

Marketing Plan for Holiday Inn

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Introduction

The marketing strategy is intended to provide forth a tactical strategy for Holiday Inn to accomplish its marketing goals.

The following marketing plan outlines the strategies and initiatives to promote and position Holiday Inn Hotel as a leading choice for travelers and guests. With a focus on delivering exceptional experiences, outstanding service, and a range of amenities, this plan aims to enhance the hotel's visibility, attract a diverse customer base, and maximize revenue opportunities.

Holiday Inn Hotel is a renowned hotel brand known for its commitment to providing comfortable accommodations, convenient locations, and excellent customer service. This marketing plan is designed to leverage the hotel's strengths, unique selling points, and competitive advantages to create a compelling brand image and drive business growth.

Situation Analysis

SWOT Analysis of Holiday Inn:

Strengths:

- A reputable brand with a worldwide presence
- Several conveniences and customer-focused features

Weaknesses:

- Certain regions have outdated infrastructure
- Inconsistent servicing standards between properties

Opportunities:

- Rising interest in travel and tourism
- Growth in developing markets

Threats:

- Fierce rivalry with other hotel chains
- Economic changes affecting the tourism sector

Customers: Segmentation and Targeting/ Customer Profiles' SimilarWeb

Segmentation and Targeting:

Holiday Inn should employ market segmentation, which divides the market into several client groups based on demographics, psychographics, behaviour, and geography, to successfully target customers (George, 2021).

Customer Profiles with SimilarWeb:

A web analytics software called SimilarWeb may give you useful information about the clientele of rival businesses. It provides data on consumer demographics, online behaviour, and interests, which helps Holiday Inn fine-tune its customer segmentation as well as develop focused marketing efforts. Holiday Inn can spot chances and set itself apart from the competition by understanding the client profiles of those companies (Bawono, 2020).

Competitors: Perceptual Positioning Map and Bowman's Strategy Clock

Perceptual Positioning Map:

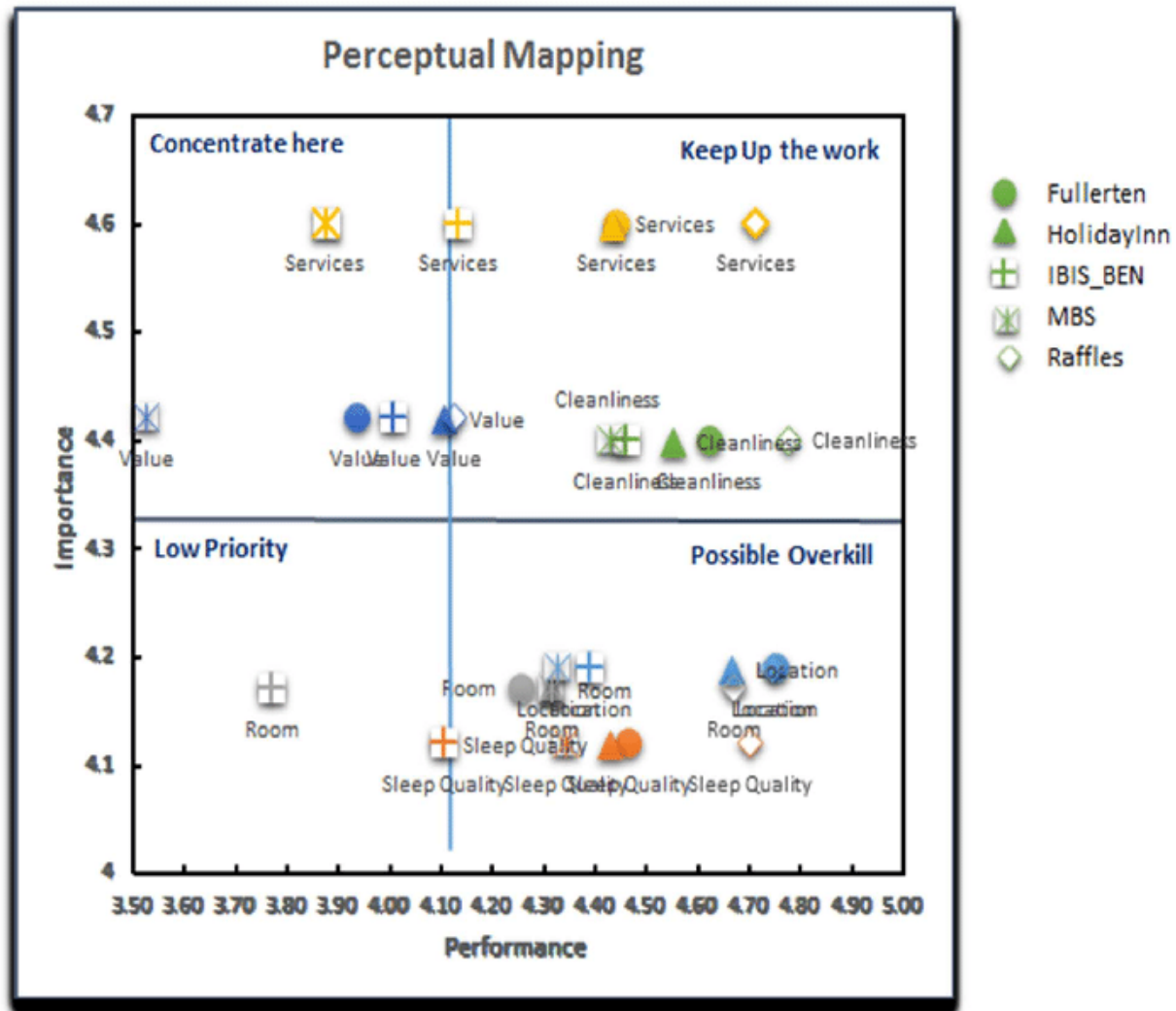


Fig. Perceptual Map
(ResearchGate, 2015)

Bowman's Strategy Clock:

A paradigm called Bowman's Strategy Clock rates rival plans according to their cost and perceived benefit. By taking into account elements like low pricing, distinctiveness, and hybrid methods, it helps Holiday Inn decide on its positioning strategy.

Collaborators: B2B Relationships, Partnerships, Franchises:

Holiday Inn may improve its products and reach a larger consumer base by collaborating with suppliers, tour operators, and event planners (Vinod, 2022). By establishing strategic alliances with airlines, car rental agencies, and tourist destinations, Holiday Inn can provide consumers with

service bundles and experiences that add value. The franchising concept is used by Holiday Inn, which collaborates with individual proprietors to run hotels under the Holiday Inn name.

Climate: PESTLE (Macro analysis)

Political:

Examine the political issues, such as governmental stability, laws, and regulations, that may have an impact on the hospitality sector.

Economic:

Analyse the economic elements that may have an influence on Holiday Inn, such as economic developments, currency rates, inflation rates, including potential consumers' disposable income.

Sociocultural:

Analyse the sociocultural elements, such as customer preferences, lifestyle trends, customs of culture, and demography, that may have an impact on the hotel sector.

Technological:

Consider the technical developments, digitization, and effects of new platforms that may have an influence on Holiday Inn's business and advertising plans.

Legal:

Consider the legal aspects that can have an impact on Holiday Inn, such as those pertaining to labor laws, health and safety requirements, intellectual property rights, including consumer protection laws.

Environmental:

Examine the environmental aspects that may have an impact on Holiday Inn's operations as well as sustainability initiatives, such as environmental laws, climate change concerns, and customer desire for eco-friendly behaviour.

Marketing Mix

Product:

Holiday Inn caters to the demands of various consumer groups by providing a variety of lodgings, extras, and services (Solas, 2023).

Price:

Holiday Inn has a pricing strategy that considers things like consumer demand, rivalry, and perceived value.

Place:

The company's website, joint ventures with online travel agencies, including cooperation with travel agents are all included in the distribution strategy.

Promotion:

Holiday Inn employs a variety of promotional strategies that includes; advertising campaigns, internet marketing initiatives, a digital presence, public relations efforts. (Krasniak et al., 2021).

Objectives

SMART Target:

Aims of the Marketing Plan

Specific:

Within the following 12 months, raise Holiday Inn's occupancy rate by 10%.

Measurable:

Keep track of the occupancy rate each month and contrast it with the reference rate.

Achievable:

To draw in new clients and keep old ones, use partnerships, focused marketing efforts, and better customer service.

Relevant:

By optimising occupancy rates, you can strengthen Holiday Inn's profitability and position in the market.

Time-bound:

Within the following 12 months, boost occupancy by 10% using efficient marketing methods and techniques to attract guests.

Strategy

Value Proposition:

The hotel's dedication to providing great guest service, up-to-date, cozy lodgings, and one-of-a-kind experiences for visitors might be emphasized in the new value proposition (Ding et al., 2022). Holiday Inn seeks to restore confidence, win over new clients, and keep existing ones by responding to complaints and continuously improving.

Ansoff's Matrix:

This strategy entails extending into new geographic regions or focusing on new consumer categories. Holiday Inn may repair its reputation and draw in a larger client base by proactively interacting with unsatisfied customers, attending to their complaints, and highlighting the improvements done.

Changes to the Marketing Mix:

Product: To fit with the new value proposition, put the most effort into improving service quality, updating obsolete facilities, and providing cutting-edge amenities.

Price: To draw clients while retaining profitability, use value-added packages and competitive price techniques.

Place: To gain market share and reach a larger audience, look for possibilities to expand into new areas or to target untapped markets.

Promotion: Develop focused marketing efforts that showcase the changes made and the hotel's dedication to providing exceptional service, satisfied guests, and unique experiences. Use social media, review websites, and other avenues of contact to interact with consumers and immediately solve their issues.

Tactics: RACE/Communications Mix

Holiday Inn may execute a complete communications plan based on the RACE model (Reach, Act, Convert, Engage) to solve the problems found in the situational analysis.

Reach:

Holiday Inn may concentrate on growing its online presence through focused digital marketing strategies in order to boost reach and exposure. This may entail using SEO (search engine optimization) strategies to increase website exposure, spending money on pay-per-click (PPC) advertising, and utilizing social media channels to attract a larger audience (George, 2021).

Act:

Holiday Inn may use strategies like persuasive call-to-action buttons on the website, tailored email marketing campaigns, and focused social media adverts to persuade potential consumers to take action. The hotel may generate a feeling of urgency and boost conversions by providing incentives, unique promotions, or special bargains.

Convert:

Holiday Inn may entail streamlining the reservation process, assuring responsiveness on mobile devices, and offering clear and pertinent details on the accommodations, extras, and services. Implementing testimonials and reviews from clients may help increase credibility and trust, which will increase the probability that customers will convert.

Engage:

Holiday Inn might involve giving out travel advice, recommending nearby attractions, showing visitors the hotel's inner workings, and immediately reacting to client feedback and questions. Implementing loyalty programmes or special benefits for repeat visitors might further promote interaction and repeat reservations.

Action

Implement a comprehensive marketing plan for Holiday Inn Hotel, targeting key audiences through various channels. Enhance the online presence by optimizing the website, collaborating with OTAs, engaging with social media, and encouraging positive online reviews. Strengthen local marketing efforts through partnerships, targeted advertising, and community involvement. Develop a loyalty program and leverage email marketing for personalized communication. Collaborate with influencers to expand brand reach. Promote the hotel as an event venue. Monitor customer satisfaction and make improvements based on feedback. Measure and analyze marketing efforts to drive continuous improvement.

Gantt Chart:

	Weeks								
	W1	W2	W3	W4	W5	W6	W7	W8	W9
Website redesign									
Social media campaigns									
Email marketing									
Influencer partnerships									
Online travel agencies									
Print advertisements									

Events and sponsorships									
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Control

Several key performance indicators (KPIs) may be used to assess the marketing strategy for Holiday Inn. These include gaining new clients, since a growing clientele base implies effective marketing initiatives. Additionally, measuring consumer happiness and brand perception may be done by tracking favorable opinions towards the brand through surveys or online reviews. Monitoring Holiday Inn's financial performance, including sales and profitability, may also show whether marketing initiatives are leading to higher earnings. When taken as a whole, these indicators offer insightful information on the efficacy and impact of the marketing approach.

Conclusion

There are a number of possibilities and problems facing the Holiday Inn marketing strategy. Addressing possible infrastructure including service quality shortcomings, adjusting to shifting consumer preferences, and distinguishing from rivals are some of the major obstacles. Holiday Inn would benefit from spending money on property upgrades and modernizing amenities, improving customer service, and creating more tailored experiences, utilizing technology to create an improved online presence and reservation systems, implementing targeted marketing campaigns to customer segments, and cultivating strategic alliances to broaden their reach and offerings are all suggestions. These tactics will aid Holiday Inn in overcoming obstacles and achieving its marketing goals.

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BMIH4005: MARKETING ESSENTIALS



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- **Threats:**

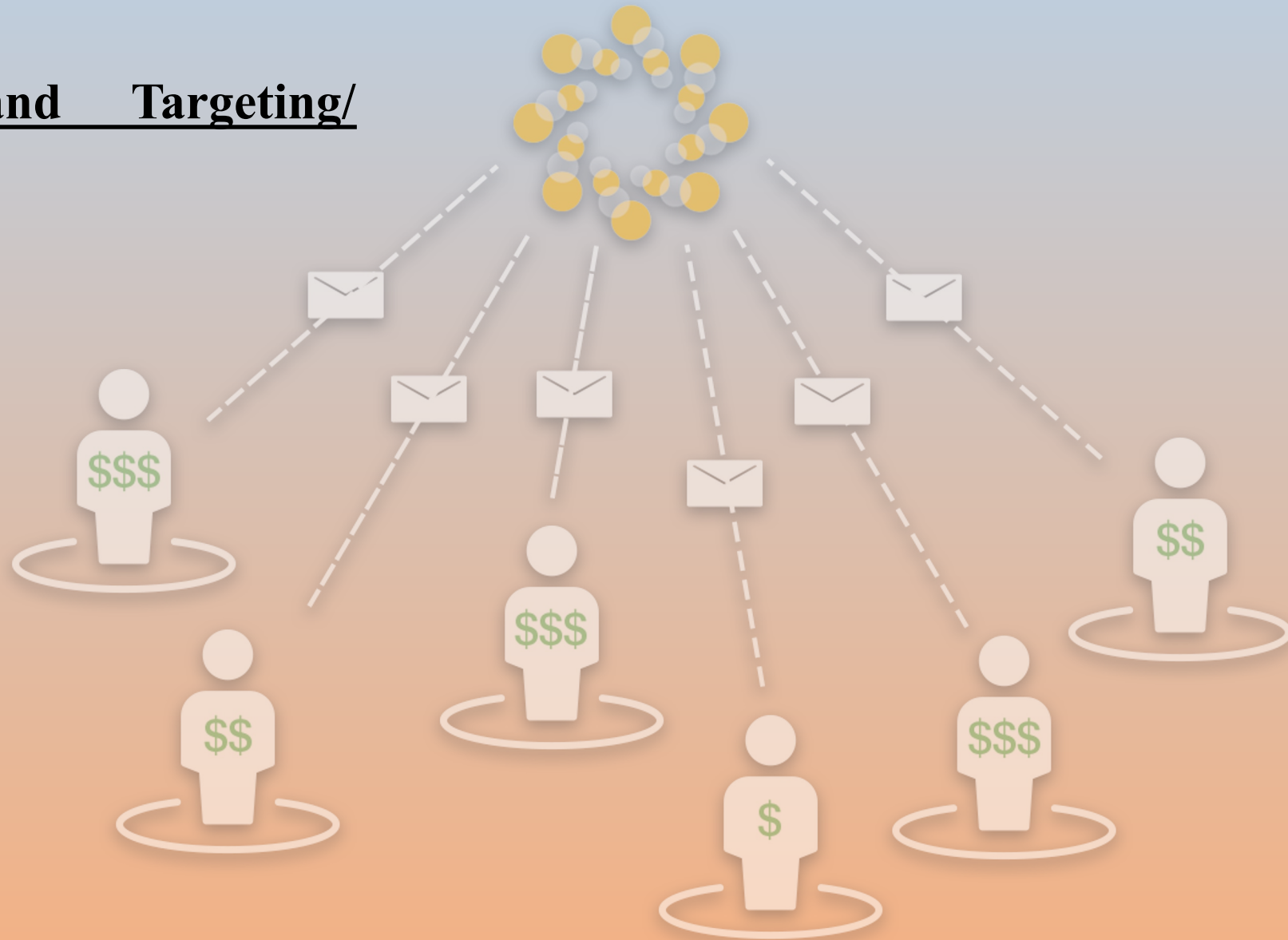
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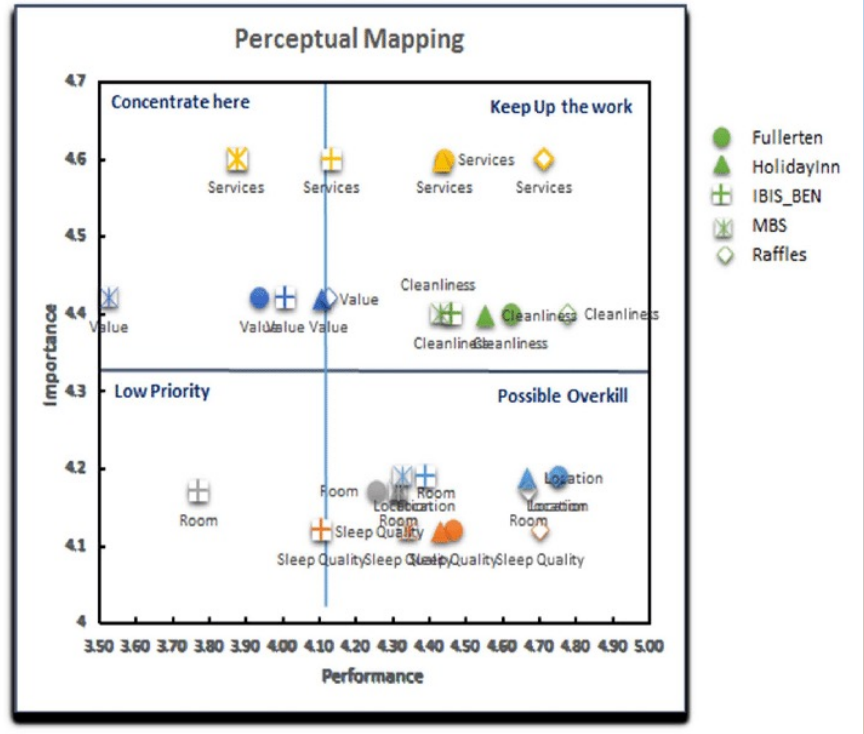


Competitors: Perceptual Positioning Map and Bowman's Strategy Clock

Perceptual Positioning Map:

Bowman's Strategy Clock:

A paradigm called Bowman's Strategy Clock rates rival plans according to their cost and perceived benefit. By taking into account elements like low pricing, distinctiveness, and hybrid methods, it helps Holiday Inn decide on its positioning strategy. This research aids the company in comprehending how to effectively compete in the industry and offer distinctive value to clients.



Collaborators: B2B Relationships, Partnerships, Franchises:

B2B Relationships:

Partnerships:

Franchises:



Climate: PESTLE (Macro analysis)

Political:

Economic:

Sociocultural:

Technological:

Legal:

Environmental:



Marketing Mix

- **Product:**
- **Price:**
- **Place:**
- **Promotion:**



Strategy

Value Proposition:

Ansoff's Matrix:

- **Changes to the Marketing Mix:**
- Product:
- Price:
- Place:
- Promotion:



Objectives

SMART Target:

Specific:

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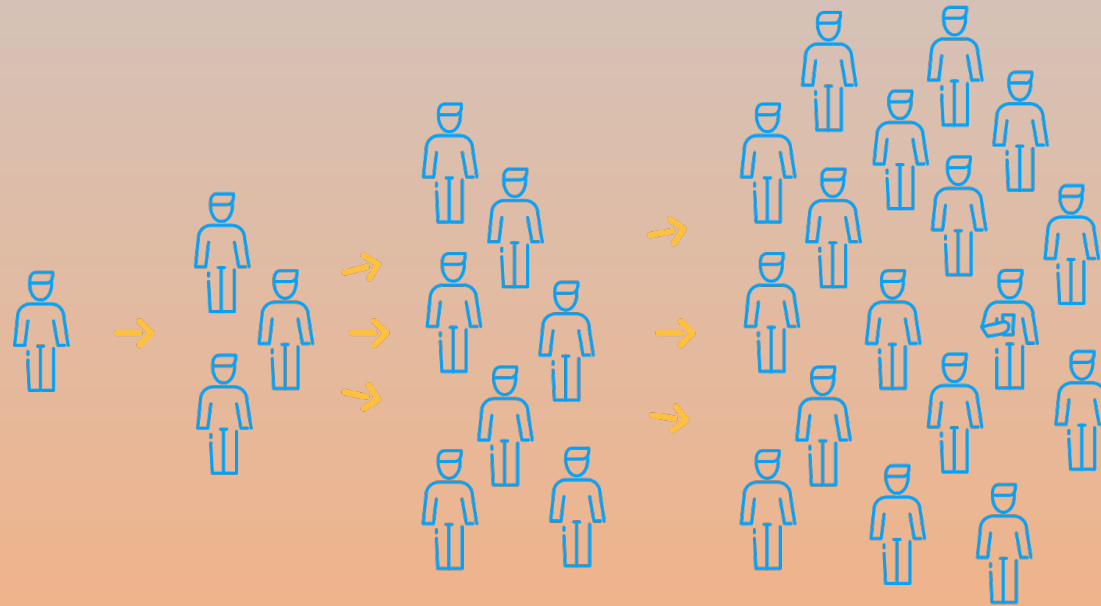
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Tactics: RACE/Communications Mix

- **Reach:**
- **Act:**
- **Convert:**
- **Engage:**



Action

