

Marketing Essentials

Title of Essay: *'A comparison of the marketing methods of Marriott International and Premier Inn'*

Name of Student: Kaium Akter Mowsumi

ID Number: 2111508

Introduction of the chosen hotels and their reason

Marriott International is a multinational company that also offers hotel and residential has its headquarter in Bethesda Maryland. This was founded in 1927 by the J. Willard Marriott and Alice Marriott. This is the largest hotel chain in the world considering its rooms and other services. Conversely, the Premier Inn is also one of the top-class hotel chain in the UK whose 800 hotels are located in the most convenient places. This hotel was established in 1987 whose room is more than 80000 now. The number of the employees for the hotel is 10000 more which belongs to the hospitality industry. These two are the hotel chain whose influence on the hospitality industry is effective. In the meantime, both consider the competitive market and pricing while dealing with the customers. Moreover, the market for these two companies are diverse in nature that support the organisation to become sustainable in the market.

The marketing choice and direction for the Marriott International and Premier Inn

Focusing on the customers is the prime concern of the Marriott International who generally want an opulent atmosphere (Columbus, 2005). The requirements of the customers are highly followed in the company that generally focuses on the facilities of the hotels. Their concern enforces them to spend extra on the accommodation that makes the customers loyal within the company. They start from the journey to have a motive of satisfying the customers. In order to satisfy the customers, they have taken various types of segmentation as well because the demand of the customers varies over the time which is enlisted in the concern of the company (Kaya, 2013). Furthermore, digital marketing strategy pushes the company up by which their hospitality becomes uplifted. In contrast, the Premier Inn has a primary objective is to increase the customer engagement. Besides, they work for making the services easier because it makes the customers loyal by which they promote the brand to the people. But, their current services are promoted to the customers through using the digital platform. For example, using smartphones, customers can book the hotel rooms in Premier Inn.

Current market position of Marriot International and Premier Inn

The Marriott is the largest hotel chain which has 12.75% market share which makes the company competitive in the market (Kaleka and Morgan, 2017). Marriott International has a developed market that helps to merge with Starwood by which company becomes able to take strategic move which helps to take the competitive advantage in the market. The new generation of travellers gets supported by Marriott International because of their well-planned strategy. The company has 30 hotel brands with 1.1 million rooms in 110 countries. Furthermore, they use digital technologies as 80% people consider social media while making decisions that helps them to become the world best. The performance of the Premier Inn is satisfactory that is 8.9% in the wider market (Norman, 2016). In the meantime, their market share in the hotel market of UK is 11.4% which is quite satisfactory. The amount of the undrawn liquidity is the £1.2 billion and their cash on deposit is the £814.9 million which will help to get the market once again. Their leisure demand in the tourist location becomes strong due to the 58% occupancy level that helps to get out from the low base. Having multichannel campaigns gives the indoor and outdoor coverage that increase the reach as well as help to achieve the goal. The most unique operating model is the advantageous for the Premier inn that makes the organisation market-leader in delivering the services to the customers.

Marketing strategy

Marriot International segments its customers into three segments that are leisure travellers, business travellers and premium travellers and target customers of all ages to provide hospitality services for making a unique brand position like Sheraton, Harriott etc (Jang et al., 2019). Premier Inn segments its market for all income level by targeting all ages customers by attracting them with the affordable and enjoyable services to make a strong brand presence. Marriot International implements different pricing strategy in its different hotels according to customer's need and financial services that help to earn greater value from the customers. In some hotels, competitive pricing strategy and price skimming strategy are used along with discount facility, volume shrinkage etc. that enable to acquire differentiate value proposition. Premier Inn is known as a 'budget hotel chain' for providing the best services by understanding customers' needs and according to their budget that helps to increase the brand value (Muhammad and Abdul Karim, 2020). It sometimes uses low pricing strategy as per time and location and based on customer's income level and sometimes uses market penetration strategy to increase value in the competitive

market. Marriot International has 8484 hotels and resorts in 131 countries in which some are franchising hotel, licensed lodging hotel etc. featuring more than 1.3 million rooms with making debut in Finland, New Zealand, Ukraine etc. It is the largest hotel chain in the US that establishes its hotels in the major cities and near airport etc. so that people can easily find out. Premier Inn has 800 hotels featuring more than 72,000 rooms in the UK, Ireland, Germany, Qatar, UAE which are founded in major city areas, airport, sea port, suburbs etc. It has limited services areas in some countries by which it provides the best services to attract new customers through generating effective distribution strategy through identifying specific tests and budget of customers (Catherine Myhal, Kang and Murphy, 2008). Marriot International promotes its services through its website by sharing picture, videos of hotel rooms, meals, surrounding environment, making user generated contents etc. and it gets greater facility from 'word of mouth' promotion. It promotes Marriot Bonvoy App which gives visitors one click access to find desire rooms in more than 7000 hotels worldwide. Premier Inn attracts new customers with the help of Google Hotel adds and capture high-quality traffic when people try to get access and take booking from the website through ensuring privacy of visitor's information (Kim et al., 2021). It tries to reach to customers about a family segment by arranging 'Dad of the year' competition and uses social media platform, direct email, newsletters etc. to make strong brand presence.

Making marketing regarding the sustainability and green messaging

Marriott International is the market-leader that gives them a huge support because their steps will be the ultimate option for other companies. In that case, focusing on the digital technologies provide a huge support to the organisation because of having cost-effectiveness and wide range of reach (Woolard, 2021). Furthermore, the people are moving to the social media vastly that is the biggest support for the Marriott International because they will get a large coverage from the market. Apart from that, sustainability is the prime concern for the Marriott International which can be seen through looking on their low-carbon emission. They have focused on the renewable energy and efficient use of water that maintains the biodiversity which creates a good impression on the market and authority that makes their sustainable for a long. In other side, the Premier Inn takes all the responsibilities of protecting the environment that is seen in their contribution in the carbon emissions intensity which is reduced by 50% (Emir and Bekun, 2018). They also want to maintain their sustainability more effectively which is to cut 88% carbon emissions by 2050. This

spreads positivity to the market because people now have high concern on the environment that is destroyed by the hospitality industry. Premier Inn is spreading these types of positivity to the market through using social platform which is now more organised helps to get the large volume of customers. Green messaging makes the organisation word best which also makes the organisation sustainable in the market.

Positioning and marketing messages regarding COVID-19

For over 90 years Marriott International is taking care of its customers in several countries. During COVID-19, there is no exception, the hotel lets its customers to cancel their any bookings during COVID-19 without any additional charges (Fouad, 2021). From the starting of COVID-19 its operation was closed for several months. At the middle of 2021 they are now starting their operations again with following all WHO's rules and regulations and local government's direction of every country the operate their business. They are checking health of every guests. They have kept additional room if any guest makes fall sick. On the other, Premier inn also focuses on quality services always. They provide very friendly services to its guests. During COVID-19, the hotel increases their cleanness in a great extent. This hotel was also closed for several months. At first half of 2021 the organization had started its business operation. To restart their hotel, they are following all the guidelines of WHO, Public health authority and every country's government's regulations (Fernández-Díaz, Iglesias-Sánchez and Jambrino-Maldonado, 2020). They had made to must to check their guest full health report before they let their guest check in. By taking these attempts, these Hotels are running their businesses during COVID-19.

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