

***A comparison of the marketing methods of two
multinational hotel chain***

Student Name: Danila Iulia Lacramioara

Student ID Number: 2108673

Marketing Essentials: BMIH4005

Dr. Jayne Griffith Parry

An institution's marketing strategies is key to the interaction of an organization's goals with its target market. An efficient marketing strategy will not only raise higher profits for the organization but will also aid its growth significantly in the industry. Furthermore, it bridges any gaps between boardroom and marketers. Irrespective of size, an effective marketing strategy offers a roadmap for the entire enterprise (Madar, 2017). The hospitality industry has over the years seen rise to a number of multinational hotel chains that have set up branches across different nations. It is necessary to study different approaches to marketing used by these multinational chains such as Marriott international and Premier Inn. Their success in the industry is remarkable and are best suited for this study.

Marriott international is an American multinational founded in 1927 by J. Willard and Alice Marriott: It has thirty brands with more than seven thousand properties spread out over 131 countries and territories making it the largest multinational hotel chain in the world. Premier Inn is a British multinational hotel chain founded in 1987 by Whitbread (Premier Inn hotels / Book online, 2021). It has more than eight hundred hotels across the United Kingdom and different nations.

Multinational hotel chains rely on combining different marketing strategies to reach as many customers as possible. The strategies are known to change with time to meet current market situations. An efficient strategy will always offer great competitive advantage to any hotel chain using the least amount of resources possible (Madar, 2017). For instance, marketers are known to often do competitor analysis as a primary source of market information. Once competitive advantage is established, securing it is crucial to maximize differentiation and inspire customer loyalty.

Marriott International operates a broad portfolio of hotels and offers lodging facilities. It is well known for luxury services offered and targets sophisticated and refined individuals with a taste for expensive services during their travel (Marriott International, 2021). Additionally, it offers high end services to business persons on business trips by offering conference spaces and accommodation services. It has further classified its brands into luxury, premium, longer stays and select (Marriott International, 2021). This helps customers select the package that meets their travel requirements and financial plans. Differentiated pricing has enabled the company maintain a strong market position. Customers receive satisfaction that exceeds amounts paid cementing Marriott's position in the industry.

Premier inn is the fastest growing hotel chain in the United Kingdom. It targets middle and low income travelers looking for a short stay or families looking for a holiday experience (Tarrant, 2018). The premier weekend promotion campaign is familiar across the UK. It offers great discounts on short stays over the weekend making it suitable for business persons looking to cut on expenses (Ghely, 2019). Majority of hotels owned by premier inn are located in the United Kingdom making the campaign ideal to many customers in the country. Premier Inn offers basic room services for both single users and spacious rooms for family users (Tarrant 2018). Product prices are often adjusted to meet current market conditions.

The location of an enterprise is a great factor to consider when setting up business. The success of a business depends on how well it is positioned to be found. The best location offers increased brand visibility and eases access to the premises (Madar, 2017). Marriott International selects

sites that will naturally attract customers such as near markets, airports, tourist attraction sites and highways (Marriott International, 2021). Premier inn hotels are mainly located in city centers, near airports and highways to meet different customer segments. They also have large car parking spaces since most of their customers require short stay services such as single night.

Hotel chains have incorporated use of technology to achieve commercial goals. Websites provide detailed, classified information about products, prices and profile of the company. Customers can book online via the website prior to their arrival. This minimizes delays in check-ins at the hotels. Marriott's International website is user friendly and offers current information on offers, discounts, prices, brands, payment methods accepted and the company's profile (Ozdemir and Bas, 2021). Customers are also provided with means on how to communicate with hotel workers to address any issues they might have or to provide extra information where necessary (Ozdemir and Bas, 2021). Similarly, Premier Inn has a website for clients to use to access product information at any time. Bookings are done on the website and customers can select which hotel they want to stay in and for how long.

As with any other businesses, hoteliers need to consider the life cycle of their business. Organizational design and structure that offers optimal business performance must be maintained to ensure sustainability of the business. Meeting customer demand and exceeding their satisfaction is the key to maintaining competitive advantage in the hospitality industry (Madar, 2017). Consequently, new employees must be oriented in a manner that maintains the culture and image of the organization. Throughout Marriott's International life it has gained a reputation for superior customer service (Marriott International, 2021). It has maintained this position through series of innovations that has met customers' changing needs with new brands. Marriott International creates opportunities for many young adults globally by offering them a platform to start their careers in their respective fields (Marriott International Careers, 2021). Marriott's International uncompromised high ethical and legal standards are instilled into the new workforce (Marriott International Careers/Find Job & Career Opportunities, 2021). Future marketing activities in this company are shifting towards integrated marketing communication aimed at enhancing cooperation among all the stakeholders to meet marketing goals and objectives.

Premier Inn has seen sustainable growth over the years. It has enjoyed great success in reducing energy consumption and carbon emissions. The lithium-ion battery acquired in 2019 has been efficient. It is expected to meet its 2025 target of minimizing emissions and lowering energy costs while maintaining steady growth (Premier Inn hotels, 2021). Premier Inn is recognized in offering employment opportunities for students and graduates (Whitbread Careers, 2021). This familiarizes the new workforce with existing work culture that customers are used to. Core values of the organization are operating responsibly and sustainably.

The covid 19 pandemic presented an unforeseen situation in the hospitality industry globally. Travel restrictions, employees working from home, cancellation of various social events and lockdowns hit hoteliers hard (Bharwani and Mathews, 2021). Organizations had to reinvent their marketing strategies to cope with the hard times. Marketing resources were redirected to online platforms to reach travelers and assure them of a safe stay in different companies amidst the pandemic.

Marriott International had to rethink its marketing strategies during the pandemic. The company partnered with Verizon media to develop a “Browse, Shop and Buy” mobile campaign (Santoki and PAREKH, 2020). The campaign focused on showing measures undertaken to ensure high cleanliness and sanitization standards (Shin and Kang, 2020). This attracted different travelers to different brands offered at Marriott International. Furthermore, brands offered were constantly reinforced during the campaign. The campaign was highly efficient as it focused on different regional requirements by customers and it was tailored to meet different needs by different travelers in different places.

The ease in restrictions and vaccination activities in the United Kingdom is promising to the recovery plan of Premier Inn. It has adopted an “investing to win” strategy. This will see the launch of a huge television marketing campaign for three years aimed at selling the company’s brand to the public (Premier Inn hotels, 2021). Health safety measures adopted will be part of the awareness campaign. Brand awareness over the period will also be reciprocated in the company’s website and social media platforms (Premier Inn hotels, 2021). Its mobile app allows consumers to easily book for services at their preferred location easily.

Environmental considerations are key for sustainable business practice. Waste disposal systems and energy use issues have been integrated in the hospitality industry. In the modern economy, customers are attracted to ecofriendly products that pose minimal risk to the environment (Mukonza and Swatt, 2020). Green marketing is therefore integrated to the marketing mix of a company to address environmental concerns of customers.

Marriott International is employing innovative technologies to meet sustainable development goals. The company promotes among its staff and guests proper garbage disposal, energy conservation and an ecofriendly environment to work in (Marriott International, 2021). For instance, workers are trained to separate degradable and biodegradable wastes during disposal. Eco pillows, recyclable key cards and coreless toilet rolls are familiar with guests and staff (Marriott International, 2021). Interestingly, the smoke-free hotel policy has been widely appreciated by customers.

Premier Inn is known for opening up several green hotels across England. The green hotels have embraced ecofriendly practices such as using solar energy (Premier Inn hotels / Book online, 2021). The grey water recycling system recycles and treats water used for bathing to be reused for irrigation (Anthonisz and Heap, 2017). The “force for good” program ensures products such as pillows, duvets and other food waste are recycled throughout the different brands. This practices demonstrate high levels of social responsibility which builds customer loyalty.

Success in the hospitality industry requires selecting a proper marketing strategy mix that works for the company. The strategy should be as evolving as the needs of customer and market conditions demand at any given time. The strategy should reflect and complement financial targets of the organization (George, 2021). An effective marketing strategy should retain existing customer base and heavily attract new customers to products offered. Integrated marketing communication is increasingly being adopted by companies.. Review of marketing strategy effectiveness should be done frequently for instance annually to maintain efficiency.

Multinational hotel chains are faced with stiff competition globally. Maintaining competitive advantage is always at the heart of marketing decisions. Cooperation among all stakeholders is necessary for effective marketing (Madar, 2017). Clearly defined marketing goals should shape

marketing activities. Targeted marketing, market research and innovation are necessary tools to face marketing needs in an ever changing economy.

Reference List

2021. *Premier Inn Hotels /Book direct*. [online] Available at: <<https://www.premierinn.com/gb/en/home.html?%2F> [Accessed 10 October 2021]
- Anthonisz, A. and Heap, T., 2017. 9. Brand Expectation and Authentic Service Experiences in the Hotel industry in Dubai. In *Tourism in the Arab World* (pp. 131-144). Channel View Publications.
- Bharwani S, and Mathews, D., 2021. Post-pandemic pressures to pivot: tech transformations in luxury hotels. *Worldwide Hospitality and Tourism Themes*.
- Gehly, S., 2019. *Promoting Visitation and Commerce in the Shoulder Season* (Doctoral dissertation, Worcester Polytechnic Institute).
- George, R., 2021. Characteristics of Tourism and Hospitality Marketing. In *Marketing Tourism and Hospitality* (pp. 33-61). Palgrave Macmillan Cham.
- Madar, A., 2017. Quality- a competitive advantage on the hotel services market. Case study: Marriott Hotels & Resort versus Radisson Blu, *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 10(2), pp. 141-146.
- Marriott Careers. 2021. *Marriott International Careers/ Find Job and Career Opportunities*. [online] Available at: < <https://careers.marriott.com/>> [Accessed 10 October 202]
- Marriott International. 2021. [online] Available at: <https://www.marriott.com/default.mi> [Accessed 10 October 2021]
- Mukonza, C. and Swarts, I., 2020. The influence of green marketing strategies on business performance and corporate image in the retail sector. *Business strategy and the Environment*, 29(3), pp. 838 – 845
- Ozdemir-Guzel, S. and Bas, Y.N., 2021. Gen Z Tourists and Smart devices. In *Generation Z Marketing and Management in Tourism and Hospitality* (pp. 141-165). Palgrave Macmillan, Cham.
- Santoki, A. and PAREKH, D.M.H., 2020. Marketing Strategies during Covid-19. *Marketing*, 7(14),
- Shin, H. and Kang, J., 2020. Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness. *International Journal of Hospitality Management*, 91, p. 102664.
- Tarrant, C., 2018. Never mind the love, smell the money: What is the ‘value-add’ of a brand?. *Journal of Brand Strategy*, 7(1), pp. 54-68.
- Whitbread Careers. 2021. *Home/Whitbread Careers*. [online] Available at: <https://www.whitbreadcareers.com/>

