

A comparison of the marketing Methods used by two multinational hotel chains.

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The main purpose of this essay is to compare the different marketing approaches of two different well-known hotel chains. Best Western and Hilton are the ones selected for this essay. This essay will include the details of the two hotels chains. It will also include the different marketing approaches and the strategies used by Best Western and Hilton all around the world for example the separate ways of market segmentation, positioning and targeting of all kinds of customers. The essay will also compare the amount of sustainable energy and green marketing and charity work done by these two supply chains.

Best Western hotels and resorts is owned by Best Western International Inc. It has over 4700 hotels globally operating in 100 different countries. The main headquarter is located in Phoenix, Arizona, it was around 2000 hotels only in North America (Best Western, 2021). It was founded in 1946 by M.K Guertin. Best Western currently owns 18 brands of hotel and Resorts offering a variety of services based on the size, location, and quality of their service.

Hilton World Wide Holding Inc. Was formally known as Hilton Hotels Corporation. It was founded in 1919 by Conrad Hilton it is an American multinational company that focuses on the hospitality sector, it also franchises and manages a vast portfolio of resorts and hotels with the headquarter located in Virginia USA. The hotel chain has 6215 properties including 4856 hotels in 118 countries with 983,465 rooms (Statista, 2021). Hilton also owns 18 brands across various market segments. Based on the price and the success and the quality of their products, these two hotels'

chains are two of the biggest, most successful, and premium quality hotels around the world.

Best West and Hilton were incredibly good presents in the hospitality market because of their financial status and global performance. Best Western hotels has a revenue of 2.5 billion USD in 2020 with a average daily rate of 113 USD and average occupancy rate of 39.5% as of 2020 (statista,2021) On the other side Hilton has a revenue of 4.31 billion USD in 2020. The daily average rate is 114.03 USD, and the average occupancy rate is 40.3%.

For the market segmentation and targeting and positioning this are the key factor for successful business organization (friel,2015). Hilton they are very good in studying their customers, they are main customer target is luxury and business customers especially the customers with high income (William 2016) this is why most of their hotel are located near airports and busy business areas. Best Western they are little different the study mild market business and leisure customers with amazing pricing and different offers with beautiful locations they try to build long term relationship with their customer's so they will always come back to them (freil,2016).

To really understand the type of marketing used by these two brands for placement pricing and promotion, the product strategy needs to need to be steadied. Hilton increases their level products variety by having 18 different sub brands everywhere in the world for example Hilton Garden inn gives exclusive service to their customers by their vacation and suits packages an also loyalty program which gives them money off from their lunch and dinners. They also work with different airline company, online programs and shopping outlet, car rental and etc. They also try to keep up their quality of service by getting custom fit back. On the other side best western hotel and resorts gives there customers 4000 hotels in some of the best locations in the world with most beautiful designed rooms, spa, gym, they try not give a room to sleep but to give memories that why will never forget.

Hilton and Best Western they have very different pricing strategy Hilton usually charge higher for premium quality service and offer separate products witch allures their customer to customize their booking according to their need. They have divided their rooms into different pricing categories that include luxury (2%), upscale (33%), upper midscale (29%), upper-upscale (35%), and others (1%).

Therefore, most rooms belonging to the upper-upscale category (Hung, Shang and Wang, 2018).

There amazing reputation has given them the privilege to charge their customers more because they know they are business customers, and the rent is getting paid from the company, but the company need to keep their same reputation as well, so they always come back to Hilton. This concept helps to boost their revenue by 20% (Beak and lee 2019). but Best Western offers different pricing depending on the location of the property and their targeted customer having a set price calculating the administration cost and the profit margin, so they have a different profit margin depending on location.

The place and distribution strategy of Hilton includes its 4856 all over the world in 118 countries. Hilton hotels have shown substantial growth since inception. Hilton hotels mainly target the exclusive segment from western countries (Kotler et al., 2018). However, currently, they are also turning their focuses to countries with developing markets like the ones of China and India. Hilton hotels have emphasised selecting the best locations for their hotels. Metro business hotels, luxury hotels, small town, airport and vacation hotels are amongst the variety of services being offered to different locations based on needs. The place and distribution strategy for Best Western hotels include spreading across countries like the UK, the USA, Canada, Australia etc. With a total of 18 brands, almost half of BW's hotels are in North America. BW believes in being benefitted by opportuning the right place, at the right time and required quantity and quality. BW maintains their appropriation costs, stocks and capacity at satisfactory dimensions. An impressive distribution strategy of BW is the use of electronic distribution. 88% of the BW business is a result of electronic distribution and voice activation via mobiles (Schegg et al., 2019). BW uses properties like OTAs, Google and TripAdvisor.

For covid-19 Hilton have taken different measures to protect their customer's they hired 4000 new staff all fully trained in deep sanitizing and deep cleaning there property after every visit they have also introduced contactless arrival and check in which will allow their customer's to check in safely there are also operating in half of their capacity just to keep all their guests in social distance they also have made mandatory to wear a face covering in all common areas in their property. Hand sanitizer has been provided in every corner of the property. The flexibility pack also been added which allows customer to cancel their booking with full refund before 12 hours of check in if they have verified covid- reason. Hilton was also started to do advertising previous holiday memories to remind their customers of their past holiday experience.

Best Western has introduced mandatory face covering in the common area additional cleaning and sanitizing in their rooms, contract less room service special discount for covid -19 health workers and charity donation to the countries in need of help.

Both Hilton and Best Western have taken their own decisions for becoming a responsible travel and hospitality companies Hilton has launched a proportional roof top concept which collects 97% rainwater and use them for washing and other irrigation they also have also started installing solar panels in some of their hotel and the target to reduce their pollution in print by 50% by the year 2030 (Pedrera and Pushpa Nathan, 2019).

Best Western they have taken go green campaign with states that from 2020 to 2030 they will plant a tree for every booking made and completed from their web own web site.

As from this essay it has been explained the different ways that Hilton and Best Western works their marketing strategy their service updates and their new adaptations to the changing world it's also shows the different market positioning of these two hotels their revenue, all the majors taken for Covid-19 which helps to keep their staff and customer's safe and their companions which helps to make our world a better place for everyone.

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