

BMIH4005

Marketing Essentials

*The comparing of the marketing methods
of two multinational hotel chains*

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Among the American multinational companies, Marriott International, Inc. is a company and is a hotel (Marriott International, 2021). Marriott International, Inc. operates the hotel with the franchise and licensed lodging. It is operating with residential and timeshare property. Marriott International, Inc. is headquartered in Bethesda, Maryland. Although J. Willard Marriott and his wife Alice Marriott founded the company, the chairman now holds the majority ownership of their son Bill Marriott and the Marriott family company (Marriott International, 2021). The company has 30 brands, 1,423,044 rooms in 131 countries and territories and 7,642 properties. Of the 7,642 properties, 2,149 are managed by Marriott, while the remaining 5,493 are managed by others following the franchise agreement. Marriott Corporation was split into two companies when Marriott International, Inc. was formed in 1993.

Premier Inn is one of the largest hotels in the UK which is a British hotel chain. Premier Inn has 800 hotels and more than 72,000 rooms. This hotel is in the centre of the city so it manages hotels in different places including the airport and suburbs. Moreover, it competes with Ibis Hotels and TravelDz Hotels (Premier Inn Hotel, 2021). Whitbread was founded by Travel Inn in 1987 to compete with Travelled. Whitbread bought Premier Lodge in 2004, which was then abbreviated as "Premier Inn". 70% of Premier Inn Whitbread's revenue. They started business in 1987 as Travel Inn. Its first open site was next to "The Watermill" Beefer Restaurant in Basildon.

Marriott Corporation was founded in 1927 by John Willard Marriott and he and his wife Alice Marriott opened a root beer stand in DC. Wet summers in Washington, D.C. So, the Marriott thought the residents of that city had a place to get a cool drink. Marriott then changed their initiative to expand into a chain of hot shops restaurants. Hot Shoppes, Inc. became a public company in 1953 through an initial public offering (Marriott International 2021). On January 1, 1957, the company opened its first hotel,

the Twin Bridges Motor Hotel, in Arlington, Virginia. This hotel costs \$9 per night and \$1 for a car stay. The second hotel, opened in 1959, is the Arlington, Virginia, Key Bridge Marriott in Roslin, Virginia. Six Flags Great America and California Great America are two theme parks. These two theme parks were opened by Marriott International in 1976 (Marriott International 2021).

Premier Lodge acquired Whitbread, another hotel chain for £536 million., in 2004. "Premier Travel Inn" is the name of each hotel in Whitbread. 141 hotels added to the portfolio. The 500th hotel opened in 2005. Premier Travel in England and Wales bought 11 Holiday Inn hotels in 2006 (Premier Inn Hotel, 2021). They launched a new bedroom design in 2004 to bridge the gap between Premier Travel in "Travel In" and "Premier Lodge" and Before this new design the rooms were the same as before which were designed as "travel ins". Less than 30 small hotels have been sold to Good Night Inns by Premier Inn. The 700th premiere opened at Kingston-Owen-Thames in London in July 2015. They plan to operate 85,000 bedrooms in the UK by 2020.

Survival in the market is very important to have a promotion and advertising strategy to move a company or organization forward. So, there must be a promotion and advertising strategy for a hotel (Book a hotel, 2021). Advertising and advertising strategies can be of many kinds through social media, advertisers on TV, etc. This is how Marriott International and Premier Inn can continue their promotion and advertising strategy. They must keep in mind that their advertising strategy must be based on digital promotion. This company will not be able to go far if they are not properly communicated. In Marriott International and Premier, they can introduce their hotel or company to everyone through their website and social media, which can increase their customer base many times over (Whitbread careers, 2021). It is expected that most of the customers will be introduced through social media nowadays as they use more social media than websites. In addition to these, the company receives user-created content such as aesthetically pleasing pictures of guests taken at their hotel. It encourages bloggers, aspiring influencers and internet celebrities. As Marriott International and Premier Inn are two well-known international brands, they have

separate websites that show all their hotel information. Seeing these, customers can easily book a room in this hotel. This is why creating a good user experience starting from the website.

The new hotel with Premier Inn uses social media to promote the 'Best Dad of the Year' competition. In addition to a great website, offers and email newsletters etc. Premier Inn uses all the channels for the good effect of all brands. Also gives some tips on how to sleep well at night with celebrity face Lenny Henry through video. Booking through the app, by phone, through the website is a continuous experience. It survives through multi-channel marketing efforts because it is the real strength of Premier Inn. The app in Premier Inn has a special feature. The special feature of the app is that if a customer searches for this hotel, it will show the location of the nearest Premier Inn and for this, this app is doing 50% of the work of Premier Inn. The wise move is to target multi-channel subscribers, as one study found that single-channel subscribers spend 80% more than existing subscribers. One report found, and what is considered a very essential element of Premier Inn, is that a customer had his first experience while at an airport in Italy. When the customer service assistant handed over the keys of the car brought by the customer so that the car could be kept safe in a good place somewhere, the customer service assistant said that there are some nice places to go in Florence that can be turned around if desired. Then when that customer came back to his car a few days later that customer service assistant not only recognized but also asked about the trip to Florence which is a nice thing.

Marriott International will invest in renewable energy systems to reduce energy costs. It uses renewable low carbon energy. Emissions are shown Marriott International uses renewable energy systems to reduce carbon emissions. They are using carbon offset programs to help reduce greenhouse gas emissions. The company thinks it is more profitable to use these programs to control the power supply and it is at both peak and off-peak times. Marriott International adheres to a sustainable environmental policy.

Marriott has installed detector tools to keep its property from leaking so that costs do not leak.

New coronavirus outbreaks shut down Marriott International and Premier Inn hotels, dismissing workers. "This Covid-19 is becoming one of the most important events affecting Marriott International's business," said Arne Sorenson, President / CEO. Worldwide Revenue growth in January and February. Global growth was 0.3 per cent year-on-year and Asia-Pacific (excluding the oceans) was up 3.2 per cent. The virus, which was first diagnosed in December, then spread to other countries as it accelerated in China. The Asia-Pacific region saw a 24.7 per cent decline in February (Crick et al 2020). The Asia Pacific fell 8.4 per cent and Greater China 52.1 per cent. Global demand is declining as the outbreak becomes a pandemic. Noticing the Asia-Pacific (outside the Pacific) crisis is more recent and still negative. The idea being, unfortunately, this situation will continue to get worse before it gets better. Moreover, material improvement cannot be expected until the spread of the virus is reduced (Kaushal et al 2021). Some steps have been taken to reduce the costs associated with the program and services, such as marketing costs, and the expected reduction in funding due to lower system-based revenue. Marriott currently expects at least one-third of its \$700 million to \$800 million spending forecast to be scrapped by 2020. Investment costs have fallen by a third and all shares are stopping repurchases (Breier et al 2021). For the 2020 equilibrium, only the necessary positions will be hired, the salary of the senior executive team will be reduced by 50 per cent, the temporary leave will be given in North America and all unnecessary expenses will be reduced and the working weeks will be shortened around the world. The idea is that if the epidemic escalates further, the company is likely to close and there are hundreds of hotels here that are either closing or closing (Davahli et al 2020). The company was reported to be able to share relatively positive news during the run. For example, the number of closed hotels in China is more than 90 (a month ago) and now less than 30.

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