



Marketing Plan of Premier Inn Hotel

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Introduction

The advertising technique a company uses to promote its offering or service is its marketing plan (Cateora and Graham, 2020). The marketing plan outlined in SOSTAC is broad enough to be used in a variety of business settings (Syahrul et al. 2022). This marketing plan aims to locate a promotional opening for Premier Inn, the UK's most popular low-cost hotel business. The Premier Inn senior management team's approach improves brand image and income in the current scenario. The SOSTAC structure, the 4Ps, and Bowman's strategy clock will serve as the backbone of this marketing plan.

Situation Analysis

5Cs

Company

About 800 Premier Inn hotels may be found in the UK, Ireland, and Germany (Premier Inn, 2023). Brand recognition, high occupancy, and a dedication to the satisfaction of customers are just a few of the company's strengths. Its weaknesses include a lack of uniqueness from rivals and a concentration on economical vacationers. Growth opportunities include of penetrating untapped areas and focusing on high-end consumers, whereas growth threats include intensifying rivalry and economic instability. Premier Inn's strong brand and customer-centric attitude set it up for success, but it must adapt to changing market circumstances and consumer requirements (Tuominen et al., 2022).

Customers

Premier Inn offers mostly to business and leisure travellers who seeking affordable accommodation. Families, businesspeople, and vacationers who are looking for a basic motel are their ideal customers. Premier Inn also offers specialised services and facilities for subsets of its customer base, such as eco-conscious vacationers and pet owners. Domestic and foreign customers are reached via OTAs, direct booking, and strategic alliances with airlines and tour operators (Webb, 2016). Customers range in age from young professionals to retirees, and they all care deeply about things like accessibility, reliability, and convenience.

Competitors

The primary hotels that Premier Inn faces competition from are Travelodge, Holiday Inn, and Ibis. According to the perceptual positioning map, Premier Inn is positioned to be seen as a hotel brand that is dependable, pleasant, and reasonably priced (Manimannan et al. 2017).

Premier Inn seems to use a mixed approach of cheap prices and unique selling points, as shown by Bowman's strategy clock (Bowman, 2014).

Collaborators

Premier Inn has cultivated fruitful business-to-business connections with tour operators, airlines, and major organisations in an effort to expand its customer base and expand its market share. It has also partnered with regional tourism organisations to spread the word about its hotels in popular vacation spots (Gato et al., 2022).

Climate

PESTLE analysis for Premier Inn includes the following factors:

Political

Travel and hospitality rules imposed by the state.

Economic

Modifications to the economy as a result of fluctuating currencies, price levels, and consumer preferences (Morina et al., 2020).

Social

Changes in what consumers want from their vacations.

Technological

Impact of technological progress on business operations and consumer satisfaction (Wu and Mursid, 2019).

Legal

The impact of applicable labour rules and regulations on the industry.

Environmental

Eco-friendly and sustainable procedures in the hotel business (Prakash et al., 2022).

Premier Inn can better anticipate and adapt to possibilities and risks by analysing these aspects.

Objectives

The aim and objectives of the Premier Inn through this marketing plan are to boost revenue by 15% over the next year by focusing on both business and leisure travellers and effectively communicating the offerings to those two types of customers.

Strategy

The appeal of a Premier Inn hotel is that it provides quality lodging at a reasonable price in a convenient location. The business distinguishes itself from its rivals by offering food

alternatives as well as high-quality bedding, which comes with a promise of a restful night's sleep. Premier Inn's value proposition will be disseminated through strategically crafted marketing campaigns that highlight the hotel's prime locations, reasonable rates, and superior amenities. Social media, email marketing, and outdoor advertising (on billboards, buses, and at airports), among others, will all play a role in spreading the word (Durmaz and Efendioglu, 2016). Connecting the value offered to different types of customers will be accomplished via the use of hyper-targeted marketing campaigns. Messages aimed at business travellers, for instance, would emphasise the hotel chain's ease of use and competitive rates, while those aimed at families will stress Premier Inn's accommodating accommodations (Napierała et al., 2020).

Tactics

The marketing mix refers to the ways in which a corporation sets itself apart from rivals in the market.

Product

Premier Inn offers a variety of rooms, from regular to executive, with TVs, Wi-Fi, and tea/coffee makers. More guests may be attracted to Premier Inn if the hotel offered convenient additional services like an airport shuttle, bicycle rentals, and flexible check-in/check-out times. Customers may presently stay at Premier Inn for a low price and enjoy a few standard conveniences. The hotel might differentiate itself from the competition by providing more personalised services, such as spa treatments or meal-and-activities packages (Göral, 2015).

Price

The hotel's price might be determined by market analysis and the perceived value of guests. Premier Inn's pricing strategy might be revised to provide a range of price points to please a variety of customers. Premier Inn may choose to provide a range of rates to appeal to a wide range of customers. During slow times, businesses may entice consumers by providing discounts and deals. Long-term stay discounts, early bird specials, and off-peak hours are just a few examples of how the organisation may cater to its customers.

Place

Customers place a high value on the hotel's convenient location. Premier Inn's many channels of distribution include the web, mobile apps, traditional travel agencies, and OTAs (OTAs). The Premier Hotel chain might expand its customer base by partnering with traditional and internet travel firms. It may team up with airlines to provide vacation packages that include

airfare and lodging. By teaming up with airlines and vehicle rental agencies to provide discounted bundles, the firm can reach a wider audience and increase its sales (Daft et al., 2021).

Promotion

The RACE (Reach, Act, Convert, Engage) methodology will be used in Premier Inn's marketing initiatives to increase brand awareness, motivate target audiences to perform the desired action, increase revenue, and foster customer loyalty. In order to communicate with its intended clientele, the hotel might make use of many digital marketing platforms, including social media, email marketing, and search engine optimization. For the hotel's marketing, the RACE model might be a useful communications mix approach to follow (R. K. Wichmann et al., 2021). Premier Hotel, for example, might advertise its individualised services through a social media campaign or collaborate with regional tour operators to market its vacation packages.

Action

Gantt Chart of marketing activities

Scheduled marketing actions might consist of things such;

- Initiate a social media campaign to advertise individualised services.
- Work together with travel agencies in the area to advertise vacation packages.
- Provide promotions and discounts during slow times.
- Use online and brick-and-mortar travel providers to broaden their audience.

Decisions on when to use different marketing channels are made based on factors including the intended audience, the campaign's objectives, and the company's financial situation.

Control

Premier Inn may utilise KPIs such as the following to assess the efficacy of the marketing strategy:

- Total number of new customers.
- An upbeat perspective on the company as a whole.
- An uptick in earnings is expected.

The hotel will be able to gauge the success of its advertising efforts with the aid of these figures.

Conclusion

The Premier Inn marketing strategy has identified a promotional window where the hotel may boost its sales. The hotel may attract more guests and boost its bottom line by providing more tailored services and packages, promoting itself via digital platforms, and presenting attractive discounts and deals. So far, in order to guarantee that the strategy is successful, it is essential to assess the efficiency of the marketing operations and to make any required revisions.

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Presentation Slides

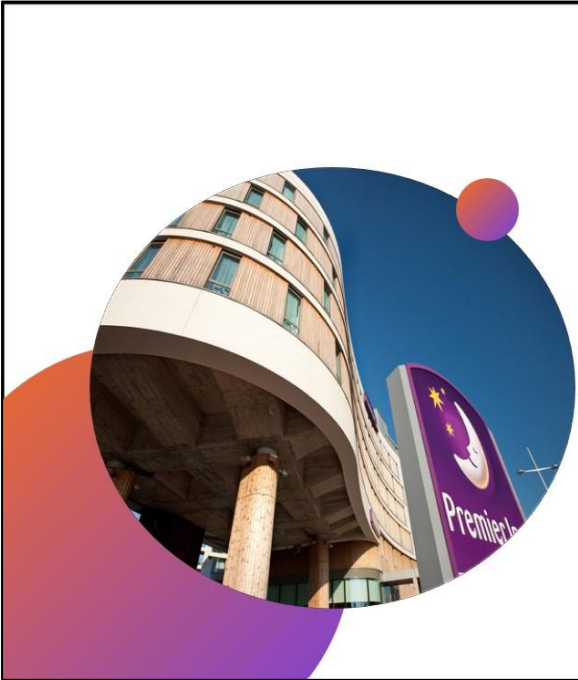


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Premier Inn



5Cs

SWOT Analysis



Company

Strengths

- Brand recognition
- High occupancy
- A dedication to the satisfaction of customers

Weaknesses

- Lack of uniqueness
- Concentration on only economical vacationers

Opportunities

- Penetrating untapped areas
- Focusing on high-end consumers

Threats

- Intensifying rivalry
- Economic instability



Customers





Competitor analysis



Collaborators

Tour Operators

Airlines

Major B2B
Organizations

Climate



Objectives

The aim and objectives of the Premier Inn through this marketing plan are to boost revenue by 15% over the next year by focusing on both business and leisure travelers and effectively communicating the offerings to those two types of customers.



Strategy

- The appeal of a Premier Inn hotel is that it provides quality lodging at a reasonable price in a convenient location.
- Premier Inn's value proposition will be disseminated through strategically crafted marketing campaigns that highlight the hotel's prime locations, reasonable rates, and superior amenities. Social media, email marketing, and outdoor advertising (on billboards, buses, and at airports), among others, will all play a role in spreading the word ([Durmaz](#) and [Efendioglu](#), 2016).
- Connecting the value offered to different types of customers will be accomplished via the use of hyper-targeted marketing campaigns.

Marketing Mix



