

The Effect of globalisation on a hotels marketing strategy

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This essay written for the Effect of globalisation on a Conrad's hotels chain on a marketing strategy.

Kotler stated globalisation has had a massive impact on the hospitality sector around the world, our global markets are constantly changing trends in order to retain success and remain competitive the hotels changes its 7 PS marketing mix when set up property in foreign countries to adapt to local culture pricing products services promotions law and capture value, and satisfaction individual needs and desire thus retain lasting loyal customer relationship (Kotler, et al, 2017,p23) The Conrad hotels were established in 1985 in Australia and funded by Barron Hilton son of Conrad as they could not continue under the Hilton name outside of the US, Conrad hotels are a luxury flagship brand of Hilton has 35 properties in 5 continents, they offers Guess personalised experiences with sophistication, locally inspired surroundings services and standard to high end of the market.

The Conrad Hilton was first hotel on the gold coast in Australia to introduce air condition elevator. The Conrad' top compactors are Vits hotel, Sheraton Grande Sukhumvit, Capella hotel group, Oberoi hotel &resorts, lotte hotel, marquis reformat, the Capella hotel value and honour and create products and services and recognise unique characteristics individual guest experience. They compete on a similar level might have a marginal difference and offers promotion loyalty points, free parking, WIFI, and full English breakfast in the UK were as in Singapore their traditional breakfast is kaya toast dish. The Conrad is luxuries brand hotels and expanding rapidly. (Gronroos 1996, P, 8) The Conrad selling is different from their competitors unique selling point when you book into the Conrad suites life and receive one hundred us dollar daily, when you check in to the Capella unique offer you receive up to 75% off last minute booking. Price part of the 4ps

In the 19th century commercial pressure that brought market debates such as the middle-class earners had very minimal capital disposal expenditure products services lost it value, in the Morden marketing desires to be increase and distribution of advertising emphasize of the independence to the challenges and economic trends added value beyond production (Bartels, 1976) The Conrad hotels growing competition in the global markets, has found potential of the middle-class market segment such as diversification and introduction of services that target the middle-class earners can implement and measure the significant the global markets are extremely complex and challenging resulting in competitiveness the market exceeds beyond the normal process and introducing promotional packages and the use of social media Facebook, Instagram, email and other forms advertising (Enzi, 2009). Promotion is part of the 4ps for instance, Conrad in Manila segment and target clientele in Asian markets as local market events suggest looking for staycations and travellers from the Asian countries they promote their facilities, conferences halls, exhibition, and incentives, use the rooms as these guests could bring in multiple revenue by suggesting the amities and leisure spa facilities conference halls restaurants and bars. The business guest are serviced different from leisured guest as business guest they might stay for one or two nights and might spent extra on upgrade their room and might use most of their facilities and amities and stay loyal where as the leisure guest will come and stay with once year there might be a family on holiday these are the for one or two week on a budget or guest visiting friend or staycation these are the guest generally segment position and target to get most of the revenue as the know may not return in hurry

The Conrad hotel when they set up hotel in new country, they will use the 4PS marketing mix to target and position and segment a age group to promote it's products and services geographic, demographic, photographic purely benefit oriented. The Conrad, historical different form its competitors due to its aspirational properties or whether its due to its fantast consistent value proposing as dependable and overwarming cheerful outlook to staff and guest (Stephen)

au,2021). the Conrad hotel New York were the first to introduce mobile check in and cloud base PMS system over ten years now they grasped new technology and expanded throughout the world today we have come to live in a new world the power and the structure we have come to know is experiencing drastic change the invasion of the internet which connective and transparency to our lives social media redefines the way people interact with one another enabling people to build relations without geographic and monographic barriers eventually there wont be a dormant company as instead a company can be more competitive if it can connect a trend for us to see young urban middle class with strong mobility connectivity while the emerging is enjoying the demographic of the younger proactive population(Kotler, 2017 p19).

Globalization within the hospitality industry Conrad hotel convention south Conrad's massive expansion of resort to open, Walt Disney world in 2023 Orlando dart has announced the launch of their latest project ever more Orlando resorts. A comprehensive redevelopment of the former villas at grand cypress, the 1100-acre resort complex bordering Walt Disney world will serve as the latest addition to the Conrad hotels & resorts and portfolio the massive 10,000 bedroom represents adequately in excess of \$1 billion Evermore it first will open with 1500 bedrooms spread amongst array of stay experience when setting up hotel in Australia markets in Australia can be interesting to explore since Australia is turn into one of the world biggest economic stand out and amongst the most appealing goal to extend the tourism is concerned the games across the world expanded Conrad's deals the games happing in different parts of the world and collaboration with the right the right partners in will help the business to establish good grounds in the market and increase customer base, Procurement of neighbourhood inns acquiring local hotel groups and chain will help to eradicate the local competition and gain the ready customer base.

There are eighteen brands within the Hilton group across 119 countries with more then 6100 properties the honours have ninety-nine million members. The Conrad strategy when moving into a new country they strategy it to leverage and promote diversity and inclusion through a framework of culture, talent, and marketplace initiatives to foster innovation and create a globally competitive business they are committed to creating an inclusive workplace and culture driven by our team members unique viewpoints and diverse backgrounds and experiences. Capella its competition is based on offering the guest the lowest price to fill rooms it offers twenty% off the best rate including daily breakfast and two persons valid for Sunday to Thursday stay get \$100 dinning credits when you stay two nights second enjoy the celebration leave the rest to pick enjoy a three-course dining experience.

The hotels adapt to covid nineteen like every thing in the travel world your actual point s value may very now and well beyond the catastrophe that it was the covid19 the state of the hotel industry today.

The hospitality industry has been hit the hardest hit according to the hospitality consultants occupancy rates among reporting hotels in the week April 25 20 20 compared to last year fluctuates both ears hit the hardest by the covid 19 and tourist destination are the most affected by these numbers on Oahu island in Hawaii occupancy compared to the time last year the covid 19 out break hotel occupancy rate was down to 41 percent 22 percent respectively but the good news is that they could be reaching the end analysts that because of the occupancy rates are slow increasing once more the states are making a slow shift to reopen business we could be on the road to recovery once more when the hotels open there doors the hotels to provide hand sanitise gloves social distancing government guide lines.

This essay has concluded the Conrad hotels are managing their operation and employing people for different cultures and diverse guest and it's brand standards and values

1369 words

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