

A comparison of the marketing methods of two multinational hotel chains

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The Hilton company generated roughly about \$9.14 billion in the year 2017 with a net income of \$1,264 million (Bhasin, 2018). Being one of the highly renowned brands Hilton has played a significant role in managing its marketing strategies in reaching where it stands today in the hospitality industry.

The target market of Hilton consists of consumers with high income which can be seen via the services the hotel offers. Catering business clients, heads of states and actors. Such clients come with needs that vary from one another to counter this the hotel has trained its staff to ensure that the consumers get a premium personalized service. (ivypanda, 2021) in order to further better understand on how Hilton markets its products and brands the 4P's of the marketing mix will outline the information in more detail.

Product

Hilton offers services that are meant for specifically individual customer satisfaction across all its hotel chains. The Luxury hotels such as Hilton Garden Inn are only focused on catering executive services offering suites to VIP's. Hilton introduced the 'Hilton Honours Program' as a marketing strategy to advertise the special services being offered to loyal customers attracting more potential clients. Also they offer VIP lounges and halls to attract businesses in hosting their events and to further improve the service and attract more VIP's Hilton is collaborating with airlines, luxury car rentals and cruises in order to make the experience more exclusive. (mbaskool, 2017)

Price

Hilton charges according to the different types of services being offered in different hotels in the Hilton group for example the price of a Hilton resort located on a beach front would vary that a room being rented in a metro city as some major services in these hotels of the same group would vary according to the destination and the clients requirements. Also additional costs are added to the clients bill if they require or use services like the laundry, spa, food and wifi. (Dudovskiy, 2016)

Place

Hilton operates in around 103 countries world wide and the properties that it owns estimate about 5100. Having such a vast international presence brings in the need for the adoption of diversity which is mainly on how to market the products and services matching the needs and wants of a culture of the country it operates in. For e.g. Hilton hotels in India and Pakistan offer deals and services on marriages halls in the premises and this is one of the major services they provide due to the culture of the countries that promotes large wedding to be hosted in luxury and exclusive locations. (Pratap, 2021)

Promotion

Hilton promotes its products in areas where it believes it can capture the eye to clients who are VIP's or businesses that require frequent travel trips for its employees. This is done by collaborating with airlines this allows businesses to acquire a complete travel package having air travel and accommodations lined up. Also they partner with tour operators to

offer their resort services to family or groups looking for an exclusive holiday experience. Furthermore, offering personal services according to the needs of clients is also a major part of the promotion strategy to acquire their loyalty in the long run. (Sanchez, 2019)

Hilton brands portfolio

Curio Collection

This chain is made up of 90 hotels and resorts; the marketing strategy of this brand is to offer a curated luxurious experience to leisure travellers and aims on the main market of millennial business travellers. Thus the services offered here are designed to such specific needs of the age group and focus on providing the best possible specialised services.

LXR Collection

This brand by Hilton consists of four properties located in four countries e.g. Habtoor Palace by LXR collection located in Dubai; the marketing strategy of this group is to capture and cater to leisure travellers by offering them a high-end boutique and immersive local experience. This one-of-a-kind experience and uniqueness captures the eye of an older age group whom prefers a localised experience of hospitality blended with perfection.

Tempo by Hilton

This is the latest brand introduced by Hilton in January 2020, consisting of 30 properties and a further 30 more is being planned. The marketing strategy of this chain is to offer services as an approachable lifestyle hotel focusing on modern-day business travellers who require specially high-end amenities, spaces for social gathering and a fuel bar of branded tea and coffee. This chain by Hilton offers services with the state-of-the-art fitness facilities, event spaces for large public conference and meeting rooms that are usually required by corporations for clients' meetings and further a concept lobby and many more facilities. (Hotel Tech Report, 2021)

On the other hand, the marketing strategy of Premier Inn evaluates the which market segment it aims to capture and how Premier Inn controls its effective and efficient promotion technique such as offering low prices to attract new potential customers and creating an increased market awareness regarding its presence.

Product

The basic aim of a product is to satisfy the needs and wants of a customer. Since not everyone has the same preferences, Premier Inn keeps this in mind. Therefore, they provide different pillows to their customer according to their preferences and comfort. The rooms have well-painted walls and are well decorated, double bed that comes along with duvet. Moreover, the rooms have TV set, irons. Premier Inn also offers discount for family rooms. Great product service at Premier Inn is what satisfies their customers. (Turton, 2014)

Price

The price of any product should be aligned with the current economic conditions. They may increase or decrease. If they're too high, companies can lose customers; if they're too low,

companies can lose profits. Premier Inn classifies itself as a budget hotel. Instead of advertising, they focus on providing good quality services. they charge around £29 that varies on time and location. Moreover, these prices are charged on per room basis, so we know that there wouldn't be hidden cost. their prices are lower than luxury hotels but slightly higher than their competitors. (ukessays, 2017)

Promotion

Premier Inn uses different competitions like "dad of the year" to appeal to the market segment. They use social media, email newsletters, their website to promote their hotels and destinations. They also have Lenney Henry as their celebrity face. (Gowrea, 2020)

Place

The rooms can be booked via website or app. It helps customer to find nearest Premier Inn hotel. 50/5 of the booking is to completed via the app. Locations of the Premier Inn hotel can be found in the centre of the city, airport hotels, and motorway locations. Such availability of hotels by Premier Inn allows easy access for people travelling specially with family to find them easily. (Jefferson, 2021)

As Prime Inn major market is attracting clients with lower income groups and mostly people travelling with a country with family looks for a brief stay they mainly market their services via Google Hotel Ads which also can be accessed by phones or tablets for urgent books mostly seek by families travelling on roads. This has allowed bookings to increase by 40%. Also the spread of word by clients staying at such cheap prices encourages new potential customers to avail services by Premier Inn. (thinkwithgoogle, 2015)

On the other hand Hilton Hotels a major and renowned hotel chain mainly concentrates on middle and senior aged professionals whom are on a high level of income group, working for large corporation or are celebrities. To market its services for such a group Hilton marketing strategy to collide with airlines, cruise companies and feature its premises in movies that catches the eyes of such clients. Also Hilton have contracts with multi national organisations who uses its lounges and conference rooms to host events which further acts a publicity of the brand. (Talbot, 2019)

During the Pandemic in 2020 Premier Inn has suffered a hit of £725 million in loss by fall in sales due to the lockdown however since the reopening in July and August the sales as steadily picked up. (Kollewe, 2020). In order to provide a duty of care in this time of pandemic Premier Inn starts its check in from 3pm so that their teams has enough time to ensure all the rooms as properly cleaned and sanitized meeting the safest standards that can be offered. (premierinn, 2021). While Hilton Hotels experienced growth and development in its all brands during 2020 as they surpassed their one million rooms milestone in 2020 and achieved 5.1% net growth. (skift, 2021). In order to enhanced its cleaning protocols Hilton teamed with Lysol and Dettol which the pandemic first hit and by now they have expended its safety standards for guests with the help of the following collision.

Furthermore, Hilton Hotels commits to its corporate social responsibility by giving a green message of sustainability using advance technologies to preserve resources such as water from excess usage and controlling the carbon emission helping to preserve the environment. (Tolentino, 2018). Similarly Premier Inn donates its surplus food to the needy in the community and works with Great Ormond Street Hospital Children's Charity since 2012 and help them raise over £17 million for the cause. (premierinn, 2021)

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