

Presentation & Supporting Marketing Plan

- Hi all,
- My name is Marika, today I will be present chosen hotel with is Marriott Hotel Delta.
- This is because I know little more about this Hotel, I have been working on one presentation few weeks and I have some experience in this hotel as well know some information about this hotel. Why Delta Marriott Hotel is because that hotel has more different things than other hotels in this country, many varied brands and more to say about it.
- In my presentation we will talk about Bowman clock strategy which will explain why and what position this hotel has and other.

Swot analysis for Marriott Hotel:

Strength: Larger hotel chain globally with over 30 brands and 81 hotels with excellent reputations.

Weaknesses: Marriott reputation has been tined in 2017 after hurricane IMRA

Opportunities: Marriott have a high hospitality service.

Threats: 92% of the profits were lost as several customers declined due to the pandemic.

PESTLE FOR MARRIOTT HOTEL

Political: The political factors that could affect Marriott hotel are danger of terrorism.

Economics: The biggest affect is tapering of business

Social: It is as if more people are willing to travel and pay more for their experience.

Technologies: Traditional hotel companies are if host can avoid expenses such as hotel taxes and fire regulations.

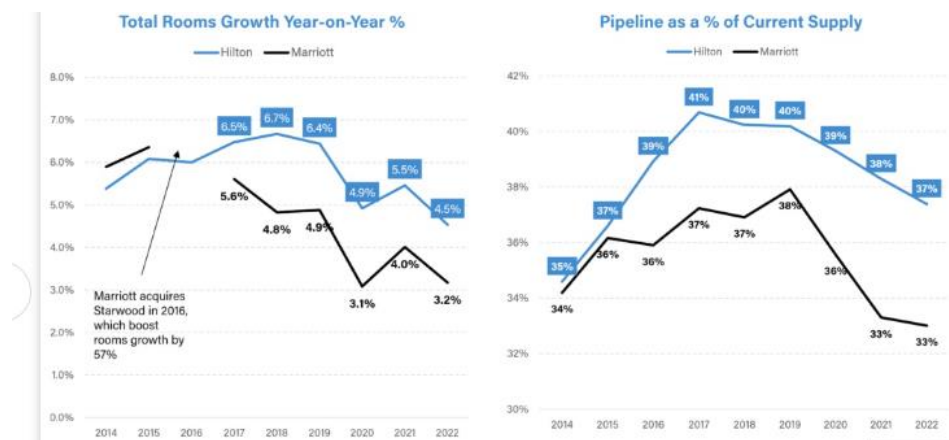
Legal: Legal major factors will impact Marriott future businesses

Enviromental: A potential threat to Marriott business would be any sudden increase in the fuel cost.

Similar website from Marriott Hotel:

Hilton.com

Ing.com and Hyatt.com



This is a small diagram of the percentage between the Marriott hotel and Hilton hotel.

Marriott Stakeholders:

Stakeholders of Marriott are owners and franchise or associated supplier or customer.

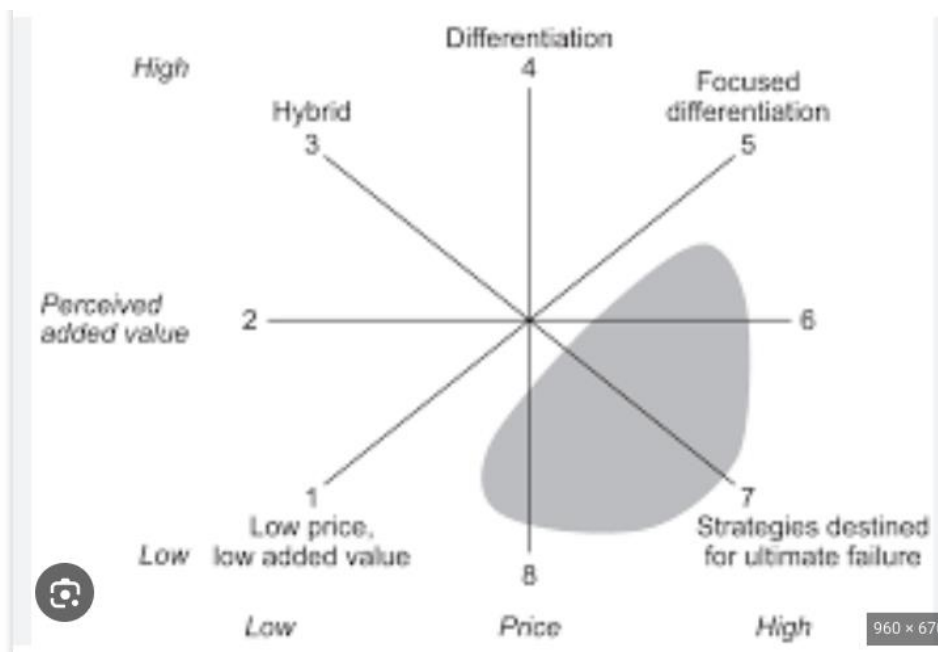
DIFFERENT BRANDS AND PARTNERS:

The Marriott hotel brand is different than the other hotels,

The Ritz Carlton

The luxury collection

Moxy Hotel



Bowman strategy clock:

- 1- Low price low value – Risley hall Hotel
- 2- Perceived added value- The abbey sands hotel
- 3- Hybrids- Apex city of bath hotel
- 4- Definition- Guilty fast food
- 5- Focus definition – Marriott Hotel
- 6- Risky high margins – Savills hotel
- 7- Monopoly pricing – Monopoly hotel London
- 8- Loss of market – I do not think there are any, many are with low price but still in market not lost.

Collaborators: B2B – is business to business

Relationships allow companies to collaborate and work together, towards common goals, leading to greater innovation.

OBJECTIVE MARRIOTT:

The Marriott mission is to enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experience. And Marriott vision statement is to be the best world favorite travel company. An American multinational company, that operates, franchise, and licensed lodging including hotel, residential and timeshare properties.

STRATEGIES OF ANSOFF MATRIX:

Market penetration – The concept of increasing sales of existing products in an existing market. Market development – focus on selling existing products in a new market. Product development –focus on introducing new products to existing markets.

4 STRATEGIES ARE:

Market penetration- more of existing businesses

Product development- developing your existing service

Market development – new markets

Diversification – entering new markets with new product or service

DIFERENCE BETWEEN TWO BRADS AND WHAT THEY DO:

The Moxy hotel – Brands

Moxy is a playful, affordable, and stylish hotel brand designed. Their offer gives guests everything they want and nothing they do not. The program offers members an extraordinary portfolio of global service. Moxy is proud to participate in Marriott Bonvoy, the global travel program from Marriott international.

THE RITZ CARLTON – Brands

The Ritz is the place where the genuine care and comfort of our guests is our highest mission.

They provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet defined ambiance.

Advertising outcome of doing business.

PRICE DIFFERENCE BETWEEN THESE TWO BRANDS:

Moxy hotel offer one night for 112£ which is affordable in price

The Ritz hotel offers one night in a luxury hotel for 989£, which is not affordable for everyone.

The difference is about a hundred pounds more at the normal hotel like Premier in or Marriott, even at the Hilton hotel is the prices more affordable.

MARKETING 7PS Mix:

PROMOTION: The Ritz uses marketing content and marketing to display their properties and service. This includes high quality photos and videos of their hotels, spa facilities, dining options and local attractions. They often share customer (guest) experiences.

PEOPLE: They are holding people with at least 5 years of experience.

EXAMPLE: Experience in line dining in 5-star Michelin

Delivering service excellence environment, diploma, and certificate strong skills.

PROCESS: Create 5* customer experience. Carlton extensively uses Gallups employee enragement Metrix to evaluate each staff member's engagement in the organization.

MARRIOTT: this is customer service at this every reason.

PHYSICAL EVIDENCE: J W Marriott hotel buildings and resort are the biggest physical evidence for the company. Other physical objects of the brands include towels, booklets, pens, and soap.

Carlton groups of hotels boast, of this ambiance facilities and before and after sale service to it is the most esteemed guest.

PROMOTION: Moxy hotels Marriott playful experiential hotel brand for the next generation of travelers edited in Europe in 2014 grew rapidly and is now expanding globally. The brand is advancing its strong presence with plans to expand into more than 40 destinations. Their offering motion activated led guidelights and walk in showers.

PEOPLE: this hotel holds a minimum of 2 years' experience depending on what you are applying for.

ROLE: Revenue generation manager

EXAMPLE: 2 years relevant experience

Sales Experience – strong dealership

Strong interpersonal skills

Ability to develop and deliver effective presentations. This is what they are holding when applying for the place job.

GANNT CART: EXAMPLES



Direct selling: 70% on the loyalty app.

Affianity marketing: Marriott affiliate can earn comision on completed hotels.

Public relation: EMEA influencer request for all media

Media paid: Marriott paid media, yahoo claims the integrated approach

SEGMENTATION VARIABLES: MARRIOTT MARKET SEGMENTS

Marriott International Inc Segments

Full-Service	59.47 %	of total Revenue
Select-Service	23.64 %	of total Revenue
International	14.87 %	of total Revenue
Total Hotel	97.99 %	of total Revenue
Other	2.01 %	of total Revenue

CONCLUSION: My summaries of this hotel Marriott I was not really change anything because they have their own strategy and website positivity. Why I was chosen this, it's because Marriott has more to say about and explain their facilities, environment , travelers and many more.

REFERENCES: MINIMUM OF 15:

- 9- Higgins, Kat. ["Countdown Begins To The Savoy's Reopening"](#). *Sky News Online*, 15 July 2010, accessed 9 August 2010
- 10- *Historic England*. ["The Savoy Hotel \(1236709\)"](#). *National Heritage List for England*. Retrieved 30 September 2015.
- Richardson, Tim. ["Out of Time"](#), *The Telegraph*, 26 January 2002, accessed 7 October 2015
- 11- ["The Savoy London Hotel: Meetings & Banquets"](#) Archived 26 March 2012 at the [Wayback Machine](#). The Luxury Hotels & Resorts of the World website, accessed 8 July 2011
- 12- ["Reopening date set for The Savoy"](#). *The Independent*, 18 June 2010, accessed 9 August 2010
- ["The Savoy Hotel: Bars, Restaurants, Afternoon Tea and the Ballroom"](#), *Blogvisitolondon.com*, 19 August 2010, accessed 13 September 2010
- O'Flaherty, Kate (November 30, 2018). ["Marriott Breach -- What Happened, How Serious Is It And Who Is Impacted?"](#). *Forbes*.
- 13- *Cimpanu, Catalin (January 4, 2019). "Marriott says less than 383 million guests impacted by breach, not 500 million". ZDNet.*
- Shaak, Erin (March 9, 2021). ["Marriott Hit with Class Action Over Alleged Drip Pricing Scheme"](#). *Classaction.org*.
- Henney, Megan (November 30, 2018). ["Marriott discloses data breach that could affect up to 500M guests"](#). *Fox News*.
- Rosenwald, Michael (July 1, 2007). ["Root Beer Roots"](#). *The Washington Post*.
- Rosenthal, Josh (March 25, 2023). ["Arlington County condemns, clears former Key Bridge Marriott building"](#). *FOX 5 DC*. Retrieved June 26, 2023.
- [Marriott, Bill \(January 16, 2019\). "CELEBRATING TWIN BRIDGES' ANNIVERSARY"](#). *Marriott International*.
- 14- ["Marriott International, Inc. 2021 Form 10-K Annual Report"](#). *U.S. Securities and Exchange Commission*. February 15, 2022.
- 15- ["Marriott International's ESG Datasheet for 2020Q4" \(PDF\)](#). Archived from [the original \(PDF\)](#) on September 24, 2021. [Alt URL](#)
- 16- *Karmin, Craig (April 15, 2015). "Starwood Is Launching an Affiliated Hotel Group". The Wall Street Journal.*
- 17- ["Mitt Romney leaves Marriott International board"](#). *American City Business Journals*. January 13, 2011.