

A comparison of the marketing methods of two multinational hotel chains

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This essay looks at two multinational hotel chains on marketing differently to the public, to generate more interest, more customers and fulfil customers' demands.

Marriott international hotel is the biggest chain of hotel in the world by the number of rooms. It has 30 brands with 7,642 properties containing 1,423,044 rooms in 131 countries. Of these 7642 properties, 2,149 are operated by Marriott, and 5493 are operated by others pursuant to franchise agreements. (Marriot, 2021)

Premier inn is the British hotel chain and Uks biggest hotel brands, with more than 72,000 rooms. It operates hotels in variety of locations, competing with different hotels. The company was established by Whitebread as Travel Inn in 1987 to compete with Travelodge. Whitbread bought Premier Lodge in 2004 and merged it with Travel Inn to form the current business under the name Premier Inn. "Whitebread wins premier title" (Osborn, Alister 2004)

After Travel Inn and Premier Lodeg merge together and become Premier Inn, it was the first Uk hotel chain to advertise on national television. "By implementing the latest marketing strategies, organization can better withstand the competitive market" (Sood, 2017) advertising on a national television helped premier Inn promote its brands locally, nationally, and internationally targeting all generation of people, "Hospitality marketing helps businesses provide real value to targeted customers, motivate purchase, and ultimately solve customer problems" (CHEKITAN S, 2012) letting people know about what sort of hotel it is and what sort of price it charges for its room. Consumer television programme criticised its advertising rooms at cheap price on tv, Premier Inn responded by saying its rooms are popular which customer can afford. Using a famous face like Lenney henry which appears on every tv ads Premier Inn gives an idea of its rooms, hotel, and its surrounding which customer can look forward to when staying overnight in Premier Inn. "World. Digital marketing strategies for Tourism, Hospitality, and Airline industries provide innovative insights into how digital marketing can influence the consumer relationship at every stage" (Santos, 2019)

Thousands of tourists fly in an out of Uk airports every single day being a hotel in the airport it attracts customer attention by advertising on airport billboards and tv screen, "One of these disciplines is the travel and hospitality. GIS Applications in the tourism and hospitality industry is a vital scholarly publication," (Chaudhuri, Ray, 2018), helps generate more business form tourist.

To target younger generation of customers its widely focusing on online adverting, because younger generation on the move all the time browsing the internet on the phone, tablet, and laptops. By advertising on its own website and on its mobile app, and on social network like Facebook, Instagram, snapchat its attracting younger generation of customers. "In the last decade, the use of data sciences in the digital marketing environment has increased" (Saura, Jose Ramon, 2021)

Online and digital marketing now drive substantial proportion of booking made for the Premier Inn. Premier Inn invested heavily in its website and on its mobile app for smartphone booking and it also benefit from affiliate marketing which is third-party websites drive booking onto Premier Inn website. (Whitbread, 2015)

On the other the Marriott international hotel methods of advertising focus on the Marriott marketing mix of the 4Ps which are product, price, place, and promotions. Marriott divide its service into three parts which are core, actual, and augmented services. (Marriott 2021)

Core products the ones generate maximum revenue, and the core is the hotels. Marriott offer customers the right product at the right price by doing this its competitive pricing strategy determine how much profit hotel can make. Location is important for Marriott it build its hotel near airports, city centre, markets where it can naturally attract customers. For Marriott promotions and advertising strategy are focus on digital advertising.

This means Marriott focus on promoting its hotels through its website and social media, like Facebook, snap chart, and Instagram. Marriott's social media marketing strategy is not like most hotel. "What social media is allowing us to do is not draw attention to ourselves, but to see our guest in their own spotlight" wrote (Arne Sorensen, 2021) President of Marriott International.

Millions of people use online social networking site, "listening party is the marketing strategy of the future. Welcome to second life, an online world with millions of registered users and a thriving virtual economy," (Simon, Hudson 2008) putting advert on those networks will attract all generation of customer and will generate more business for Marriott, "It is important to highlight emergent and innovative aspects of marketing strategies and entrepreneurial approaches to overcome the challenges of the digital world." (Carvalho, L. C. & Isaias, P. 2018) Marriott also uses promotion code to offer customers discounts when guest book rooms though its website. Marriott gets user generated content such as pleasing photos of its guests taken in its hotels the original contents with increased exposure as an incentive to aspiring influencers, bloggers, and internet celebrities, "featuring quality factors, marketing tools, and the effects of consumer behaviours, this publication will ideally suit for researchers." (panwar, 2019)

Marriott partnered with Snapchat influencers to make "Snapisodes" that mimic TV travel documentaries in these Snapisodes, it displayed Marriott's new and luxury properties. In one video an influencer visited Moxy a concepts property that has a bar for the front desk, each segment is about two minutes long. This Marriott marketing works it reaches out Snapchat to YouTube, Facebook sharing, and other channels to capture the attention of customers. (Social table 2021)

Marriott's created a smartphone app that is different from other hotels app, an app customer can use hassle-free, with Marriott's app, rewards members do not have to check in, customer arrive at the hotel, go straight to room, and do checkout all from the smartphone app, being a well-known international hotel, its website, and mobile app shows all its hotels which allows guest to book rooms easily in all its hotels.

"Hotel and destination marketing, whether in house or external, has become tricky business during the covid 19 pandemic. Anon (2020)

When the covid 19 pandemic, Lockdown's inability to travel teleworking, social distancing and health and safety measures began, both Marriott and premier inn knew the hotels would not be able to operate as normal because of government restriction and safety concerns reduced the numbers of travellers. However, once the true impact of the covid 19 pandemic became clear, Marriott and premier inn marketing teams had to think quickly and move its main attention on digital online marketing.

Updating advert on goggle search is a massive boost for Marriott and premier inn, "Using of its innovative new, hospitality marketing solution, Agilisys Digital Marketing. Agilisys Digital Marketing is a powerful modern cloud-native hospitality marketing automation" Anon (2021) that helped business through covid 19 pandemic.

millions of people search goggle every second pop up advert attract customer, using attractive photos and videos sharing images on Facebook, you tube, Instagram, and updating its own website and smartphone apps, so the customers are aware of what action hotels are taking for its guest wellbeing and safety. those are the marketing methods Marriott and premier inn used during covid 19 pandemic.

Post covid 19 reponing keeping in mind the concerns that travellers are likely to have, the Marriott and the premier inn taking steps and precaution to offer guest a safe stay at the hotel, by

Deep cleaning within and outside the hotel's premises, offer hand sanitizer, monitor the temperature of the guest during check-in, after the guest check out the room stay vacant for three days, staff sanitize the rooms before rooms offered to the next guest.

Finally, both hotels the Marriott and the Premier Inn marketing methods and strategy are kind of similar to each other, where both hotels use online marketing, mobile phone app, web site and social media networks to advertise its hotels.

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