

YOUNG VILLAGE 漾谷

溧水无想山南东山头村民宿设计说明

设计说明

一、 品牌

YOUNG VILLAGE 漾谷作为原创民宿品牌， 展现 18-40 岁年轻消费群体所代表的激情、活力、时尚等特质。

二、 民宿选址

东山头村相对独立， 与溧水主要的文旅品牌和活动联系便利， 位置紧靠无想山南， 且村落肌理自然体量适宜， 容易孕育出丰富的体验项。

三、 项目核心竞争力

在民宿中， 比产品更有力的是“内容”。 针对 18-40 岁年轻群体， 置入真正符合青年文化的活动内容。 在漾谷， 可以交友、看戏、阅读、走秀、运动甚至电子竞技， 这是一处有感染力和号召力的年轻人根据地。

根据需要， 拆除部分既有建筑作为内容场地， 并冠之以独特主题。

根据内容， 设计地面和空中相互关联的立体路径， 内容的展

开与路径发生直接关系，每个人可以以最短距离到达向往之地。

四、产品策略

本项目包含住宿、餐饮、酒吧、咖啡、阅读、剧场、竞技等一系列具有活力的产品，以不同经营方式呈现。每一款都是年轻人想要的，它们在同样的场所发生不断的迭代，年轻人会来，也会再来。

五、营销策略

多元化的营销渠道是必要的。我们选择与溧水目前主力品牌进行捆绑式合作；针对年轻群体进行精准营销；网络营销也是当下有力的选择。

六、相关指标

总用地面积：14700 平方米

建筑面积：2935 平方米

客房数量：40 间

机动车数量：27

Design Description

1、 Brand

YOUNG VILLAGE is a brand of original B&B, showing the passion, vitality, fashion and other characteristics represented by young consumers aged 18 to 40.

2、 Site selection

Dongshantou village is relatively independent. It has a convenient connection with the main cultural tourism brand and activity of lishui, and the location is close to the south of the Wuxiang mountain, and the texture of the village is suitable for the development of rich experience items.

3、 Core competitiveness

What is more powerful than products in the B&B is "content". For young people aged 18 to 40, the content of activities that are truly in line with youth culture. In the village, you can make friends, play, read, show, sport and even e-sports, which is a young base with appeal and appeal.

4、 Product strategy

This project includes a series of dynamic products

such as accommodation, catering, bar, coffee, reading, theatre and competitive sports, which are presented in different ways. Each one is what young people want, they iterate in the same place, and the young will come, and they will come again.

5、 Marketing strategy

Diversified marketing channels are necessary. We choose to carry out the binding cooperation with the main brand of lishui. Targeting young people for accurate marketing; Network marketing is also a powerful choice.

6、 Related indicators

Total land area: 14700 square meters.

Construction area: 2,935 square meters.

Number of rooms: 40.

Number of vehicles: 27.