

A comparison of the marketing methods of two multinational hotel brands

Marriott Hotels and Resorts and Holiday Inn

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INTRODUCTION:

Marriott is one of the most recognizable, trusted brands and a symbol of high-quality services in Hospitality Industry, a name known all over the world.

Marriott's story is impressive. It all started in USA with John Willard Marriott a young entrepreneur from Utah who opened in 1927 small business, a root beer stand. The business grew and the stand became a popular family restaurant, in 1957 was opened the first motel named Twin Bridge Motor Hotel.

John Willard Marriott built one of the most important brands led by strong core values and nowadays, Marriott International is five- stars luxury hotel brand owning more than 7500 properties in 130 countries and more than 30 brands.

Holiday Inn is an USA brand, founded by Kemmons Wilson in 1952. The concept for Holiday Inn was very simple and qualifies as an affordable, clean, and comfortable roadside hotel with a restaurant for business travellers and for family holidays.

The business expanded fast and in 1972 Holiday Inn owned 1400 hotels in USA and abroad.

Nowadays Holiday Inn is an important brand part of IHG Hotel & Resorts, although the amenities of the Holiday Inn hotels changed, the brand still qualifies as affordable premium services hotel.

MARRIOTT MARKETING STRATEGIES:

Marriott and Holiday Inn are American brands and their start in the hotel industry was in the same period, both businesses expanded fast in USA and abroad but in different segments. Marriott's target is the luxury segment while Holiday Inn's target is the premium and affordable segment in the Hospitality industry.

The market strategy for Marriott played an important role on its expansion from the beginning.

-The first marketing strategy was based on the customer satisfaction; the quality of the products and services was extremely important. John Willard Marriott since 1927 knew that a high-quality product will bring more customers and this strategy was a core value.

This strategy is still available for Marriott nowadays, the focus is the same, to provide better services than the price their customers are paying.

-The second marketing strategy is the location of the hotels. Marriott hotels are placed in important towns all over the world in the most important areas of the cities.

- The third market strategy was the advertising through the magazines, newspapers.

Marriott core values are part of the marketing and management strategy

- PUTTING PEOPLE FIRST – Marriott company is a top employer. The employees are the interface of the brand with the customers and their satisfaction is extremely important. Marriott is investing annually for training their employees to achieve the better performance.
For Marriott their employees satisfaction is as important as the customer satisfaction
- PERSUING EXECELENCE – providing high quality services and customer satisfaction oriented
- ACT WITH INTEGRITY – taking care of the business and in the same time how to manage the business
- EMBRACING CHANGE – being always opened to the knew trends

Marriott has been always very active on growing, on extending the business and to improve their services that is the reason they easily integrated the online marketing strategies which is bringing multiple opportunities to connect with to people and brings more attention on the quality of their service, to become the first choice for costumers that are looking for a comfortable and luxurious accommodation

Nowadays the most effective and important way to advertise and promote the brand, is online

The company is active on all the important social media platforms: Facebook, Instagram, YouTube, Tik Tok, Twitter, the company website is an important channel to promote

Marriott's promotion strategy goal is to cover all the customer requirements and needs. On Marriott International website can be found various promotion.

One of the most important marketing campaigns is MARRIOTT BONVOY through which the members are the beneficients of many offers including:

- Cards with bonus points and discounts for each purchase on Marriott
- Holiday seasonal packages for couples and family
- Discounts for a longer period accommodation
- Gift cards
- 20% discount for Resorts
- Packages for business travel

Another important market strategy was the challenge named **30 Stays, 300 Days** – a contest dedicated exclusively for the Tik Tok content creators.

3 content creators were chosen to travel and stay in Marriott hotels and resort to represent and to promote Marriott brand

Marriott creates constantly partnerships with influencers from YouTube, Instagram, Tik Tok, young people who can promote and reveal the services of the brand.

All the Marriott hotels are offering state-of-the-art facilities like : restaurants, bar, spa , pool, meeting rooms, events and meeting rooms at highest quality standards.

HOLLIDAY INN MARKETING STRATEGIES:

Holiday Inn is a brand targeted on the affordable segment of the hotel industry providing premium services for business people and for individuals at reasonable costs and the marketing strategies are active with an excellent advertising

With more than 1500 Hotels all over the World, the Holiday Inn hotels location is mostly in important areas of the cities, close to airports or close to the important touristic objectives and providing various facilities like : Free wi-fi, restaurant, meeting rooms and events, meeting facilities

The main promotions strategies is online mainly through the website on YouTube, Instagram, Twitter, Facebook

-The family packages promoted named “KIDS STAY AND EAT FREE “ are excellent options for the families with children, the package includes the meal for free for the children and the stay in the same room with the adults is free

- Discounts for the reservations online

- Bonus points and discounts for the members

- Business rewards

SUSTAINABILITY:

Both brands Marriott and Holiday Inn are active involved into the support of sustainability with several green programs like :

For Holiday Inn and IHG

- IHG GREEN ENGAGE
- GREENER STAY PROGRAM – a program that allowed the guests to decide if they want cleaning services daily.
- Solar panels

For Marriott we have SERVE 360 – a platform dedicated to the sustainability and social impact, where are submitted the results of their actions to sustain a cleaner environment. Marriott International is searching ways to reduce their business environmental impact by reducing the carbon emissions, the water, and the waste of food.

Through this platform Marriott is sustaining the human rights and is involved in helping vulnerable people, helping to integrate in the societies people with disabilities, veterans and refugees

COVID 19 IMPACT ON HOSPITALITY INDUSTRY:

Covid-19 had a huge impact on the entire economy on the entire world but mostly affected was the hospitality industry due to the restrictions of travelling.

Marriott and Holiday inn, both registered loses of millions of dollars and many of their employees lost their jobs during the restrictions period. Once the vaccines were available and the vaccination campaign started, the hotel industry in general start to open the doors with new cleaning and protection solution against Covid-19 and for the recovery in the same time.

During the pandemic period both brands took various measures like reducing costs.

Marriott took some series of measures after pandemic period for the customer, related to the benefits, discounts, the points expired of the members during the pandemic period. Marriott extend the member benefits during the entire 2022 year to encourage the travels and to increase their income.

CONCLUSION:

Both international Hotel brands leader on their segment, the conclusion is that Marriott compared with Holiday Inn has a better marketing strategy, is more active in social media, in the collaborations with people that can promote their business and offer many advantages for the customers than Holiday Inn

John Willard core values implemented with the his first business are still available and is leading the business to the success and growth even now after the hardest period of Marriott history.

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