

A Comparison of the marketing methods of two multinational hotel chains: Marriott International and Premier Inn

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Marriott has been chosen because they have a good environment and use effective marketing strategies targeting the young and the loyal older customers with their loyalty program. Premier Inn has been chosen because they are a more budget option, they are value for money, and they are confident. If you are not having a good sleep, they will give you your money back.

Marriott International (Group A) and Premier Inn (Group B) are both well-known corporations. They operate in numerous locations and cities. They use promotional marketing methods. They have taken different approaches to different activities to determine their place in the competitive market.

Marriott International runs in over 570 locations on over 6 continents. It was founded in 1927. Due to the COVID-19 pandemic, they had a second-quarter loss of \$234 million (Dave Sebastian, 2020).

Premier Inn is a UK-based hotel chain, it has about 800 hotels and 72000 hotel rooms. It was founded in 1987. Its owner has reported a £1Bn annual loss. (Julia Kollwe, 2021). Due to COVID-19.

Marriott hotel currently uses social media to attract new customers. They mainly attract generation Z and millennials, 60% of snapchat users in the US being 18-34 (Rebecca Barrett, 2020) they decided to partner with snapchat to create snapsodes, TV-like advertisements. They have also added a new hotel to the chain, Moxy. This hotel is focused on technology. They ensure the best Wi-Fi and TVs with popular services such as Netflix and YouTube. They also created a loyalty program which is mostly targeted at the older customers, but available for all ages. A challenge is that the program is not always enough for older customers to stay. By increasing their brand, they are in a position to develop, create, and introduce new products into the market. *StudyCorgi*. (2020). Their brands play a

main part in their businesses' marketing strategy and the pursuit of competitive advantage (Ivens & Valta, 2012). Marriott Hotel is one of the leading brands in the tourism and hospitality sector. This is good because the brand forms the foundation of the organization and opens the opportunity to extend the brand. Marriott has developed an understanding of consumer knowledge. They use their main brand to promote and develop new products in the market. They research the customers general personality and determines their preferences. This strategy has played a big part in the brands image. This also develops the brands portfolio which generates new income.

Premier Inn is a budget hotel, with value for money. They also use technology to promote their business. After the creation of their new website, the site visits have increased by 80. They have put four main parts in their strategy "focused advertising; increased sales activity; Premier Offers; and widening reservation distribution" (UKEssays,2018). They use google ads to enhance their advertising experience. This also increases the website traffic and pops up to relevant people through search engine optimization. They always have one offer or another. They also distribute property to customers. Their brand leads tourism in the UK.

They also both use social media to their advantage, this is experimental marketing, Marriott hotel has recently uploaded a photo campaign, they give prizes for the best pictures, all the customers must do is take a picture and upload it with their hashtag. This way the customers are unconsciously promoting their brand.

Premier Inn also does the same, they give customers a free ride on a Lexus car next to the sea. This encourages the customer to share this on social media.

Marriott Hotel and Premier Inn differ in price range, Premier Inn is a budget hotel whereas Marriott Hotel is an expensive type of hotel which provides luxurious services.

Both hotels separate their marketing strategy into groups. They also include the four Ps; product, place, price, and promotion.

Marriott products are separated into 3 categories: core, actual and augmented which comprises of different services like Hotels, Hospitality management, Resorts, lodgings etc. (MBA skool team, 2021). Their prices differ on their

location, hotels, and customers. They want you to get value for your money because they try to deliver the right products at a suitable price. Their places are in over 100 countries. Sometimes they try to locate their hotels in tourist hotspots, airports, landmarks etc. Their promotion is mostly converted to digital, because it has a very well-designed website that displays all of its brands in a detailed manner which entices users to book the room immediately. (Aditya Shastri, 2021). Their SEO is also exceptionally good. 60% of their reservations come from google, yahoo etc.

However, Premier Inn 4ps are different. Their products are cheaper to make and cheaper to buy, and they are value for money. Their price is also cheap but good enough for the product, they follow competitive pricing strategies. And they focus on quality for the right price. Their place is like Marriott because they centre themselves where tourists will come most. One disadvantage is that that they do not have as many properties as Marriott. Their promotion is also focused on digital marketing, and they have many TV adverts. Their adverts do especially well on YouTube, getting millions of views. Their SEO is also on point. When they check for hotels on Google or Yahoo, Premier Inn comes up as a recommendation most of the time. (Park, Yin and Son, 2018). Most of their bookings come from their website so they also do a respectable job promoting that.

They both deliver value for money, even though Premier Inn can be considered as budget. Their products are also varied from hotel to hotel. They are both put their hotels in tourist loved areas. They also promote using SEO optimization, Marriott are better at that, but Premier Inn hotel website also delivers successful result.

Marriott hotel have reduced water and energy use 20% per room. They have created a building plan for hotel developers including a set of green construction standards. They have invested in environmental initiatives, such as water conservation and rain forest protection. (gogreentravelgreen, 2016). They are trying to lower waste and pollution. They now focus on the recycling of products such as plastic bottles and receive environmentally friendly products and machines from suppliers. They have recently converted to solar energy in some places, and they make chemical free food with these machines.

Premier Inn prefers sustainable marketing and green development. They are aware of climate change. They do marketing that benefits the planet. Premier Inn

also announced that they would build green hotel. In 2010 they announced that they would make a 60-room green hotel, they will build it using the most sustainable building methods possible. The way of building will reduce carbon emissions and it will save water. (UKEssays, 2018).

They both use green marketing. Premier Inn uses it in construction more, but Marriott Hotel uses it in products more. Whereas Premier Inn uses it in their construction, rooms etc.

Marriott has many strengths and weaknesses. One strength would be that they partner with many companies. They have recently partnered with a company called Alibaba. This allows many customers to book many rooms via their shopping platform without depositing any money. They also have a famous brand reputation. In the fortune 500 ranking list they ranked 157th. They have held a similar position for over 21 years. They are also an exceptionally large global brand. They are estimated to have 31 brands and about 630 hotels. They are 21st in innovation according to Forbes. They keep their employees under a strict code of conduct, you'll find well-mannered staff, quality service, polite and friendly attitude, and cleanliness. The goal is to provide the best experience possible. (Ahsan Ali Shaw, 2021).

They also have weaknesses. They had a bad response during a hurricane in 2017, they only saved their customers and employees. They receive many hates due to this. They also failed to protect data, once hackers hacked one of their companies. It put 500 million customers at risk. They are also too strict once they fired an employee for liking a social media post.

Premier Inn also has its shares of strengths and weaknesses. Their strengths would be that they have an occupancy rate of more than 76.3% (Vereen Gowrea, 2021). They won hotel chain of the year at British travel awards. (mbaSkool, 2020). They have been awarded with several awards. This is because they have a strong presence in the UK. They have also built a good brand this is because they are kid friendly and offer free WIFI 24/7.

Some weaknesses are that they have a history of refusing customers refunds in Wales due to strict lockdown rules. Their global presence is not large, this makes competitors ahead of the game. They are also unhygienic. An undercover journalist creating a series for channel 4 reported that staff use the same guest

towels to clean bathrooms and toilets. Under such circumstances, the organization might not attract potential franchisees due to the lost brand reputation (Chitale, 2013).

They both have its share of strengths and weaknesses. They share a strong digital presence. They have also both won many awards and have been known as an excellent provider. They also have many weaknesses; they have both been exposed by media and sometimes failed to support customers.

Because of travel restrictions and personal protection, many people travel less than normal. Premier Inn and Marriott International run their operation by abiding by the WHO and the governments rules. They are boosting the customers morale by providing them with sufficient hygiene equipment and services. The hotels also provides tests.

The lockdown began 2 years ago, and it is still ongoing in many places. There are many disadvantages such as illness precaution, bubbles etc. This essay is the marketing methods of the two hotels: Marriott hotel and Premier Inn. Before the pandemic affected everything, the hotel sector was rapidly growing. Now hotels have taken new measures to ensure growth. They use various social medias for marketing, and they advertise hygiene products. They make sure they include everything. They make less profit, but it increases customer automatically and they achieve their goal so that they can survive their pandemic situation

In conclusion, they both have a major reputation and have been awarded many times for their service. They have also been awarded many times due to their loyalty to customers. They are both green in one way any another. They promote using various tactics and social media. They both have strengths and weaknesses. This essay is describing the two marketing methods of two multinational hotel chains. They have both faced many problems but overcome.

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