

節慶活動行銷策略之研究-以新竹市為例

陳沛悌, 黃靜惠, 孔仁華

休閒遊憩規劃與管理學系

觀光學院

pchen@chu.edu.tw

摘要

Festival is one of the important activities of local tourism development. Currently, festival is a very popular destination marketing strategy for many governments, mainly because festival is an effective strategy to attract many visitors, extend tourism season, and increase local benefits. In this study, depth interviews are used to collect opinions from government officials, industry sectors, civil society organizations, and relevant academics; the present situations and marketing strategy are discussed, and finally data is analyzed using NVivo.

The results show 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. The results can provide references and recommendations to the festival development strategies of the Hsinchu City.

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