

Marketing plan written for

“Hilton Leeds City” Hotel

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Introduction

After COVID-19, the hotel industry started brewing once again. For the sustainable development of a country, hotels play a crucial role in economic growth. The key aim of the report is to make a marketing plan for a hotel which will ultimately assist in drawing customers' attention along with innovative ideas and improving several aspects. For gaining the report's aim, "Hilton Hotel" has been chosen. Hilton Hotels is acknowledged as a global brand of service hotels and resorts. Conard Hilton was the founder of this hotel company. Hilton hotel has several branches across the globe, including the UK. "Hilton Leeds City" is a hotel of "Hilton Hotel" and is situated in the heart of Leeds, UK. Trinity Leeds shopping center is half-mile away from the hotel and 10 minutes away from Victoria Quarter. Maximum recreational facilities are near this hotel, so tourists and other people give priority to this hotel. The application of SWOT, Marketing 4p, PESTEL, etc., will be showcased.



"Hilton Leeds City"

Situation Analysis

SWOT Analysis

Strength	Brand image: Hilton hotels have a huge brand image across the globe. Therefore, it is a credibility factor among people and tourists (Linxi, 2021). This strength is a vital factor in creating trustworthiness and engagement of new customers. Effective customer retention schemes: It has a wide range of benefits schemes, which offer customers to be entertained via discounted prices, free internet access, etc.
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Weakness	Little global market share: It is hardly witnessed huge branches of Hilton hotels across the globe. The low market share of the hotel is less, and it is suffering from the industry leaders. Less flexibility: Despite being less flexible towards its operations, the hotels are much affected globally because of several government policies and parameters (Ahsan et al., 2021).
Opportunity	International market expansion: Opening more branches in more countries can ensure more presence in the international market. In this way, the hotel will generate more revenue along with getting more customers. Digitalization and better use of technology: Through digitalization and better use of technology, the more convenient and superior service “Hilton Leeds City” can provide to its customer (Ahsan et al., 2021). Like, as touchless payments, external service from hotel rooms, etc.

Threat	Economic and political turbulence: Uncertain events like economic and political turbulence can hinder the operation and service-providing facilities of “Hilton Leeds City” (Lin, 2022). Several occurrences, such as worker relocation, and economic changes, can happen. Competitors: A huge number of competitors are available in the hotel industry, and those are the biggest threat. The Queens Hotel, Park Plaza Leeds, etc., are some of the biggest competitors of “Hilton Leeds City.” ‘
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Segmentation and Targeting

Urban, suburban national, and international people are divided based on geographical conditions. Those are the target people of “Hilton Leeds City,” and the hotel targets those. Middle and senior-aged professionals with a high-income level are segmented on demographic segmentation. Furthermore, those belonging to the upper social class and the hotel mainly target these individuals along with people with luxury lifestyles and those without any use with a premium price. On the psychographic aspect, those who have a luxurious personality and always look for

high value, such as five-star rooms, are the target group of the hotel through luxurious offerings and values, and those are targeted (Marvel, 2019). Lastly, on the benefits aspect, customers are segmented based on a sense of achievement, high status in society, retaining their reputation, etc. These people are segmented and then targeted by focusing on service and offer.

Porter five forces

• The threat of new entrants	“Hilton Leeds City” is very popular in the UK and has several premium facilities. A new competitor cannot have or offer those at the commencement, so the threat of new entrants is low.
• Bargaining power of buyers	The bargaining power of buyers is high for “Hilton Leeds City.” Because customers can easily switch to other premium hotels in the UK (Anastasiu et al., 2020).
• Bargaining power of suppliers	The bargaining power of suppliers is moderate because, in the case of premium hotels, there are fewer suppliers and less quantity of premium hotels in the UK.
• Threat of substitutes	The threat of substitutes is high because customers will not invest a high amount of money in case of switching to another hotel (Anastasiu et al., 2020).
• Industry Rivalry	The industry rivalry is intense because some premium hotels are dominating the hotel industry too, such as The Langley hotel, The Queens Hotel, Park Plaza Leeds, etc.,

Collaborators

Several strategies are there that “Hilton Leeds City” follows for retaining and selling services to businesses. In case of it, the awareness can be demonstrated in this way the “Hilton Leeds City” sometimes outsources hotel staff from another premium hotel. In the case of hotel maintenance, several networks have been embedded by the hotel, among other premium hotels. Hotel partners are independent hotel groups who own and operate the hotels. Hotel partners are mean to hotel ownership, management, etc. Through it, the hotel is mutually witnessed mutually beneficial partnership between customers and properties (Piboonrungrroj and Disney, 2019). Through an awareness with partners, win=win situation is embedded where properties get free hotel exposure, and new potential bookings enhance. Through this, building trust can be ensured too. In the case of franchises, most of them are operated in the United States. Before getting into the business, the hotel ensures to provide quality, comfortable and luxury hotels in every hotel.

PESTEL Analysis



Fig 2: PESTEL Analysis

Source: (Mekhruza et al., 2022)

Political factor	The Brexit issue is creating trouble for “Hilton Leeds City” because they are not getting any advantages in importing and exporting as there are tariff barriers between the UK and European Union (Mekhruza et al., 2022). Nevertheless, the low corruption level of the UK helps the hotel business to operate smoothly in the UK.
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Economic factors	The government enhances the inflation rate of the UK to diminish the inflation rate. Therefore, “Hilton Leeds City” is required to pay high-interest rates (Swarbrooke and Horner, 2022). The UK's employment ratio is good enough; therefore, they can hire the hotel's strong and educated human resources.
Social factors	The lifestyle of the UK people is attached to the hotel. On several occasions, vacations or birthday celebration, they choose hotels, which positively impacts “Hilton Leeds City.” However, after COVID-19, the buying habit of people got down, and they now fabricate cheaper products or services.
Technological factors	After adopting so many advanced technologies, now “Hilton Leeds City” is now feeling threatened by hacking and stealing business data. The UK allows for using advanced and digital technologies (Swarbrooke and Horner, 2022). Therefore, “Hilton Leeds City” can easily promote and advertise its services with effective modes and technologies.

Environmental factors	Using several technologies and equipment like air conditioners, coffee capsules, and plastic tea bags is harming the environment (Дерябина, 2019). But as the UK government is much concerned with the environment, “Hilton Leeds City” is looking forward to recycling products and eliminating plastic usage.
Legal factors	Uncertain changes in laws will hamper the business widely. However, abiding by the rules and regulations, and acts of the UK, “Hilton Leeds City” does not fall under any threat of law and acts.

SMART objective

The ultimate purpose of the marketing is to get new customers in the next 12 months for “Hilton Leeds City.”

Strategy:

Creating loyalty among its customers is the ultimate value proposition of “Hilton Leeds City.” Through this aim, they delight and anticipate their ever-changing desires meanwhile giving a good environment to team members who are responsible for meeting the value proposition properly along with satisfying the customers (Huckestein and Duboff, 2020). The value

proposition is provided through exceptional experience given to the customers, and through this way, the hotel differentiates itself and communicates its value proposition.

Their target customers are mostly middle-aged professionals who belong to upper-class people, and these customer segments want to have an exceptional experience providing an exception experience through the hotel's facilities, service, and benefits; the hotel's value proposition has the ultimate stand. Loyal customers always bring new customers or refer their friends and relatives, and this way, the hotel is getting more popular (Huckestein and Duboff, 2020). Besides, with an ultimate exceptional experience, the hotel enlightens its facilities and benefits, and through this way, the hotel targets its actual and potential target group, such as professionals, business people, event management, etc. "Travel with purpose: with this tagline, they create positioning the image among customers and, therefore, customers feel of exceptional service and facilities.

Bowman's strategy clock

Focused differentiation

This strategy is followed by "Hilton Leeds City" among the other eight strategies. Focused differentiation provides high prices and high perceived value. With this strategy, the hotel profits by ensuring high perceived value towards its customers (Huckestein and Duboff, 2020). Without high perceived value, the hotel might fail to ensure an exceptional experience.

Tactics
Marketing Mix



Fig 1: Marketing Mix

Source: (Dental, 2019)

Product:

Providing service to the customers is the ultimate product of “Hilton Leeds City.” Besides providing rooms, “Hilton Leeds City” also provides several other facilities such as a Fitness center, Business center, pet-friendly rooms, indoor pool, etc. (Dental, 2019). These are offered to the customer to satisfy their needs fully. Tourists from several countries give five stars to the “Hilton Leeds City” service.

Price:

In the case of pricing strategy, “Hilton Leeds City” follows a premium pricing strategy. Through this strategy, the hotel charges high prices for their services, which are perceived to have excellent and augmented distinct features (Jackson and Ahuja, 2020). Occasionally it also sets prices based on anticipated demand too. The hotel rooms are charged high depending on the high demand, especially on Christmas.

Place:

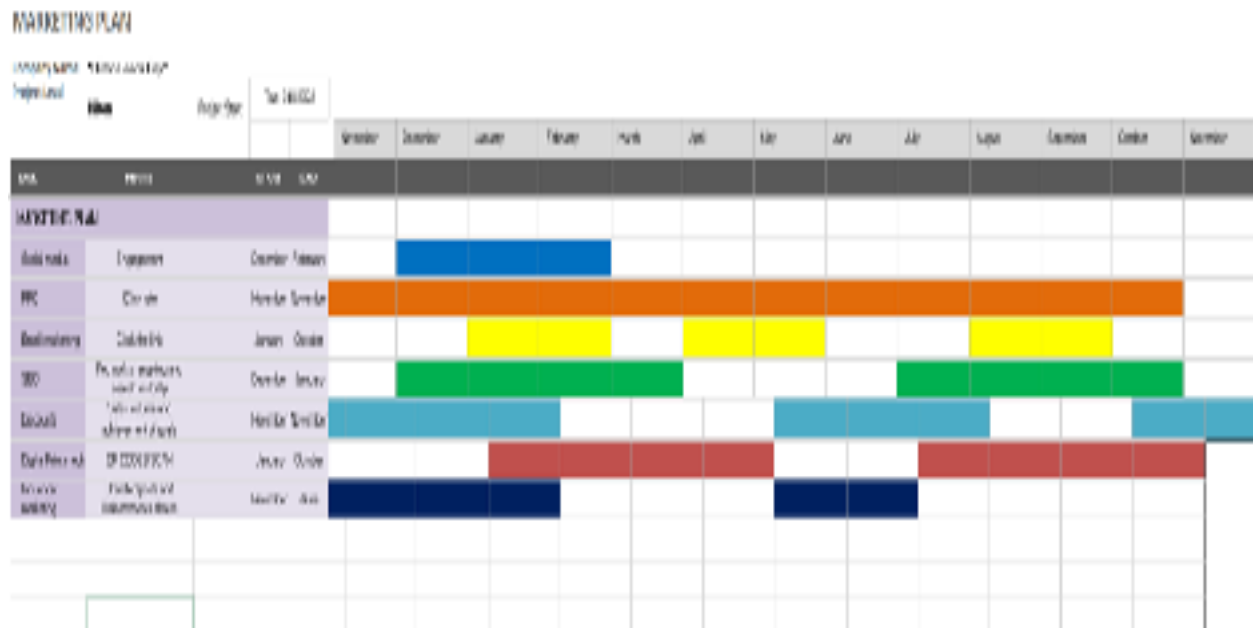
In the heart of Leeds, “Hilton Leeds City” is embedded. It is near Leeds station and has easy access to the motorway network. Besides, tourists are attracted much for only 25 minute's drive from Leeds Bradford Airport (Pandey et al., 2020). Taxi drivers and other vehicle services work as word of mouth for “Hilton Leeds City.” Through Google maps and TripAdvisor, they can easily find the location. Through websites and mobile applications, customer can book their room.

Promotion:

Through SEO and social media, the hotel promotes its offerings widely. The hotel emphasizes SEO, and through that, they attract more tourists. Promoting on Facebook, Instagram, Twitter, and YouTube influences people to stay in their hotels. Email marketing also worked for them to engage higher-class people (Williams, 2020). On occasions like New Year and Christmas, they

focus much on social media marketing and discounts. Also, via influencer marketing and digital print media, they can gain more customer attention,

Action Plan



Gantt chart

The Gantt chart showcases the marketing activities, which includes the marketing channels, and marketing channels schedule, etc.. Through this way, “Hilton Leeds City” will make informed decisions and ultimately will witness new customer engagements in the hotel.

Control

USP, Features, and Benefits

Everything needs to be professional in case of exceptional experience giving to customers. Therefore, the ultimate USP (ultimate selling point) of “Hilton Leeds City” is that it is operated by experienced management. The management is preventive; therefore, every work is accomplished professionally (Dens and Pelsmacker, 2020). Features like luxurious decoration, premium services, high-quality furnishing of decorations, ample space, large queen and king-sized beds, luxurious bath products, etc. Benefits are there, such as extensive breakfast buffers and restaurants, and dining options are there. Also, world-class recreational amenities are available, such as

Measure approaches

- Conversion rate, engagement, cost per acquisition, website visits, website visits by traffic source, online analytics, etc., can help measure the marketing plan's success.
- With the help of churn analytics, customer satisfaction score, engagement statistics on online, page visit frequency, user actions, and activity time, the new customer ratio can be measured.
- The survey is a suitable option to measure the positive attitude of customers towards “Hilton Leeds City.” Additionally, setting up Google alerts to track online mentions, social listening, reviews, comments, hashtags, etc., can help measure customers' positive attitudes toward the brand (Reutterer et al., 2021).
- By calculating the growth percentage, the profit growth can be acknowledged. The net profit margin can be witnessed through gross profit and net margin by “Hilton Leeds City.”

Conclusion

The report has enlightened the marketing mix, swot analysis, PESTEL analysis, creating customer value and engagement, and effective use of digital marketing based on “Hilton Leeds City.” The entire report is applied, and all the applications are relatively connected to “Hilton Leeds City.” From the report's insights, equipping those, “Hilton Leeds City,” can be beneficial in the long run and strengthen their position in this competitive hotel industry.

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Appendix

STUDENT NAME:
STUDENT ID:

Introduction

The presentation is going to be conducted at "Hilton Leeds City." The marketing plan and other aspects related to the hotel will delineate in this presentation. This presentation will showcase two frameworks for micro and macro environmental analysis. In the case of creating customer value, customer engagement, and effective use of digital marketing, these will be presented based on "Hilton Leeds City."



Analysis of the microenvironment (SWOT Analysis)

SWOT analysis:

Through SWOT analysis, enlightening the internal evaluation of "Hilton Leeds City" (Ahsan et al., 2021).

Strength

- Brand image
- Effective customer retention schemes

Weakness

- Little global market share
- Less Flexibility

Opportunity

- International market expansion
- Digitalization and better use of technology

Threats

- Economic and political turbulence
- Competitors



Analysis of the microenvironment (PESTEL Analysis)

PESTEL Analysis

Political factors:

- Positive Impact – Less corruption
- Negative Impact – brexit issue

Economic factors:

- Positive Impact – Adequate employment rate
- Negative Impact – High inflation rate

Social Factors:

- Positive Impact – Lifestyle
- Negative Impact – Changed buying habit (Shin and Perdue, 2022).

Technological factors:

- Positive Impact – Advanced technologies and tools
- Negative Impact – Threat of hacking and stealing of advanced technologies

Environmental factors:

- Positive Impact- Recycling and eliminating plastic usage
- Negative Impact- Adverse impact of technologies and tools usage

Legal factors:

- Positive Impact – follow all laws and acts such as employment law, health, and safety, etc.
- Negative Impact – Uncertainty of laws and acts (Shin and Perdue, 2022).



Creating customer value and the engagement of customers towards "Hilton Leeds City."

- ☐ Ensuring health and safety
- ☐ Increasing security in the hotel
- ☐ Enhance customer experience
- ☐ Introducing new facilities and equipment (Shin and Perdue, 2022).



Effective use of digital marketing

- Offer services and facilities like a bar, pool, gaming zones, meeting and conference services, and especially a fitness center.
- Ensure providing free benefits to users, such as complementary gifts, common tools in the room, etc.
- Online marketing channels to follow- Website, Facebook, Instagram, YouTube, and Email (Sigala, 2019).



Conclusion

According to the requirements, all the aspects are expounded in this presentation based on "Hilton Leeds City." All the requirements are connected relevantly with the "Hilton Leeds City" hotel, and all the aspects are delineated, which will bring fruitful outcomes in the long run of this hotel business.



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