

Analysis of Marketing Strategy of Theme Parks in China

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Abstract

The Through a comprehensive analysis of the overall overview of the theme park market, the current situation of Huaqiang Fangte theme park and its marketing strategy, the advantages and shortcomings of the marketing strategy of Huaqiang Fangte theme park are identified, and suggestions for improvement are made. The study concludes that Huaqiang Fangte Theme Park has adopted diverse marketing strategies in terms of promotion channels, promotion methods, product positioning and brand image. Especially in terms of user experience, Huaqiang Fangte Theme Park has continuously innovated in terms of ride design, scene arrangement and service quality to enhance user experience.

Keywords

Chinese Theme Park; Marketing Strategy; Huaqiang Fangte.

1. Introduction

Currently, China's theme park market is in a stage of rapid development. Theme parks are not only places of entertainment and leisure, but also a form of consumption and cultural experience. With the improvement of people's living standard and the change of consumption concept, the theme park industry has become an obvious economic growth sense. However, in the fierce market competition, how to develop an effective marketing strategy to improve the market competitiveness of the theme park has become an urgent problem for theme park enterprises.

This study aims to conduct an in-depth analysis of the marketing strategies of theme parks in China, taking Huaqiang Fangte as an example, and to explore how theme park enterprises can develop effective marketing strategies to improve their market competitiveness.

2. Overview of China's Theme Parks

2.1. History of the Theme Park Market

Disneyland was born in July 1955 in California, USA. As an experiential staged world with specific park cues, special rides and a special playful atmosphere, it was gradually noticed that "theme, plot and scene" were the three essential elements that were indispensable to this new form of tourism, the Disneyland model. To make it more straightforward and convenient to express, the term 'theme park' has been adopted to define this new form of tourism. It can be said that the birth of Disneyland was a symbol of the emergence of the theme park concept.

The development of China's theme park market started late and it was not until the 1980s that the first modern theme park - Beijing Theme Park - was created. Since then, with the rapid development of China's economy, the theme park industry has continued to grow. In the 1990s, the theme park industry showed a high growth trend with the emergence of numerous large theme parks such as the Oriental Gods and the Shenzhen Safari Park.

However, it is also during this period that the theme park industry has had some problems. Firstly, the brand influence is not strong, many theme parks have adopted the imitation of international theme parks, the brand is not well-known enough, and the visitor flow is not high. Secondly, the quality of service at theme parks varies, with many theme parks focusing on marketing rather than on meeting the needs of visitors, and visitors have a poor experience when playing.

Since then, the industry has changed as competition in the theme park industry market has intensified. After 2000, the theme park industry entered an adjustment period, with many theme parks shutting down or changing their names, and the market size was compressed. But at the same time, this also resulted in a concentrated market effect, with brand influence and service quality improving.

Davis, S. G. (1996) said, "theme parks can be thought of as a new kind of mass medium, one that synthesizes many previous entertainment, advertising, marketing and public relations activities". advertising, marketing and public relations activities".

In recent years, the market size of China's theme park industry has been expanding rapidly again. Data shows that in 2018, the total revenue of theme parks nationwide has exceeded RMB 260 billion, an increase of 12.8% year-on-year. At the same time, competition in the theme park industry has become increasingly fierce, with the market constantly concentrating on theme parks with large scale, well-equipped facilities and well-known brands. In the future, the challenges and opportunities facing China's theme park industry will also continue to emerge.

2.2. Analysis of the Current Situation of the Theme Park Industry in China

In With the rapid development of China's economy, the theme park industry is growing rapidly. According to data released by the National Tourism Administration, the number of theme parks nationwide has exceeded 2,000 as of 2019, and the total revenue of the industry has exceeded RMB 60 billion. Especially during holidays, theme parks are overcrowded and the level of popularity is evident.

Chen Jie, General Manager of LEGOLAND Shanghai Ltd, said that China is already the second largest market in the world as far as the theme park industry is concerned and the growth rate will continue. Even during the epidemic, the growth of theme parks in China did not stop and it still maintains its global position. Despite the inevitable short-term impact of the epidemic, Chinese consumers are enthusiastic about theme parks and operators are investing heavily with plans to build new attractions.

As the middle class population in China increases and transportation systems improve, demand for leisure and theme parks is expected to rise. developers and operators can deliver high quality, enjoyable and safe experiences, overall visitation will also increase (Yoshii, C. & Chang B., 2018).

Like any other industry, to survive and prosper theme parks and attractions must respond to changes in multiple environmental factors such as economic conditions, technology, global competition, worldwide politics, social and demographic changes, and internal problems. (Milman, 2001).

However, the Chinese theme park industry also has a number of problems and challenges. Firstly, due to the rapid development of the industry, the number of theme parks has also increased rapidly. In such a situation, the market competition for theme parks is then very fierce. Secondly, some theme parks have problems with service quality, environmental protection and safety, and different theme parks face different management challenges. These problems require not only the regulation of government departments, but also the development of enterprises in terms of construction investment and service quality. And "As the supply of entertainment alternatives increases, operators, and marketing executives should carefully consider consumer As the supply of entertainment alternatives increases, operators,

and marketing executives should carefully consider consumer needs when developing new entertainment products to their patrons, especially theme parks and other themed environments" (Milman, 2010).

In conclusion, in the Chinese theme park industry, Huaqiang Fangte theme park is a very outstanding representative. On the basis of what has been achieved, Huaqiang Fangte should face up to some of the current problems in the theme park industry and the current situation of no competitiveness and inadequate marketing, and seek strategies for long-term development.

3. Analysis of the Marketing Strategy of Huaqiang Fangte Theme Park

3.1. Product Positioning and Market Segmentation

"To understand Disney's brand of Fangte, one must understand how it is manufactured and marketed, by whom and why. Disney as a fun-loving, lighthearted and creative company, like any other corporation it is primarily geared to accumulation." (Janet, 2001) Huaqiang Fangte, a famous theme park brand in China, has always attracted a large number of visitors with its unique themed culture and advanced technological experiences. This is perhaps where it has the advantage of competing with the older theme park, Disney. To better meet the needs of consumers, Huaqiang Fangte has made active efforts in product positioning and market segmentation.

Firstly, Huaqiang Fangte focuses on product positioning in line with international theme parks, and refines product positioning according to the interests and needs of visitors of different age groups. For example, for children visitors, the theme park has set up a number of entertainment facilities suitable for children of different ages, such as toddler zones and parent-child zones, while also taking into account the needs of parents by providing rest areas and interactive facilities. For teenagers and adult visitors, Huaqiang Fangte offers more challenging and exciting items, such as roller coasters and leaps, which greatly enhance visitors' play experience. Secondly, Huaqiang Fangte has also made efforts in market segmentation. Market segmentation refers to the process of dividing the overall market corresponding to a product into several segments according to the above classification differences after investigating and researching multiple aspects of consumers' needs, motivations, characteristics and purchasing behaviour. Through market research and data analysis, the theme park has clarified the amateur, holiday and festival play of each customer group. Time differences, developed for the ticket price, promotion, theme promotion and other aspects of the zone conversion strategy. For example, during the summer holidays, Huaqiang Fangte launched a combination of family and group ticket packages and discount coupons, attracting a large number of family and group visitors.

3.2. Promotion Analysis

Huaqiang Fangte Theme Park's promotion strategy is an important part of its marketing and plays an important role in enhancing brand awareness and attracting visitors.

Firstly, Huaqiang Fangte Theme Park makes full use of digital marketing tools, such as social media, mobile applications and online advertising, to enhance penetration and influence on the target audience. By regularly releasing targeted and interesting content on social media platforms such as Weibo and WeChat, we attract the attention of fans and spread the word to enhance the popularity and reputation of the amusement park.

In a study by Carol J. A. & Margaret A. M. (2013), it was mentioned that "For years, Disney has promoted such visits through television advertisements as well as with travel packets full of colorful brochures mailed directly to prospective vacationers or provided to them by travel agents". It is clear that digital marketing has been one of the main tools for successful marketing.

Secondly, Huaqiang Fangte Theme Park focuses on cooperation with local enterprises and travel agencies to jointly promote its brand. By cooperating with hotels, catering and transportation enterprises, we launch preferential packages to attract more visitors to visit the park; and cooperate with travel agencies to launch group tour products that include admission fees, transportation and accommodation services to improve visitor satisfaction and loyalty.

Finally, Huaqiang Fangte Theme Park actively participates in various large-scale activities and exhibitions to expand its brand influence. For example, it regularly participates in important exhibitions such as tourism fairs and cultural festivals around the world to promote the unique amusement experience and product features of Huaqiang Fangte Theme Park to the market and enhance visitors' awareness and goodwill towards the Huaqiang Fangte Theme Park brand.

3.3. Price Analysis

For Theme park branding is a crucial part of theme park operations. Huaqiang Fangte, as the leading theme park enterprise in China, has been committed to theme park brand building. In terms of brand building, Huaqiang Fangte has made a lot of efforts in the following aspects:

1) Position Analysis

Huaqiang Fangte Theme Park has developed different themes to meet the needs of visitors of different ages. For example, water park, children's park, technology park and theme park. Different products and services are also developed and promoted according to the needs of visitors in order to enhance visitor satisfaction and word-of-mouth effect. Therefore, Huaqiang Fangte's brand positioning is highly relevant.

2) Brand Image

The brand image of Huaqiang Fangte depends mainly on the environment and atmosphere of the theme park. Therefore, Huaqiang Fangte takes great care in the design, decoration and maintenance of its theme parks. For example, each theme park has a unique architectural and decorative style to create a distinctive themed atmosphere. Moreover, Huaqiang Fangte also pays attention to the environmental hygiene and maintenance of the park's facilities so that visitors always have a good experience during their visit.

3) Brand Communication

Huaqiang Fangte has adopted a variety of approaches to brand communication. Firstly, Huaqiang Fangte promotes the park's image and theme to the general public through various types of advertisements. At the same time, Huaqiang Fangte also enhances its interaction and promotion to consumers through social media and internet channels. In addition, Huaqiang Fangte also engages and communicates better with consumers through public relations activities and sponsorships. These promotional and interactive methods have greatly contributed to Huaqiang Fangte's brand awareness and brand reputation.

4. Huaqiang Fangte Theme Park User Experience Enhancement Strategy

The Amusement facilities are one of the main purposes of visitors to a theme park, so the maintenance and management of the facilities is crucial. Huaqiang Fangte Theme Park ensures that visitors enjoy the best possible amusement experience during their visit by taking the following measures.

First of all, Huaqiang Fangte Theme Park has established a comprehensive facility maintenance management system, with a facility inspection schedule, a facility maintenance schedule and a facility minor and major repair plan. Before the park opens each day, the maintenance staff will conduct a comprehensive inspection of all facilities, strictly following the requirements of the inspection schedule. If any problems are found with the facilities, the maintenance staff will immediately report them and take appropriate maintenance measures to ensure that visitors can enjoy the rides in good condition at the first opportunity.

Secondly, Huaqiang Fangte Theme Park implements dynamic management of facilities and adopts a differentiated maintenance approach according to the operation of the facilities to reduce waste caused by ineffective maintenance. For facilities in peak periods, maintenance staff will increase the frequency of inspections to ensure the safety and stability of the facilities; for facilities in low periods, maintenance staff will appropriately reduce the frequency of inspections to save resources.

Finally, Huaqiang Fangte Theme Park focuses on staff training and management. Maintenance staff need to go through professional training, learn the construction and maintenance methods of various facilities, and strictly implement maintenance procedures and standardised operation processes. At the same time, the theme park has set up a special facility maintenance management department, which regularly conducts staff assessment and training to ensure that staff have good maintenance skills and a sense of responsibility.

In summary, Huaqiang Fangte Theme Park focuses on facility maintenance and management, implementing dynamic management of facilities and staff training and management to effectively protect the safety and play experience of visitors.

5. Conclusion

The marketing strategy of Huaqiang Fangte Theme Park has done an excellent job in terms of promotion and publicity. Firstly, the theme park's "Technology + Culture" theme, innovative rides and shows have successfully attracted a large number of young people. In addition, the theme park has partnered with brand sponsors to launch various promotional activities, such as the International Circus Carnival with the Moscow Circus, which has generated great response.

To sum up, Huaqiang Fangte Theme Park has many highlights in terms of marketing strategies, but there are also some problems. It is suggested that the theme park should make appropriate adjustments in ticket prices and increase the investment and innovation in rides to attract more consumers. Therefore, it is recommended that Huaqiang Fangte theme park should not only continue to focus on thematic development and digital technology application in its future development, but also strengthen the construction of cultural connotations to further establish its brand image and enhance its market competitiveness.

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