lonely library and what community activities, these supporting facilities are available elsewhere, or even better, the biggest difference is that Aranya's output of values firmly targets the loneliness of middle-class customers in Beijing, so that their collective loneliness produces commercial value, aiming at a customer group, radiating more people, serving this group of seed customers, and finally they have become Aranya's main customer value.

5.CONCLUSION

Micro-vacation is the mainstream development form in China after the epidemic, with the improvement of people's quality of life and the convenience of transportation, micro-vacation will be the main development direction of China's tourism industry in the next five years. A large number of projects targeting micro-vacation clients continue to emerge across China, and how to stand out from the competition has become an important issue for tourism projects that need to be carefully considered and planned. Market positioning and segmentation theory is generally applied to consumer goods, because individual products are easy to determine

positioning and therefore develop marketing plans. As a comprehensive complex real estate project, tourism projects have the characteristics of complex business formats and many influencing factors, and there are many factors to consider how to carry out market positioning. Aranya, as a successful case in the Beijing metropolitan area, can give us some good inspiration, the project uses market positioning and market segmentation theory to redefine the customer base, accurate positioning to make the project successful.

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