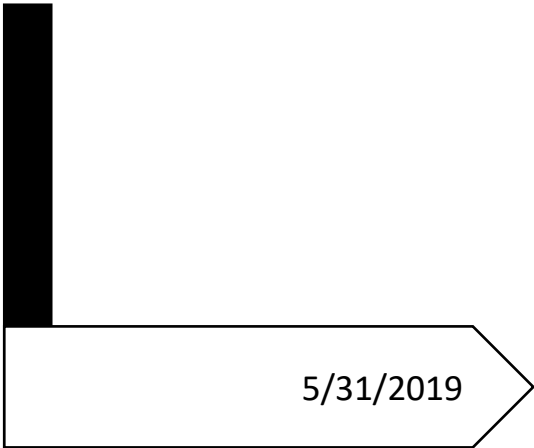


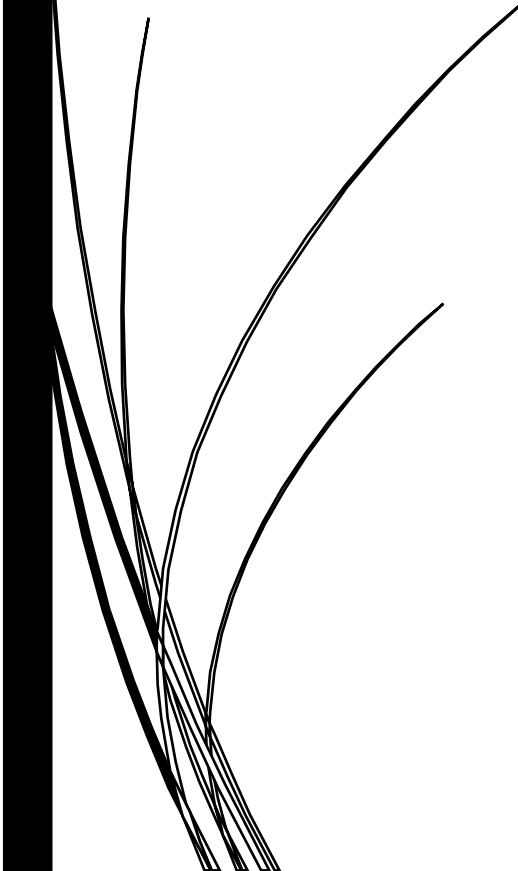


5/31/2019

HOW DOES HYATT MANAGE TO EFFECTIVELY MAKE USE OF ITS DATA

MARKETING ESSENTIALS –
M4X01916

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Introduction

This report has the purpose to analyze the effectiveness of the marketing information system within a company in the hospitality and tourism sector. Kotler (2016) describes the marketing information system as “people and procedures dedicated to assessing information needs, developing the needed information, and helping decision makers use the information to generate and validate actionable customer market insights.” Moreover, in order to analyze the effectiveness of the MIS, this report will identify how Hyatt Hotels Corporation overcame the internal and external issues over the time using this process.

Hyatt and Marketing Intelligence

Hyatt Hotels Corporation was founded in 1957 near LAX, the Los Angeles Airport, when Jay Pritzker bought the Hyatt House, which was a motel at that time. (Hyatt, n.d.) The company has been growing over the time and now it records a revenue of \$4.45B in 2018. (Statista, 2019) This background information is needed in order to identify the vision and mission of the hotel which are “a world of understanding and care” and respectively, delivering distinctive experiences for the guests.

The managers of Hyatt mainly use three different types of data gathering: market research, internal information and marketing intelligence. These types which are different between them are used to identify different problems that might occur in Hyatt’s company and would affect its image. Moreover, this information can be differentiated as well, since there are two ways of obtaining it: the primary research which is conducted mostly in the corporation and the secondary research which is the data used previously (or conducted by someone else) in order to analyze the global or external issues which could affect the company, for example the PESTEL analysis suits very well this examination. Moreover, the marketing information system is supposed to consume less time and money rather than an external source which would generate the same outcomes. Plus, it is much easier since the managers of the company already know the data and does not need to analyze it multiple times. (Diamond & Oppenheim, 2004)

Then, the customer feedback is the one that matters the most because based on the answer of the customer and his/her behavior, the company needs then to change other policies or other regulations regarding the service they are providing. Hyatt presents these chances for a customer feedback either by the manager itself when she/he is checking if everything goes alright and the customer is served as it is supposed to be, or through cards. These cards are found within the hotel, especially in the rooms booked, or at the restaurant. It is seeking the appreciation of the customer regarding the hotel’s qualitative and quantitative aspects of a service or for the meals, for example. Data gathered from the Hyatt’s hotels showed that corporate travelers usually tend to stay the mid-week

since the companies are operating at that time, and not in the weekends. The leisure guests are the ones who are looking mostly to the price shown because they are price sensitive. The leisure guests tend sometimes to also look for a hotel at the outskirts of a city, or one that is not in the city-center where all the hustle and bustle is. A differentiation between the leisure travelers and corporate ones would be that the leisure guests are often booking in advance and they are booking for a determined period of time, whereas the corporate traveler is booking with a couple of days prior for his/her arrival to the hotel and have big chances of extending his/her staying due to the meetings they might have and problems that need to be solved. More, the corporate traveler would prefer to have a hotel with printers inside, Wi-Fi and bright-lighted lounges and conference rooms. Hyatt actually responded to these needs and now they have hotels which are designed in order for the corporate travel to enjoy his/her stay and to give them the best tools to work since Hyatt's purpose is to "care for the people so they can be their best" (Tsiptsis & Chorianopoulos, 2011)

The marketing information system does not serve only to solve the internal and external issues, but it also generates the promotion. For instance, if the hotel manages to approach an excellent marketing information system, the customers would leave happy and satisfied because Hyatt listened to them. Moreover, they will either return or share their reviews on the internet, on the platforms dedicated to this from where Hyatt, then, extracts their data to decide how they are going to proceed furtherly. The marketing information system is a process that starts and ends with the information user (Kotler, et al., 2016) and analyzes how a company succeeds to satisfy and fulfill the customers.

The information which is gathered from the marketing intelligence and marketing research and is, then, stored into external hard-disks or into a shared network (e.g. cloud) needs to be analyzed more by the managers and decision makers in order to select the options available to answer to the data gathered. "To analyze individual customer data, many companies have now acquired or developed special software and analysis techniques – called customer relationship management (CRM) – that integrate, analyze and apply the mountains of individual customer and marketplace data contained in their databases." (Kotler, et al., 2016) Moreover, as Ismaeel (2015) refers, the marketing information system is "a continuous organized process to record, categorize, store and analysis of past, current and future information related to hotels business and the factors affecting it in order to obtain accurate marketing decisions to achieve the aim of the businesses." Therefore, the whole process refers to analyzing the data given in order to process it and generate the best result for a company to succeed on a global level, satisfy the targeted customer segment and giving to it what it actually needs, trying to focus on the needs that the customer needs, instead of an individual's needs. What is upmost, a company works very effective with a marketing information system integrated into their business. The customer in-sight is observed clearly through all the processes that crosses through the analyze of the system.

Conclusion

In conclusion, this report analyzed the effectiveness of Hyatt Hotels Corporation and found that the marketing system is very effective to the company since it is building different brands, to satisfy different customer segments. Moreover, the company have shared values, missions and purpose for all the brands. Hence, the quality of the services provided is not changed because of the different customer base they are serving. "The trend toward a more pragmatic approach to tourism and hospitality research is attributed to the increased recognition of the legitimacy and benefits of qualitative and

mixed-methods research.” (Nunkoo, 2018) As McDonald (2011) would refer to the managers, they need to carry out these researches using the internal data and external data in the same time for a successful approach. Multiple sources are suggested to be used in order to make sure that the outcomes are accurate, and the managers can make use of them effectively.

However, there are a lot of ways to lie with statistics, but Darrel Huff (1954) says it the best since the inaccurate way of gathering the data can lead to ‘fake news’ or to other forms of it.

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