

**A comparison of the marketing
methods of two multinational hotel
brands
(Premier Inn & Marriot)**

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Marketing is an action taken to bring attention to a business offering, they can be physical goods for sales or services offered. Some examples of advertising are tv ads, social media, magazine and many more.

Premier Inn is with more than 72,000 rooms and 800 hotels, Premier inn is the largest hotel brand in the United Kingdom and a limited, service hotel company. It runs hotels in many different areas, including city centres, suburbs, and airport where it competes with establishment like Travelodge and Ibis hotels.

Primer inn has great offers for families and friends. They also donate surplus food to the communities and working on reaching net zero carbon to supporting the life-changing work of Great Ormond Street Hospital since 2012 and much more.

The products and services that they do are premier plus, group booking, family friendly and many more for you to pick from and start enjoying yourself where ever you go. Good as there are more opinion for the customers to choose from and they are more likely to come back as loyal customer and even tell to a family or friend member.

Premier Inn hotel segmentation is to help out every single customer no matter on what type of a customer they are. Premier Inn hotel have rooms with particular modification giving guests with disabilities easy access. They will be pleased to recommend a nearby Premier Inn as an alternative if the hotel of your choice does not have any specially-adapted rooms available.

The current positions of Premier Inn targeting is for families, friends, couples, business workers, meetings and many more this is good as these customers can come and don't have to worry about where to find a place to stay.

Also good for meetings as a lot of business can come and do their meetings for example, they can also have food, quite room, free WIFI and many more. The positioning is that is the best cheapest hotel in the United Kingdom and have everything you might need. Although guests can reserve rooms over the phone, Premier Inn encourages online reservations. Promotion is a critical part of Premier Inn's marketing strategy. The hotel makes significant financial investments in advertising on channels like radio, newspaper, online, and social media. The 96 ads that Premier Inn is presently running on Facebook date back to September, and they publish often. They have accounts on Instagram and Twitter, although they don't update much.

Marketing Mix of Premier inn is the 4ps that include

Price: Premier Inn has many different pricing strategies for example flex, semi-flex, advance, standard, and non-flex rates.

Product: Premier Inn offers different types of rooms for different types of customers

Place: Primer Inn has over 800 hotels across the UK and in countries such as Ireland, United Arab Emirates, Qatar and Germany.

Promotion: the hotel invests a lot of money on advertising in platforms such as outdoor, radio, print and digital and social media.

Whitbread is well-positioned in the UK and Germany, both of which are structurally appealing low-cost hotel markets with considerable growth potential, as premier inn recovers from the COVID-19 pandemic.

Despite the fact that the pandemic had a significant impact on markets throughout the entire financial year, their strong operating model enabled them to take the necessary steps to steer the business through the crisis while complying to the Force for Good beliefs, leaving them in a strong position as they anticipate better times.

Based on the number of rooms offered, Marriott is the biggest hotel chain in the world. With 8,000 properties and 1,423,044 rooms throughout 131 countries and territories, it has 30 brands. 2,149 of these 8,000 hotels are run by Marriott, while 5,493 are run by third parties under franchising agreements.

Marriott hotel also has great offers for families and friends. It's a great benefit as qualified individuals can save up to 80% on hotel stays and 50% on food and beverage when making a reservation at a Marriott hotel. The pricing and perks of Marriott's Friends and Family programme are very comparable to those of Hilton's Go-Family and Friends programme. Hilton, though, is a little simpler to reserve.

Marriott hotel products and services is that they offer accommodation, hotel bookings, timeshare vacations, flight and hotel bundles, and vehicle rentals. Additionally, it manages benefit packages like Marriott Bonvoy, The Ritz-Carlton Rewards, Marriott Rewards, and Starwood Preferred Guest.

Marriott's market segmentation analysis should put special focus on regional, economic, psychographic, and behavioural segmentation as well as segmentation based on the status of the Marriott brands. As a Disability Friendly Leadership who has been certified by Adviser Plus, they have attained the highest level of the Government's Disability Confident programme.

The Disability Confident programme aims to close the employment gap that exists between those without disabilities 80.5% and those who have a disability or medical condition 45.7%.

The current positions of Marriott hotel targeting are for families, friends, couples, business workers, meetings and many more is good as these customers can come and don't have to worry about what hotel is best for them.

Also good for meetings that may be on board or in the United Kingdom as a lot of business can come and do their meetings for example, they can also get food, quite room, free WIFI and many more.

The positioning approach at the moment is built on advantages and affordability. JW Marriott has established a reputation as a company that provides luxurious accommodations at reasonable prices.

Customers identify the company with luxury. Although guests can reserve rooms over the phone, Marriott hotel encourages online reservations. Promotion is a critical part of Marriott marketing strategy. The hotel makes significant financial investments in advertising on channels like radio, newspaper, online, and social media. For such a long period, Marriott has led the hospitality sector, and its marketing approach certainly plays a significant role in this success.

Marriott's considerations that they have made with their marketing regarding sustainability and green messaging is that they are aiming to reduce our influence on the environment, construct and run sustainable hotels, and source responsibly while integrating sustainability across our value chain and avoiding climate-related risk.

The Marriott Marketing Mix, which consists of the 4Ps of product, pricing, place, and promotions, is a component of the Marriott Marketing Strategy.

Products: Their main sources of income are their core products, which include their hotels as their primary service. This forced Marriott to concentrate on its hotels and clients and ensure that each visitor has a delightful experience before to, during, and following their stay in any Marriott hotel brand names in the world.

Price: They discovered that Marriott's primary pricing goal is to provide their customers with the right product at the appropriate price. The demand and supply pricing strategy are also used by Marriott.

Place: When it comes to location, Marriott is particular to that area. They constructed their hotels in a place that will inevitably draw visitors. This can be close to a highway, an airport, or a market.

Promotion: Digital promotions are the main part of Marriott's advertising and promotion strategy. This indicates that they focus on marketing their hotels on their website and through social media. The Marriott Hotel runs 22 advertisements on Facebook and Instagram. Compared to their Twitter account, their Instagram and Facebook pages receive more frequent updates.

Marriott hotel loves taking care of us as it's always been their number one priority, so that we can focus on what's important for us. In response to the COVID-19 pandemic, they have introduced a number of new processes and improved practises as a member of Marriott International's family of brands, maintaining their commitment to providing superior service and upholding their high standards of cleanliness. The amenities, facilities, and services offered during your stay have also received a few changes.

Marriott hotel has a app which is a mobile key where you can download it on your phone so that you can access to your room if you forget your room card in your car or somewhere that you can't find, along that you can order room service, book a care hire, activities, any requests that you may for example shampoo, conditioner, comb, towel and much more. This is a creative strategy to retain clients and make their stay less stressful.

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