

Marketing Essentials

BMIH4005

LEVEL 4

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Marketing strategy of Premier Inn and Marriot Hotel

Competition in the marketplace evaluation is a strategic approach to information gathering and analysis of the many resources, including financials, of a rival company organisation. This includes several features of the firm, including its benefits, drawbacks, prospects, and potential for market expansion. A marketing strategy is a thorough compilation of business method approach theories, laws, and rules that a firm employs to decide its goals for the upcoming months or even years (Dibb et al., 2012). This essay will examine the marketing approaches used by Premier Inn and Marriot hotels and resorts and compare them.

Marriott hotel is one of the leading and know hotels globally. Willard Marriott established the hotel, which is now located in Bethesda, Maryland, United States, in that year (Marriott, 2021). The Marriott Hotel has built a strong reputation in the hospitality sector, which has enabled it to expand its network of 131 countries including 30 brands of hotels with a wide range of amenities. The multinational hotel is traded on the American stock exchange NASDAQ (Marriott, 2019).

For its strong performance, Premier Inn has earned a reputation as one of the world's top vacation spots for guests. Premier Inn is the largest hotel in the United Kingdom, boasting over 72,000 rooms over 800 properties. It operates hotels in a variety of locations, including metropolitan areas, suburban areas, including airport terminals (Premier Inn, 2021). The hotel's well-organized chain of command runs from the most senior employee to the lowest.

A competitive advantage is the capacity for long-term success (Srivastava et al., 2013). The association's capacity to utilize its resources as well as skill set is essential to its success. Market rivalry as well as viability are the two forms of competitive marketing. This ought to be a mechanism whose benefits cannot be equaled by any other mechanism, and whose cost makes its replication uneconomical. In order to stand out from the competition and get a competitive edge, businesses should communicate credible company brand. The hotel's resource management strategy is a key element of its strategic advantage. The association's capacity to utilize its resources as well as skill set is crucial to its achievement. In the same way as other businesses do, hotels have different resource requirements. Utilizing positioning strategy, a significant one, a business may develop and retain a significant advantage (Chang et al., 2012). The organisations should consider the foundation of serious hospitality advertising tactics as an

analysis investigation that is expected to test and identify the positioning of its offerings in a reasonable and astounding way. The market positioning procedure, which seeks to meet the acknowledged needs of particular customer groups, is built on the segmentation process. A business might become able to accommodate a widely diverse customer by responding to each person's wants and interests by using geography, personnel, service, as well as branding difference (Lamb, et al. 2011).

In order to market to and target certain clients, different businesses use different strategies (Prajogo and Daniel, 2016). For the purpose of attracting visitors, Premier Inn has strategically positioned its business in urban regions. The hotel has perfected the skill of charging according to the luxury of the visitors. The websites for Reservation are available to their customers. The company's marketing strategy will be a major factor in its achievement or failure, and it might even be the most important one. Additionally, Premier Inn placed a high value on the marketing strategy (Premier Inn, 2021). The hotel has put into place effective advertising mechanisms that are centered on online orders as well as reservations, extended product promotion, transportation, plus branding. Due to the website, which was launched in November 2008 has boosted visitation by 80%, the company now attracts clients who have seen over three million tourists visit in a single month (Premier Inn, 2021). This year, the company will spend an additional 8 million pounds on advertisements. Premier Inn has initially established a marketing strategy plan designed to solidify its position as a top hotel chain among tourists and attract more overseas tourists.

The marketing strategy of Marriott, on the contrary hand, focuses on the elegance, satisfaction, as well as diversity of its network of elite hotels. The advertising for the hotel chain emphasizes the chain's luxurious accommodations, top-notch hospitality services, and relaxed atmosphere. The company offers a considerable number of services and controls sixteen brands that are used in a variety of market segments. Nine of the country's 45 Marriott resorts are in London (Marriott, 2021). Examining the hotels in the Marriott network that are reachable by tourists in London revealed that the corporation employs a variety of variables to subdivide its market into various segments. Marriott, however, focuses mostly on the mid-scale, premium, and particularly luxury segments. The business launches a franchising initiative to expand its commercial assets throughout multiple countries, which increases their prospects of keeping a commanding market

dominance (Marriott International, 2018). The hotel introduces a range of products within the market group it has selected using geographical and demographic segmentation. The hotel's premium accommodations and great location appeal to its affluent, upper-class customers who wish to fully experience London's historic atmosphere. User status, segmentation based on trip aim, and geographic as well as psychographic considerations are some of the variables (Lamb, et al. 2011).

having a thorough understanding of the market and the requirements and desires of the clients This is accomplished by understanding the customer's feelings and desires through cultural beliefs. The hotel should continue to fulfil these requirements and wants using market offerings, which necessitates a thorough grasp of the market. This is accomplished through deciding how to service clients, selecting the value of a proposition, and adopting market management approaches. putting together a marketing strategy and incorporating it into a program. Customer value will be delivered in this way, and the market will change as a result (Tourchian, 2022). The customer relationship will be maintained, and customer involvement will be cultivated through these techniques. Because more people were working from home and due to the epidemic caused many meetings or rather conferences to be cancelled, the hotel industry was significantly impacted. The wellbeing and safety of Marriott's clients, guests, and staff come first. Following the Covid pandemic, Marriott's dedication to cleanliness places a high priority on the safeness as well as welfare of all employees, especially visitors, while also improving current procedures including wellbeing as well as housekeeping standards.

In contrast, Premier Inn Hotels has made sure that every visitor is inspected before they enter their facilities. They established Premier Inn Cleaning Prevention, their meticulous routine cleanings plan used across all of their operations, in response to COVID-19, which emphasized the necessity to ensure the highest practicable hygiene levels. Continually moving swiftly and cautiously, the hotel makes sure it selects the most effective strategy for clients, staff members, other hotels, as well as owners. An improved Method of Clean program, which now incorporates fresh training materials, has been adopted by Premier Inn (Premier Inn, 2021). All facilities have a certified supervisors in charge of health and safety in addition to wellbeing, while staff training with housekeeping are priorities.

As part of their green marketing practices, firms engage in recycling programs, implement more eco-friendly waste disposal practices, donate to a variety of green causes, and don't hesitate to communicate with their clients in how they manage ecological problems, how they protect it, and why it concerns. By the end of 2019, it's expected that over 750 hotels across the world will have switched from little plastic utilities to amenities the size of a house (Bureau, 2021). Marriott has decreased its current plastic waste from amenities by 30% and has prevented it from entering landfills or the surroundings. The most recent of the company's recent environmentally friendly moves is the suggestion for larger shower buckets. A 50 percent reduction in food waste by 2025 is also included to the organization's 2020 goal (Marriott, 2021). Additionally, Premier Inn has made a promise to achieve a reduction in carbon emissions intensity of up to 88% by the year 2050 and by half by 2025 (Premier Inn, 2021).

In conclusion, this essay has compared the marketing environment for Premier Inn hotel and Marriot hotel. These hotels are one of the largest hotels in the UK with an attraction on large customers because of the marketing strategy and the geographical location of the hotels. With the advance technology in the hospitality industry, more hotels and restaurants are changing and using digital space as a marketing tool. Premier Inn hotel and Marriott hotel both use digital skills and customers are able to book and buy their services from their digital platforms and media. With the emergence of the covid-19 pandemic the hotels came up with strategies to curb the spread of the virus in their workplace.

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