

Amanioaei Eliza Andreea

Student number:2216057

Comparison marketing methods between Ritz-Carlton Hotel and Ibis Hotel.

Introduction

A comparison of Ritz-Carlton Hotel and Ibis Hotel , both of them are well known international hotel brands around the world.I made the decision by choosing this two hotels especially because Ritz-Carlton it's hotel of my dreams , were I wish to get a working position in the future. About Ibis it's part of Accor Group Hotels and I used to work as receptionist so I have a clou about their strategys. Along this analysis we will discover hotels history , marketing strategy's and crisis pandemic tactics.As result of the Covid-19 outbreak , we'll look at how hotels are promoting themselves and the messaging they had spread.

Ritz-Carlton Hotel's Marketing Strategy

The Ritz-Carlton Hotel Company, LLC is an American [multinational](#) company that operates the [luxury hotel](#) chain known as *The Ritz-Carlton*. The company has 108 [luxury hotels](#) and [resorts](#) in 30 countries and territories with 29,158 rooms, in addition to 46 hotels with 8,755 rooms planned for the future.

The current company was founded in 1983, when the previous owners sold the Ritz-Carlton [brand name](#) and the Ritz-Carlton hotel in [Boston](#), [Massachusetts](#). The brand was subsequently expanded to other locations. The company is a subsidiary of [Marriott International](#).

The Ritz-Carlton Hotel can be find all over the world such as USA and Canada , Mexico , Caribbean and Latin America , Europe , Asia-Pacific , Middle East and Africa.

The Ritz-Carlton, Boston revolutionized hospitality in America by creating luxury in a hotel setting:

- Private bath in each guest room

- Lighter fabrics in the guest room to allow for more thorough washing
- White tie and apron uniforms for the waitstaff, black tie for the Maître d' and morning suits for all other staff, conducive to a formal, professional appearance
- Extensive fresh flowers throughout the public areas
- A la carte dining, providing choices for diners
- Gourmet cuisine, utilizing the genius and cooking methods of Auguste Escoffier
- Intimate, smaller lobbies for a more personalized guest experience

Throughout the decades, Ritz-Carlton has successfully managed to create a culture where bartenders, bellhops and front desk clerks instinctively meet these 'unexpressed needs of their customers'.

The employees don't run around asking what they should be doing next but are fully empowered to create unique, memorable, and personal experiences for their guests through their own ideas.

"Engaged staff brings a diversity of ideas to the table, which allows for creativity and innovation."

Jack Jennings

Three Steps Of Service

1. A warm and sincere greeting.
2. Use the guest's name. Anticipation and fulfillment of each guest's needs.
3. Fond farewell. Give a warm good-bye and use the guest's name.

Ritz-Carlton is one of the leading hotel chain brands in the world offering high class services. Their business strategy it's to serve clients to their satisfaction with high quality services. Ritz-Carlton's primary customers include tourists from various nations, businessman , and event planners traveling for work purpose. Luxury travel is the fastest growing market in the travel industry , and it's mainly due to people's desire to experience something unique.

The Ritz-Carlton's upper/middle class target market are people willing to pay for experience that it's different than the norm.

The promotional and advertising strategy in the Ritz-Carlton marketing strategy is as follows:

Ritz Carlton use several media channels to promote its services. Being a highly premium brands the chain of restaurants heavily rely on word of mouth publicity to promote itself. Aims at satisfying it's guests in term of products and services who in turn recommend others to be part of the experience and the chain goes on. Apart from the official website , Ritz Carlton try to increase their visibility by advertisements in travel magazines with catchy taglines. They also provide vacation packages and other incentives like reward points involving complementary stay, upgrading room to promote itself.

During COVID-19 pandemic they had implemented a variety of new protocols and elevated practices, keeping high standards of cleanliness and luxury service.

Ibis Hotel's Marketing Strategy

Ibis (or Ibis Red (stylised as ibis) is a French brand of economy hotels owned by [Accor](#). Created in 1974, Ibis became Accor's economy megabrand in 2011 with the launch of [Ibis Styles](#) and [Ibis Budget](#). As of December 2019, there were 1,218 hotels under the Ibis brand (excluding Styles and Budget hotels), with 155,678 rooms in total across 67 countries.

The first Ibis hotel opened in [Bordeaux](#) in 1974. It was created by the [Accor](#) group (then Novotel-SIEH) to engineer more affordable [Novotels](#). By 1988, Ibis operated 182 hotels in [France](#).

By 2004, Ibis operated 700 hotels in 36 countries.^[10] From 2003 to 2005, Ibis opened in [South Korea](#),^[11] [China](#)^[12] and [Thailand](#).^[13] In October 2009, Ibis reached the 100,000 rooms milestone^[14] and opened its first hotel in [Moscow](#),^[15] followed by a 50th hotel in [Brazil](#)^[16] and a first hotel in [Japan](#).^[17] In 2012, Ibis' largest hotel in the Asia-Pacific region opened.^[18] In September 2011, Accor rebranded All Seasons into [Ibis Styles](#), and Etap Hôtel into [Ibis Budget](#), turning Ibis into the group's economy megabrand. The mattresses, pillows and digital access were upgraded. Following this restructuring, the Ibis megabrand (including both other chains) became the

biggest hotel operator in Europe in 2013, with 1,277 hotels. In January 2014, Ibis itself opened its 1,000th hotel.

In September 2012, Ibis tested Sleep Art, a robot that made a painting based on the movements, sounds, and heat variations of the sleeper. Sleep Art was turned into a mobile app for all Ibis customers 6 months later.

The most significant strategic decision of Ibis Hotel pertains to its expansion at global level. Since its inception the hotel has witnessed rapid growth at global level and as of 31st December 2015, the hotel has network of 1068 hotels with 134.786 rooms. The strategic move of Ibis Hotel is based on entry into a new market at international level that requires both huge resource commitment and a broader view to gain competitive advantage in long run.

Along with this, an important strategic decision of Ibis Hotel is the launching of "15 minutes service satisfaction guarantee".

Conclusion

In conclusion, both hotels Ritz-Carlton Hotel and Ibis Hotel have plenty of similarities. Ritz-Carlton and Ibis makes part from a large, historical brand chain hotels. They are spread all over the world and they are very competitive.

The difference between Ritz-Carlton Hotel and Ibis Hotel it's that Ritz-Carlton hotel it's a high class luxury hotel, most of their guests are important people from high class society, wealthy people who can afford to spend 1 night at Ritz-Carlton and pay 10.000 euro for it. In the mean time Ibis Hotel it's a medium class hotel, not very expensive one and almost everybody can afford to spend a night at the hotel. Another difference between these two brand hotels it's about hotel design. Ritz-Carlton it's design as a classic style, very expensive furniture and it's all about luxury, for example at Ritz-Carlton from Paris, France, there's Coco Chanel's suit preserved exactly the same as 100 years ago where Coco Chanel was checked in for 34 years. The suit can be booked in these days as well, but it's cost a fortune to be booked. In the mean time Ibis Hotel's design it's a modern design, practical furniture and easy to be replaced with not too much extra cost.

About marketing strategy's different Ritz-Carlton's Hotel main strategy it's customer service. Their staff are vigorously trained to pay attention to customer needs. "At The Ritz-Carlton Hotel Company, L.L.C., "We are Ladies and

Gentlemen serving Ladies and Gentlemen." This motto exemplifies the anticipatory service provided by all staff members."

Ritz-Carlton Hotel it's not using that much social media to commercial themselves , they are using "mouth to mouth" strategy , they count on their guets that they will spread the word about them.

Their principal is "I build strong relationships and create Ritz-Carlton guests for life."

Ibis Hotel marketing strategy it's not customer service as is for Ritz-Carlton Hotel. Their main marketing strategy it's all about the price. They count that almost anyone can afford to book with them , they offer good services for best prices. Ibis Hotel provide seasonal and festive discounts to attract customers. They promise to match the price and even give a 10% discount if the customer can find a lower price elsewhere. They also provide bundled pricing called Extra Saver Package where they can include overnight stay , breakfast buffet and 100 loyalty points per day for Le Club Accor Hotels. Ibis provide hotels at lower cost if one books 15 min in advance. They get about 1400 hotels to choose from and enjoy their stay. The prices vary as per the hotels and rooms booked.

Ibis Hotel provide special promotions for bookings done trough online channel. They have Le Club Accor Hotels Loyalty Programme which comes with several benefits. Their slogan "for you you and you" shows their customer centric approach to the business . All of the above promotions helps in giving it a competitive advantage and attracts new customers by creating values for the customers.

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