

A comparison of the marketing methods of two multinational hotel chains.

Student Name: Alexandra Madalina Ghita

Student ID Number: 2108320

Module Name: Marketing Essentials

Lecturer Name: Deborah Lloyd

Within this essay, the main discussion will be reflected on two multinational hotel chains, Accor Hotels, and Hyatt Hotels, where I will develop their marketing strategies, choices they have made during their business, changes they have made within their marketing approach, the considerations they have made within their marketing regarding sustainability and the green message, how they are protecting or trying to protect the environment, and of course what they have done during the pandemic caused by Covid-19 to keep their business, their employees and their customers safe.

I chose to write about these two multinational hotel chains because I have considered their history, and their background, their growing position on the market, which makes me curious and interested to know more details about them.

In 1957, Jay Pritzker purchased the Hyatt House motel, nearby Los Angeles International Airport. Over the years, Jay Pritzker, together with his brothers, grew the business into North American management, which became a public company in 1962, and in 1968 they were separated into Hyatt Corporation and Hyatt International Corporation, yet in 2004, they became a single entity, now Hyatt Hotels Corporation. (www.abouthyatt.com, 2021)

Hyatt Hotels today is one of the most world's top companies, with luxury hotels and resorts operated by them in about 65 countries. Its brand offers hospitality services targeted at business travelers and leisure guests. (Fort Mill, 2021)

During their time, their activities have changed or improved. Day by day, to ensure that they are on top of the hospitality choices of the customers all over the world, they add new offers and new strategies that make customers happy to book them.

As a marketing manager, with experience of over 17 years in Hyatt Hotels, Cindy Dugan ensures that their marketing strategies succeed each time, that their collaborations are always welcomed by the customers, and of course, profitable for the company. (Cindy Dugan, LinkedIn, 2021)

As a marketing strategy, online marketing became one of the most important strategies for Hyatt Hotels. The online market rose in popularity gradually, becoming most frequently used by the managers, directors, or any others wanting to make themselves known to the world, as online marketing is fast and efficient.

In December 2019, a very serious situation affected the entire world. A virus called Coronavirus. The online market before December 2019 was used by all the people, indeed, but from 2019, almost everything has moved to online.

Advertising, shopping, food markets, schools, or jobs. That was the moment when the hospitality industry became more attracted to this domain. (Kinzel, 2020)

Hyatt Hotel's marketing strategies are different. Starting from online marketing, where we can clearly see the advantage of choosing this strategy, to their collaborations with different agencies regarding promoting them. (Hotels, Motels & Resorts, 2019)

As an online marketing strategy, they have chosen different social media channels, or the applications they have especially created. Advertising through different media channels like TV, radio, magazines, different important TV shows where they promote their company, makes the people around the world want to discover Hyatt Hotels. (Hitesh Bhasin, 2019)

Vouchers, cards, promotions, or discounts for their guests are also a good marketing strategy, which is a very helpful way to keep their customers.

By collaborating with different traveling agencies like Booking TripAdvisor, Travelocity, Hyatt Hotels gained promotions all over the world.

Through their websites, they offer important information about their story, their offers, their discounts, direct booking through an online agent/ chat box. (www.hyatt.com, 2021, Ye, Fei, Yan, Hui, Wu, Yongzhong, 2019)

So that they can increase their incomes, Hyatt Hotels has launched parallel websites in different languages, to assist the people wanting to book them who don't speak English, to contact them easier. (Corporate Travel, 2019)

To show they care for the world, for the people, their sustainability, and how much they embrace this idea, Hyatt Hotels decided, as a green message to the world, to protect the environment, to protect the world and their future.

They are trying to do so by collaborating with different environmental societies, by taking several actions like water conservation, reducing waste generated at properties, including food waste and single used items, increasing responsible sourcing of products and services associated with the concerns for waste, climate change, deforestation, or human rights. (www.abouthyatt.com, 2021, Stanss L., Hermien V., Joice L., Altje T., 2019)

For maintaining their business even during the pandemic time, Hyatt Hotels decide to protect their employees and their customers first by implementing some measures which prevent infection with Covid-19. Ranging from the payments and entrance methods, which are contactless only, to the social distancing inside the hotel between the customers and the employees. Self-check-in machines are inside the entrance so that the customers will no longer need to face the receptionist for the check-in or check-out procedure, as well as the equipment of hand disinfection machines all over the hotels.

Housekeeping and laundry departments have also doubled their safety measures regarding cleanliness and disinfection. (Free Press Journal, 2021, www.abouthyatt.com, 2021)

In 1967, two friends, Paul Dubrule and Gerard Pellison opened their first Novotel hotel in France, in Lille Lesquin, when at that time, no one believed in the hotel as a business.

Today, that business is called Accor, and its hotels are in over 110 countries, with more than 5100 properties. Proud of their business, more than 260.000 talented employees, are trying to invent the hospitality of tomorrow and to bring life in their passion. In 2000, they created their first hotel group website. (www.group.accor.com, 2021)

From 1967 until 2021, Accor Group became a worldwide company, they have invested in their business and ideas without letting anyone stop them.

Their next hotels become possible to be realized with a very good marketing strategy which brings and keeps customers around the world in their business. (Bazin, Sebastien, 2019)

Within their marketing strategies meant to inform the world about their brand, Accor Group uses a series of interesting marketing strategies such as online marketing, or the 4P's marketing strategy.

Starting with online marketing, which becomes a very often marketing strategy, we can include here social media (Twitter, Facebook, Instagram, LinkedIn, or YouTube), advertising on their websites, creating different promo codes, loyalty vouchers, writing their stories and their news on their webpage, which is also a very strong point as a marketing strategy.

They have initiated a very interesting idea of a Podcast on their websites, called "Local Voices, Global Stories", where they are developing stories about hospitality, their plans, or simply, their customer's stories. (www.group.accor.com, 2021, Vesna D., Dina L., Jasmina D., 2020)

The 4P's (Product, Price, Place, Promotion) marketing strategy, helps the business to position itself competitively in the market and achieve its goals and business objectives.

The Product marketing strategy within Accor Hotels shows how many various services they can offer, (over 9000 restaurants and bars which serve over 200 million meals per year), Thalassa Sea & Spa institutes, over 350 spas, and various and different types of rooms, or properties, from hotels to resorts.

By the Pricing strategy, Accor hotels must face so many market competitors, at the same time to keep offering their luxurious rooms and well-done services, as well as not rising the prices over the competitor's prices.

Therefore, in Accor hotels, different rooms can be found, from very expensive luxury apart-hotels to the basic single room, where they keep the same cleaning and service standard for all their customers.

Within the Place and Promotion strategies, Accor Hotels always has positioned their properties in central places, where they can easily be found by their customers, in expensive cities like Paris, Dubai, Singapore, Hongkong, Cairo, Toronto and so many more. The Promotions they offer are very welcomed by their guests. They are seriously taking care of their customers and they have even created a loyalty program called "Le Club Accor Hotels", which is based on points that within the next stay with them, the guests can get free services, or a big discount.

(www.mbaskool.com, 2021, www.accor.com, 2021)

During the pandemic caused by Covid-19, Accor hotels decide to work harder to maintain their business on the market, but most importantly, keep their employees safe.

They have implemented through the technology system, applications that can be downloaded on the phone for their employees for helping them with different strategies such as online conversations with professionals, offering them the chance to work less so that they can protect themselves, and getting paid the same amount as in their full time working. They decided to support their medical situation in the case they are affected by Covid-19 as well.

Inside the hotels, they have introduced self-check-in and check-out machines, where the customers can easily do the process for themselves, as well as contactless payments, and contactless key rooms. Social distancing is required, faces covered, temperature measuring, disinfecting the main areas in the hotel hourly, also disinfecting the rooms, and the laundry is using a higher temperature for washing the linens. (Athena Solutions Ltd, 2020, www.accor.group.com, 2021)

Therefore, Accor Hotels are protecting their customers, their employees, and the environment as well. For Accor Hotels, it is important to know that they will keep their customers not only for now but also for tomorrow. Accor's major objective in participating in the environmental program is to transform the waste into more for their company, by recycling and wasting less food, also trying to better manage its water resources, to reconsider the ways their gardens are created, and facades designed. They are also investing in training for their employees so that they can become more conscious of environmental concerns and how this can affect the world. (Michaud, Paul R., 1995)

To conclude this essay, the various marketing strategies I have presented here are all interesting, well developed, and, most importantly, successful.

In my opinion, without good and strong Marketing management skills, the businesses would not survive.

Therefore, throughout this essay process, I have understood how important it is in such a big business as hospitality is, to be a good manager, and to have a good team to support you.

Both hotels presented today, Accor Hotels and Hyatt Hotels has great management and team players and support for them, which I think is the key to succeeding.

References:

Athena Information Solutions Pvt. Ltd., (04.2020), Business World, New Delhi

Bazin, Sebastien (2019), "Accor, Orbis eye Romania growth", Questex LLC, Atlanta

Fox, Jena Tesse, (2019), "Accor, Orbis eye Romania growth", Questex LLC, Poland, Eastern Europe, Romania, France, Europe

Free Press Journal (2021), "Yes Bank barred from making payments ...' Hyatt Residency Mumbai owner after shutting operations", Mumbai: Athena Information Solutions Pvt. Ltd, Mumbai.

Fort Mill, (2021), "Hyatt Hotels Corporation", Fort Mill: Mergent

Hyatt Hotels and Corporation (H) (17.07.2014) Company Profile and SWOT Analysis, London: GlobalData plc; World Market Intelligence

Kinzel, M (2020), 7 Marketing Strategies to Help You Succeed in 2021

Michaud, Paul R., (1995, edited 2020), "Accor takes stand on the environment", Newton: Questex LLC

Stanss L., Hermien V., Joyce L., Altje T., (01.01.2019), "Analysis of Green Marketing Mix Factors on Hotel Industry", EconJournals

Vesna D., Dina L., Jasmina D., (01.05.2020), "Teaching Case Study: Digital Marketing Strategy of Accor Hotels: Shaping the future of Hospitality", Opatija

Ye, Fei, Yan, Hui, Wu, Yongzhong, (05.2019), "Optimal online channel strategies for a hotel considering direct booking and cooperation with an online travel agent", San Francisco: Emerald Expositions LLC

www.abouthyatt.com

www.hyatt.com

www.group.accor.com

www.mbaskool.com

www.accor.com