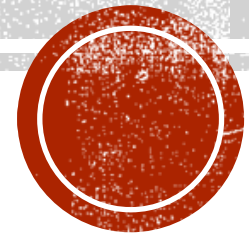


MARKETING PLAN

MARRIOTT HOTELS



MARRIOTT HOTELS

- Part of Marriot Internationals
- Founded: 1984
- Luxury Hotels
- 582 Hotels & Resorts
- 205,053 Room Capacity
- 160 planned Hotels & Resorts
- 47,765 Room Capacity Planned
- 133,000 Employees



MARKETING MIX

- Products
 - luxury hotel chains
 - core, actual and augmented
 - Hotels, Hospitality management, Resorts, lodging
 - Different brands – Including:
 - The Ritz-Carlton,
 - St. Regis,
 - JW Marriott,
 - BULGARI,
 - Le MERIDIEN,
 - Westin
- Place
 - 100 countries
 - near airport,
 - highways,
 - near central market
 - Businesspeople
 - Families
 - Tourists



MARKETING MIX

- Price

- right product at the right price
- value with quality framework
- maximize the revenue
- promotion and maintenance Costs Efficiency
- Monitor situation and competitor's behavior

- Promotion

- Digital promotion
- Brand Loyalty
- Brand Recognition
- Online Booking and Order Management
- Diverse Traditional and Modern Marketing Channels



SWOT ANALYSIS

▪ Strengths

- Brand Recognition
- Luxury Brand (High Margins)
- Large geographical coverage
- High Innovation
- Market Leadership
- Strategic Partnerships
- Profitable Acquisitions
- Loyal Customers
- Strict Code of Conduct

▪ Weaknesses

- Ineffective Data Protection
- Poor Positioning
- Negative Publicity
- Civil Lawsuits
- Too Strict



SWOT ANALYSIS

- Opportunities

- Shifting Demographics
- Focus on Emerging Economies
- Diversify Offerings
- Related Sectors Expansion

- Threats

- Global Pandemic
- Stiff Competition
- Looming Recession
- Trade Tension
- Risk of Terror Attacks
- Changing Regulations
- Changing Political Landscapes
- Global Security Concerns and Conflicts



PESTEL ANALYSIS

- **Political Factors**

- Terrorism
- International Relations
- Political Landscape and Climate
- International Tensions and Conflicts
- Ukraine-Russia War
- China-US Tensions
- Cross-Border Movement Restriction

- **Economic Factors**

- Recession Threats
- Economic Turmoil
- Tourism Decline
- Currency Volatility Across the Globe
- Income inequality and stagnation



PESTEL ANALYSIS

- **Social Factors**

- Cultural Integration
- Global Cultural Misrepresentation
- Cultural Shifts and Changes
- Cultural Preservation and Anti-Normalisation Movements

- **Technological Factors**

- Competition from online rental services such as Airbnb.
- Airbnb customers can avoid expenses such as hotel taxes and fire regulations that provide them with better profits



PESTEL ANALYSIS

- Environmental Factors

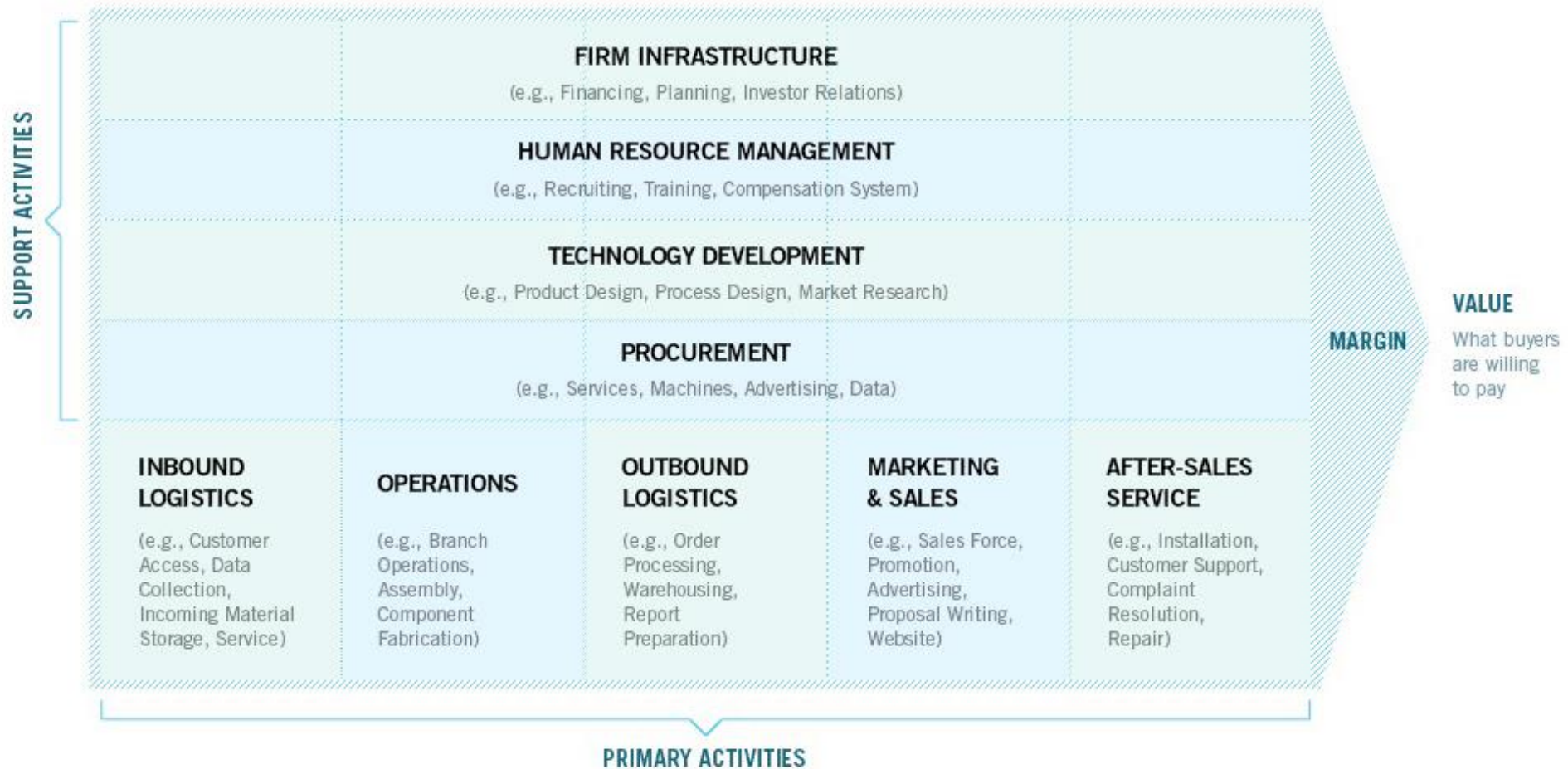
- Sustainability Practices
- Green-Operation Practices
- Corporate Social Responsibility
- Carbon Output
- Increased Electricity Costs to combat Environmental Effects

- Legal Factors

- New Legal Framework for Residence sharing like AirBNB
- Zoning Laws application on AirBNB can be beneficial for Marriott.
- Lodging taxes application is another factors.
- In short, if AirBNB and similar services can be subject to similar laws, this will reduce their cost benefits.



CUSTOMER VALUE CHAIN



DIGITAL MARKETING

- Diverse and Comprehensive Social Media Exposure
- Video and Photo Based Promotions
- Facebook, Instagram, Snapchat and Youtube engagement to build customer confidence
- Tap into millennials and Z-Gen Demographics
- Use Online media — email blasts, social media, agents, influencers, and local media partners
- Employee social media influencer marketing for better response and efficiency in marketing

