

BMIH4005 Marketing Essentials

Title: A comparison of the marketing methods of two multinational hotel brands.

Name: Alexandru Bogdan Alexie

ID number: 2227016

Module title: Marketing Essentials BMIH4005

Lecturer s name: Luciana Suardi

Word count: 1789

Introduction

Hotels are run all over the world by Marriott International Inc., which is situated in the United States. In 1927, the United States was the nation that established it. It has a presence in close to 131 nations and territories. J. Willard and Alice Marriott, a married couple, were the founders of the organisation (Similarweb.com, 2023a). The company is open to the public. However, the majority of the company is owned by the Marriott family, and one of the Marriotts serves in the role of executive chairperson. It is the owner of thirty thriving brands. The largest hotel in the world. Its subsidiaries and franchisees include names like Marriott Hotel and Resorts and Ritz-Carlton Hotel Company, amongst others. Another well-known corporation in the hospitality industry is Wyndham Hotels & Resorts (Smith and Zook, 2020). American hotel chain with foreign properties. Trammell Crow established the company in Texas, United States of America. The most successful hotel franchisor in the world. It has 9280 locations all over the world. 20 winning hotel brands. The market is dominated by chains such as Baymont, Days Inn, Howard Jonson, and Ramada (Wyndham Hotel Group, 2023). The two organisations cited above are among the most prominent in the hotel industry. These companies disclose the marketing methods used by hotel chains.

Comparison

Marketing segmentation and target marketing are crucial for a business (Kotler et al., 2020). When a market is segmented, the enormous market is broken down into much smaller subsets from which one or more segments are chosen. The segmentation of the target market affects the target customers. The requirements of customers are prioritised by Marriott International, Inc. The hotel caters to a specific demographic of guests. They appeal to hotel visitors who are looking for upscale service. Many customers want accommodations that are big and offer room service. They look for hotel rooms to unwind and have some fun. Customers over the age of 30 with high incomes are influential to the company. These guests are willing to pay a premium for upgraded hotel amenities. The personnel at the hotel strives to provide services that are not only adequate but also friendly and fashionable to please the guests (Salvioni, 2016). The hotel offers spacious accommodations as well as high-speed internet access. A high level of customer protection, spacious working areas, high-quality meals, a wide selection of options, enormous guest rooms, magnificent bedrooms, well-organized rooms, opulent furniture, energetic music, and a calm environment, among other wonderful services, are all offered.

Complaints from customers and their expectations are handled very seriously. The hotel strives to maintain a welcoming and lively environment to draw in guests. Certain hotels provide transportation for their guests. The JW Marriott Kuwait provides transportation to and from the airport for its guests (Jobber and Ellis-Chadwick, 2020). The hotel which is owned and operated by Marriott International, Inc. is situated in the heart of the city. To ensure that guests are well taken care of, the hotel employs a skilled staff member. The housekeeping staff at hotels are constantly clean. Therefore, the target market and audience for hotel authorities. However, to entice customers, Wyndham Hotels & Resorts provide a variety of services. 20 brands persuade clients. The cost of the service is high. Upgraded customer service The Days Inn provides its guests with a fun time. Customers are increased when free breakfast is provided. The dependable space of Howard Jonson motivates a group or family (Popsa, 2022). The company stands to benefit from the hike. Facilities are available to adventurers. Leaders of the company put the requirements of customers first. This results in increased customer loyalty for the company.

Both Wyndham Hotels & Resorts and Marriott International Inc. use the marketing mix to increase their market share. The Marriott marketing mix is designed to maximise the company's

profitability (Bowie et al., 2017). One of the most well-known and respected hotel chains in the world is Marriott. It features opulent accommodations. In addition to these services, we also provide premium and timeshare options. It possesses thirty successful trademarks in several service categories (Jones and Comfort, 2019). Seven brands provide expensive services, eleven provide premium services, and the remaining brands provide timeshare categories. JW Marriott, The Ritz Carlton, W. Hotel, and The premium collections are some of the luxury brands that this corporation carries. The second component of the marketing mix is called the place. The company has operations in 131 countries throughout the world. The United States is the company's primary market. The primary markets are located in Europe, the Middle East, and Asia. It also participates in joint ventures, company-owned businesses, and franchising and licencing arrangements. The business carries 21 different high-end brands (Fu, 2023). To maintain its position as a market leader and to boost overall revenues, the company has begun providing discounts to frequent flyer members. Prices for the company are determined by factors including its location, the level of demand, and the level of market rivalry.

Influencing passengers involves various promotional actions. It encourages the use of various digital technologies. It promotes content through social media platforms, as well as on its website and mobile applications. The Authorities are working to make their website more appealing to customers. In addition, the organisation places great emphasis on receiving prizes. Bonvoy is a programme that does not include Facebook that allows guests of Marriott hotels to broaden their experiences (Harris, Snell and Harrison, 2022). Through promotion on social media, the company can learn about the issues and desires of its customers. The marketing mix is getting more complicated. It emphasizes the 7Ps. These are the procedures for updating. The company is putting money into research and development to grow its market share. Workers with relevant expertise improve both business operations and the satisfaction of clients (Resorts, 2021). The marketing mix of the company is finished off with the addition of physical evidence. The business is bustling and filled with modern conveniences.

To draw customers in, Wyndham Hotels & Resorts makes use of a variety of marketing mix strategies. It caters to five different general categories with a wide range of product lines. Customers are given a selection of product lines to pick from (Wood, 2022). It sells both traditional and digital products while ensuring that quality is maintained. When selling products with additional features, the authorities set their prices higher than those of their competitors. The company sets its prices for their bundled goods. Additionally, it is working on its pricing

to remain competitive and viable. It has operations all around the world. It also sells in wholesale quantities (Sharma et al., 2021). The company was advertised on radio, television, and in the newspaper. It now advertises on several social media platforms and online. The personnel of the organisation are trained professionals in customer service. Processes and amenities at Wyndham Hotels & Resorts are of high quality. Processes are digitised with the help of technology, and the environment is improved as a result.

Develop more sustainable practices. The promotion of environmentally friendly products is a priority for Marriott International Inc. To reduce food and alcohol waste, the company is emphasising the development of an online menu system and providing complimentary wine by the glass. It reuses things like lights, phones, and wires, among other things (Deng, 2022). Sheraton is making efforts to conserve energy to lower its carbon emissions. Wyndham Hotels & Resorts is committed to being sustainable and competitive, hence the company uses green marketing. The reduction of energy use and trash is a top priority for the company. The three facets of its environmental initiative. Housekeeping, certification, and a green toolkit are all included. It has set a goal of achieving 100% renewable energy, cage-free eggs, and a 15% reduction in water use by the year 2025 (Legrand, Kuokkanen and Day, 2023).

Because of the COVID-19 epidemic, Marriott International Inc. has made the difficult decision to temporarily let go of some of its employees. Research and development are the primary focus to tackle the problem. Workers are assisted by the alumni association of the company. The health of its guests is prioritised by Wyndham Hotels & Resorts (Wyndham Hotel Group, 2023). It does this by utilising technology to reach clients and decrease the harm caused by viruses. Both companies are actively looking for new customers. The pandemics that have occurred all across the world have cost them a lot of money.

Conclusion

For an organisation to achieve market dominance, its primary focus must be on marketing. Customers can be attracted to and kept by a company if it markets its products and services successfully. In the modern era, businesses need to make use of various technological tools. To sway purchasers, it could implement strategies such as an extended marketing mix, market segmentation, positioning, targeting, and green marketing.

References

- Bowie, D., Buttle, F., Brookes, M. and Mariussen, A. (2017). *Hospitality marketing*. London: Routledge.
- Deng, J. (2022). Hotel Brands and the Impact of Brand Differentiation on the Success of the Global Hotel Brands. *Highlights in Business, Economics and Management*, 1, pp.265–276. doi:<https://doi.org/10.54097/hbem.v1i.2582>.
- Fu, L. (2023). COVID-19 Impacts on and Responses of the Hotel Industry. *Journal of Education, Humanities and Social Sciences*, 7, pp.320–323. doi:<https://doi.org/10.54097/ehss.v7i.4697>.
- Harris, J.D., Snell, S.A. and Harrison, K. (2022). *Marriott International: Hospitality's Uncertain Future*. [online] papers.ssrn.com. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4248262 [Accessed 27 Jan. 2023].
- Jobber, D. and Ellis-Chadwick, F. (2020). *Principles and practice of marketing*. 9th ed. Maidenhead: Mcgraw-Hill Higher Education.
- Jones, P. and Comfort, D. (2019). Sustainable Development Goals and the World's Leading Hotel Groups. *ATHENS JOURNAL OF TOURISM*, [online] 6(1), pp.1–14. doi:<https://doi.org/10.30958/ajt.6-1-1>.
- Kotler, P., Armstrong, G., Harris, L.C. and He, H. (2020). *Principles of Marketing*. Pearson UK.
- Legrand, W., Kuokkanen and Day, J. (2023). *Critical Questions in Sustainability and Hospitality*. Taylor & Francis.
- Popsa, R. (2022). *Developments on the international hotel chain market*. [online] Available at: <http://www.zbw.eu/econis-archiv/bitstream/11159/3841/1/104621330X.pdf> [Accessed 12 Feb. 2023].
- Salvioni, D. (2016). *Hotel Chains and the Sharing Economy in Global Tourism*. [online] Ssrn.com. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2860562.

Sharma, A., Shin, H., Santa-María, M.J. and Nicolau, J.L. (2021). Hotels' COVID-19 innovation and performance. *Annals of Tourism Research*, 88, p.103180. doi:<https://doi.org/10.1016/j.annals.2021.103180>.

Similarweb.com (2023a). *marriott.com Traffic Analytics & Market Share*. [online] Similarweb. Available at: <https://www.similarweb.com/website/marriott.com/#overview>.

Similarweb.com (2023b). *Wyndham Hotels & Resorts*. [online] Similarweb.com. Available at: <https://www.similarweb.com/website/wyndhamhotels.com/#overview>.

Smith, P.R. and Zook, Z. (2020). *Marketing communications : integrating online and offline, customer engagement and digital technologies*. 7th ed. London: Koganpage.

Wood, D. (2022). Hotels Donating Rooms, Money to Ukraine Relief Efforts. *vtechworks.lib.vt.edu*. [online] Available at: <https://vtechworks.lib.vt.edu/handle/10919/109366> [Accessed 12 Feb. 2023].

Wyndham Hotel Group (2023). *Wyndham Hotel Group*. [online] Wyndhamhotels.com. Available at: <https://www.wyndhamhotels.com/>.