

新竹市節慶活動行銷策略之研究The Festival Marketing Strategy of Hsinchu
City

陳沛悌, 裴蕾, 黃靜惠, 孔仁華, 劉俊杰

餐旅管理學系

觀光學院

lpei@chu.edu.tw

摘要

In this study, depth interviews are used to the present situations and encountered problems are discussed; and finally data is analyzed using NVivo. The results show that the Hsinchu city festivals include the Rice Noodle and Meatball Festival, the Hsinchu City International Glass Art Festival, the Sea Month, the Flower Festival at 18 Peaks Mountain, and the Sightseeing Festival. Because the implementation has matured, the renewal of traditional industries and promotion of peripheral products are successful. Marketing strategy include the following. For product, program designs are renewed in different ways and a different theme is selected every year. For price, academics advocate a marketing segmentation, where on sales during the event and special group discounts can be offered. For access, historical positions and shuttle buses are critical in location considerations. For marketing, related marketing people should be focused on the media.

關鍵字：festival, marketing strategy, 4P combination marketing