

# **MARKETING ESSENTIALS**

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## Component 1: Presentation

### Introduction

# Introduction

The hotel and tourism business all over the world has suffered a lot due to a complete lockdown due to the pandemic situation. During this period this industrial sector has suffered a huge amount of loss as the tourists are completely banned from visiting the United Kingdom. In order to survive this adverse business environment every hotel industry book has adopted various marketing plans to come back to the business. In this presentation a detailed analysis will be given on the recovery marketing plan and impact of covid-19 on the hotel business of **Pale Hall** in the UK.



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### Impact of covid 19 in hotel business

- Huge amount of financial loss
- Loss of physical assets
- De-motivated employees



The hotel industry is one of the largest contributors to the GDP of the United Kingdom. After the complete log down in the United Kingdom, the management of **Pale Hall** was also forced to close the entire hotel premises. Only the in house guests were served only with basic necessities. This hotel group is managed under **Relais & Chateaux group** and from the annual report it is observed that this company has suffered an acute sales decline which is more than 50% from the previous year (Bonfanti et al., 2021). Due to the covid-19 situation, this hotel group has also lost many physical assets for lack of maintenance and the employees of this organisation were also in confusion regarding their employment status.

## Recovery marketing plan

# Recovery marketing plan

- Giving discount in hotel room
- Offering free breakfast and one complimentary lunch and dinner
- Discount in holding wedding parties and conferences



|                  | LEISURE                                                                                                                                                                              | CORPORATE TRAVEL                                                                                                        | CORPORATE GROUP                                                                                                                |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Quicker recovery | <ul style="list-style-type: none"><li>• Pent-up demand drives summer rebound</li><li>• Domestic-led</li><li>• Travelers who are immune</li></ul>                                     | <ul style="list-style-type: none"><li>• Sharp economic rebound</li><li>• In-person contact always important</li></ul>   | <ul style="list-style-type: none"><li>• Postponed event happen in Q3 / Q4</li><li>• 2021 is year of catch-up</li></ul>         |
| Slower recovery  | <ul style="list-style-type: none"><li>• Virus persists into 2021 until vaccine</li><li>• Borders remain closed / restricted</li><li>• Airline capacity permanently reduced</li></ul> | <ul style="list-style-type: none"><li>• Prolonged recession</li><li>• Move to digital changes travel behavior</li></ul> | <ul style="list-style-type: none"><li>• Only after vaccine implementation</li><li>• Cost control suppresses recovery</li></ul> |

The marketing team of this hotel group has plans to attract domestic customers to this hotel and the visiting of foreign tourists is still banned in this country. They have planned to give a discounted hotel room special on the weekend and offer free breakfast and one complimentary lunch or dinner along with that (Ozili et al., 2020). They have planned that this offer will target the millennial customers as they are very much fond of weekend holiday

## Importance of marketing plan

# Importance of marketing plan

- Survive in adverse business environment
- Recover the losses
- Motivate the employees



The formation of a recovery marketing plan is not only for the benefit of the hotel group but also will motivate the employees to work hard so that the financial loss suffered during the pandemic period can be recovered as soon as possible. The recovery marketing plan is formulated so that the company can pass through the difficult time and continue to serve the customers (Anguera-Torrell et al., 2021). It is also observed that after the opening of the property for the tourist the employees of the organisation have also been motivated to work hard as they are assured of their employment structure.

## Conclusion



## Conclusion

This presentation is entirely based on the marketing plan of Pale hall and its strategy the covid-19 impact. From the above analysis it can be concluded that the formation of this marketing plan, will help this hotel group to recover its financial losses and attract domestic tourists in this massive Victorian property. After the lockdown was totally elevated from this country only for the citizens, the management of this hotel group has decided to slightly renovate the property so that it can look after the demand and the preference of the millennial customers.

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## Component 2: Report

### Introduction

In this report, it will be discussed how the hotel industry and tourism sectors are affected by the impact of the Covid-19. To overcome the challenges, what measures are to be taken for the hotels to survive will be discussed. The marketing plans to maintain their reputation and customer base and also to gain the trust of the stakeholders. The macro and microenvironment of marketing strategies will be highlighted too.

### The marketing mix

| Factors | Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product | The Hotel Pale hall is an exotic Grand historic house and an independently owned country house. This is a hotel and restaurant which is known for its luxurious ambience and picturesque location. This is an AA five red star property with 18 exquisitely styled bedrooms, award-winning restaurants, banquet hall, business centre etc. The best part of this hotel is it is a dog-friendly property.                                                                                                                                                                                                                                         |
| Place   | This Hotel is in Bala, Wales, a historic county. The address of the place is Pale, Estate, Bala LL23 7PS, United Kingdom (Palehall.co.uk, 2021). It is 192 km from Dublin airport and can be accessed by both private and rental cars. This serene place with a Victorian mansion is near Bala lake which is a famous tourist attraction. The website of the hotel is <a href="https://www.palehall.co.uk">https://www.palehall.co.uk</a> . As the restrictions in the UK have been lifted slowly this hotel is resuming its service and because of the overwhelming response of the customers, it is gaining the trust of the stakeholders too. |
| Price   | There are many nearby hotels so the competition is high. To maintain this property and the input cost the pricing is set. But going by the customer reviews it can be said that this place is the most loved amongst all the other                                                                                                                                                                                                                                                                                                                                                                                                               |

|           |                                                                                                                                                                                                                                             |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           | nearby hotels because of the special treatment this hotel offers.                                                                                                                                                                           |
| Promotion | The property can make their presence noticed through social media, their website, personal selling etc. This will make this hotel more known all over the world and more customers will visit to avail their service (Sattar et al., 2020). |

**Table 1: Marketing mix**

### **Customer value and engagement**

- Customers will Gate to stay in this property and enjoy all the benefits at a lower rate.
- As the location of this property is very beautiful it will help the customers to relief from the stress
- The management of this hotel group has also planned to conduct several activities like yoga exercise, fishing to increase customer engagement
- by formulating a recovery marketing plan this hotel group can recover threats

### **Effective use of digital marketing**

- With the help of digital marketing, the management team of the social group can reach Global customers (Kim, 2020).
- They can send messages regarding the valued customer will get after visiting this boutique property

### **Marketing environment (Micro)**

| <b>Strength</b>                                                                                                   | <b>weakness</b>                                                                                     |
|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>● Scenic background of the area</li> <li>● good customer review</li> </ul> | <ul style="list-style-type: none"> <li>● Huge financial losses</li> <li>● Old style room</li> </ul> |
| <b>Opportunity</b>                                                                                                | <b>threat</b>                                                                                       |
| <ul style="list-style-type: none"> <li>● Allowing domestic customers to visit</li> </ul>                          | <ul style="list-style-type: none"> <li>● The second wave of covid-19</li> </ul>                     |

|                                                                                   |                                                                                   |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>● Increase in vaccination drive</li> </ul> | <ul style="list-style-type: none"> <li>● Non-allowing foreign customer</li> </ul> |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|

**Table 2: SWOT analysis**

- In the marketing team of this hotel can make proper strategy to advertise the sending background of the hotel area and promote good customer review then it can in the number of customers
- The management need to think about implementing modern technologies in the hotel room and formulate various plans to recover financial losses
- It is a great opportunity for this that the government has allowed domestic customers and increased the vaccination drive. it will ensure the safety of customers as well as employees
- The news of the second wave of covid-19 disease and complete ban on the Foreign customer. so the management need to measure the focus on the domestic customer and meet their demand and preferences

### **Marketing environment (Macro)**

| <b>Factors</b>   | <b>Description</b>                                                                                                                                                                                                                                                                                                                    |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Political</b> | After the Brexit incident, the political situation of this country stabilized and as the government has waived off regulation regarding the lockdown, the management of this hotel can now plan to operate full scale.                                                                                                                |
| <b>Economic</b>  | During the problem Period, the hotel industry lost almost 90% of the revenue. However, as the economic structure of the United Kingdom is very strong and the purchasing power of the citizens of this country is much more compared to the world, it is a good sign for the hotel industry of this country (Dimitrios et al., 2020). |
| <b>Social</b>    | Pale hall is mainly trying to attract millennial customers who want free time with their family and along with the one on the weekend after the tiring long week of work from home.                                                                                                                                                   |

|                      |                                                                                                                                                                                                                                                      |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Technological</b> | All the guests and employees of this hotel group will be properly checked before the entrance of the premises with the help of a thermal thermometer. Modern technologies will be used so that distancing can be maintained within the hotel         |
| <b>Environmental</b> | The management of this hotel group needs to take proper care of their sustainable development goals. All the usable mass of the employees and the guest must be disposed of properly so that it cannot contaminate the whole area (Yu et al., 2021). |
| <b>Legal</b>         | For the operation of this hotel group in schools kill the management need to add her all the rules and regulations of the government relating to the employment law, vaccination policy and social distance in policy                                |

**Table 3: PESTLE analysis**

#### **Positive impact**

In the recovering marketing strategy, the marketing team of the social group has planned to offer discounts in rooms to the customers (Awan et al., 2020). it will activate the customers all over the country as the rooms in the property will not be available at the cheaper rate in a future time

#### **Negative impact**

There are several drawbacks of this kind of marketing plan. During the period this company has suffered a huge financial loss and in order to recover that loss, they need to make some serious amount of profit. However, offering a discount on the product such as hotel room along with that free breakfast and complimentary lunch or dinner, the amount of profit will surely reduce

#### **Conclusion**

This report contains a detailed analysis of the recovery marketing strategy of Pale Hall in the United Kingdom. From the above analysis, it can be concluded that the hotel industry has suffered a huge financial loss due to global lockdown. In order to survive this crisis period, this hotel group has formulated a recovery marketing plan to target the customers so that they can visit this beautiful property which is situated in the scenic background of this country.

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