

A comparison of the marketing methods of two multinational hotel chains

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Introduction

The term hospitality is defined as the quality service offered by the staff, host member to the guest in order to satisfy their needs and wants and enhance their satisfaction level. The main focus of hospitality industry is offer quality food and accommodation services to their target customers (Kumar and Nayak, 2019). This report highlights the comparison of marketing methods of two multinational hotel chains Marriott international and Premier Inn. Marriott international is one of the top American multinational company, founded in 1927 by J. Willard Marriott and Alice Marriott. With the large presence in the global market and strong marketing techniques used this company is considered for this essay. Premier Inn, which is another hotel taken, it is one of the top British hotel brand with around more than 72,000 rooms and 800 hotels. It was founded in 1987, headquartered in England UK, having strong brand image in the global market and wide range customer base. This report highlights the detailed description of the marketing choices made by the chosen hotels along with their current market position. Also the marketing strategy used by the chosen hotel chains is also highlighted in this report. In addition to this marketing decisions taken in regards to sustainability and green messaging is also highlighted. Furthermore how they are positioned regarding the covid 19 pandemic is also determined in this report.

Main Body

Marketing choices

Marketing is the process of using various tools and techniques in order to make consumers aware of their product and services and enhance their performance in the marketplace (Ismaili, 2018). With the growing and changing trends the business organisation are using well advance marketing practices in order to continue to enhance their performance in the marketplace and attract large number of customers. In case of Premier Inn, the hotel is effectively focusing on their marketing practices in order to smoothly carry out their activities in the marketplace and enhance. The premier hotel has come from a generational approach of marketing which is use of traditional advertising to use of well advance technology such as social media marketing and google hotel ad (Pantano, Bassanoand Priporas, 2018). The use of well advance technology as per the requirement allowed the hotel to gain large market share and enhance their performance. Also in case of Marriott international hotel, the hotel is using

advertising and mixture of traditional hotel and modern marketing practices like direct marketing and social media marketing in order to attract their customers and enhance their overall performance (Kosteljikand Alsem, 2020).

Market position is refers to as perception of the consumers regarding the product and services or the brand image of the company. Strong position of the brand in the eyes of the customers helps the business to gain competitive advantage in the marketplace and enhance their performance. In case of premier inn, hotel has strong market position around the globe with large base of loyal customers (Kumar, 2018). The Premier Inn UK' overall accommodation sales performance was 8.9% more than the wider market, with total market share growth of 4.1% in the duration to 11.4% of the UK hotel market. Currently due to the current covid 19 pandemic, the accommodation sale falling 55.2% with occupancy at 49.3%. whereas in case of Marriott international, which is global hospitality chain offering quality services around the globe. Despite the changes the hotel has managed to keep strong market position in the marketplace attracting large number of customers. The number of hotels around the globe has exceeded by 7500 maintaining strong position (Mogajiang Yoon, 2019).

Both hotels also uses effective marketing strategies which enables them to attract large number of position. The use of effective marketing strategy is one reason behind the strong market position of both hotels. Marketing strategy is refers to as business overall plan and activities taken into consideration in order to reach target customers and make them aware of the product and services. In case of Premier Inn, the company uses effective marketing strategy in order to attract large number of customers, the company focuses on using social media to create awareness regarding the their product and services (Hisrich and Ramadani, 2018). The hotel also uses email newsletters, website and social media to create strong brand presence. Hotel is also using Google hotel ad to identify and attract large number of customers. Whereas in case of Marriott international, their marketing strategy or promotion and advertising strategy is mainly focused on digital promotion. The company focuses on using their website and various social media platforms like Instagram, Twitter, Facebook in order to promote their product and services among target customers. The company also uses these in order to make their target customers aware of their product and services or any kind of new services offered (Hair Jrand Sarstedt, 2019). The Marriott international also focus on creating user generated content to attract or capture millennials attentions effectively. The use of effective marketing strategy is very

essential for the business organisation in order to survive and grow in today's growing competitive market. The use of various promotional activity helps the hotel like Premier Inn and Marriott international to increase their customers and gain competitive advantage in the marketplace (Cornwell, 2020).

Another factor that allows the business organisation to gain competitiveness is the focusing on the use sustainability. With growing concern regarding the welfare of environment and increasing number of consumers moving the use sustainable products, the organisation are becoming more considerate towards the use of sustainability. In case of Premier Inn, the hotel is largely contributing to the welfare and sustainability of the environment through committed towards removing all the unwanted single use plastics. The hotel is also committed to reduce their waste and carbon emission. The hotel is effectively working with the suppliers in order to determine the all plastic used across all the organisation and trying to find the alternatives if possible. In order to be sustainable the hotel has stopped using plastic straws and stirrers at all their restaurants (Eagle, 2019). This allows the hotel to attract large number of customers and enhance their performance at the marketplace, also enabling them to gain competitive advantage at the marketplace. In case of Marriott international, company is committed to minimise their environment footprints through sustainably managing their energy and water usage, the hotel is also committed to cut down their waste and carbon emission and contributing towards the use of renewable energy effectively. The hotel is committed to enhance or improve their sustainable activity in order to contribute to the welfare of the environment and attract large number of customers leading to increase their profitability and productivity. In addition to this the Marriott international is also committed to reduce waste to landfill by 45% and reduce the food waste by 50%. contributing to the welfare of the environment and taking sustainable actions help the the hotel to maintain their competitive position in the marketplace and become successful. As the requirement and changing trends both the hotels are taking required corrective measures in order to continue to grow and enhance themselves effectively (Stylosand Bellou,2019).

The outbreak of current covid 19 pandemic has directly impacted the functioning and profitability of the business. It has directly impacted the operations of the business in all the industry. In case of hospitality, it was the most impacted industry during the covid 19 pandemic because of the lock-down policy and restrictions imposed on the movements (Greasley, 2019) . In case of Premier Inn, the total market share of the hotel came down due to pandemic as well as

the overall revenue was also impacted. But in order to survive and continue to grow, the hotels is planning to operate post pandemic in more restrained competitors set(Ahmad, 2018). Despite of current covid 19 challenges, the premier inn unique operating model and strong financial position in the marketplace along with their strong brand image allowed them to perform quite well even during the covid 19. There faster recovering budget sector and large customer base allowed them to enhance their performance and achieve desired goals and objectives (Cooper and Buckley, 2021). Whereas in case of Marriott international, the outbreak of the current COVID 19 pandemic has created huge impact on financial position of the company and has directly impacted their performance. But due to the corrective safety measures taken by the hotel and staff members and also implementation of safety measures policy allowed the hotel to smoothly carry out their activity and achieve desired goals (Barnum, 2020).

Conclusion

From the above report, it has been analysed that the effective marketing strategy used by the hospitality industry enables them to perform better and achieve desired goals and objectives. It also helps to gain competitive advantage. This report helps in analysing the various marketing choices used by the hotels in order to continue to perform better, along with the current market position of hotels is also analysed in this report. It is analysed that use of marketing strategies and sustainability practices help hotels to attract large number of customers.

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