

Assesment Component:1

A comparison of the marketing methods of two multinational hotel brands

Student Name: Pruteanu Alina Cristina

Student ID:2209886

Module lead:Chris Wilkin

Introduction

I chose these big brands because of because the both are big brands who know I chose these two big brands, Marriott and Premier Inn for two very well defined reasons , the two brands are very well known even if they are different, they are two hotels with history and a very well-placed position on the hospitality and tourism market, with a very well- defined marketing strategy. Premier Inn is a hotel for people who want comfort but at a decent price, but the Marriott is also a hood that offers comfort, but besides comfort we also meet luxury and opulence at a higher price. Both are very popular in the UK but also abroad, both are based on development a marketing plan very well analysed by specialists, so as to excel in the field of tourism.

Premier Inn Marketing Strategy

Premier Inn is a hotel with a continuous development since the '80s, It is a part of Whitbread PLC is the UK's largest and fastest growing hotel group, with over 590 budget hotels and more than 42,000 rooms across the UK and Ireland they marketed as a "limited service" hotel chain, which means they will usually cost less than a full-service luxury hotel. Most Premier Inn are either new builds or converted office buildings, so while they won't have the quaint character a historic hotel might, there is good consistency across the properties. Premier Inn offers a 'Good Night Guarantee' where you will receive a refund of your room cost if you do not sleep well during your stay. Premier Inn know promotion is a key role in the marketing mix(7 Ps of Premier INN). The hotel invests a lot of money on advertising in platforms such as outdoor, radio, print and digital and social media. Premier Inn has different pricing strategies Flex, Semi-Flex, Advance, Standard and Non-Flex rates. Flex is the most flexible option which allow them to cancel or amend their stay up to 1 pm on the day they are due to arrive. (Premier Inn, 2021) The Premier Inn offers thousands of apprenticeships and traineeships for young people every year, showing its commitment to corporate social responsibility, with an occupancy rate of more than 76.3%, Premier Inn is in a very good position in its industry (Lock,2020). SWOT analysis is a very accurate management method that allows a brand like the Premier Inn to evaluate its business and performance compared to competitors. Premier Inn is one of the leading brands in the tourism and hospitality sector. Swot analysis can help the Premier Inn to focus on strengthening its strengths and opportunities, also taking into account its weaknesses, as well as treatments to improve its position in the tourism market. For accurately determine the strategic capacity of the Premier Inn, it should be noted its dependence on the macro-environment, the hospitality sector is always affected by various economic trends. The well-analysed strategic plan always helps to run the business.. Instead it takes place by methods over which organization have some degree of manages control. Marketing strategy is very important and even could be the biggest factor in the success or failure of the company. The way in which the Premier Inn knows how to act and activate financially makes him position himself on a very high scale of the tour, they will always know that a marketing by the book is the key to success, to offer the customer the value due so that both have to gain.

Chief executive, Alison Brittain said "It is still very early days and therefore too early to draw any conclusions from our booking trajectory", adding that there had been "volatility" in the performance of its hotels in countries where accommodation was allowed to reopen earlier than in the UK. As Covid-19 restriction Premier Inn wants to focus on the much stronger marketing side, going on the idea that if you invest you will earn, they want to invest over 350 million pounds of capital this year in commercial initiatives, room refurbishments and many other important branches of business. . The Premier Inn is based on a highly crafted marketing plan to leverage "pent-up demand" among consumers for stays and boost business recovery. Although they have been quite affected due to pandemic the Premier Inn wants to update everything that keeps marketing up by bringing new innovative ideas.

Marriott Hotel Marketing Strategy

Marriott International is an American multinational company that operates, franchises and licenses lodging including hotel, residential, and timeshare properties. The company was founded by J. Willard Marriott and his wife Alice Marriott. Marriott is one of the most recognized luxury hotel chains in the world, ruling over the hospitality industry for over 90 years and with a headquarter in Washington it has more than 6000 properties in more than 100 countries all across the world, they have over 30 brands that include popular hotels like Ritz-Carlton, Sheraton, Renaissance, and many others. The process in which Marriott has implemented strategic marketing campaigns and guest experiences to generate more bookings, they prove to us that they have a very good marketing strategy, which helps them to a continuous development. Marriott Hotel has been successfully at the forefront of the hospitality industry for such a long time. The marketing mix is of the method used to convey its message to the target market, this includes 4PS that covers a company regarding the parameters of the product, price, place and promotion. It has a unique product strategy that is focused on luxury customers, the product strategy covers everything related to the development of the activities of the hotels. The price of Marriott products have a competitive strategy according to which their prices vary depending on the changing situation and behaviours of competitors, the Marriott Hotel is trying to use its full potential in fixing the final price of their customer service. Marriott has a great advantage to attract customers due to the residents, as in central areas, as close as possible to airports, so that for customers who are in business to facilitate their stay in the city / country. The people from the marketing and development team always know where and how is the highest traffic of people of high class, that's why Marriott is positioned in the best areas of cities. To increase revenues and the quality of services offered to customers, Marriott uses the best marketing strategists to maintain itself on the growth line in the hospitality market. Marriott focuses on the digital promotion of their products, created a website which clearly showcase all of their products in a very good detailed manner and also allows users to pre-book the rooms in hotels with easy procedure. In order to maintain loyal customers, Marriott adopts various promotional schemes that favour them and attract new customers with the marketing of new products. They believe in providing hosting services to their customers and to cater all sorts of segments of the market, this is the reason the policies and strategies are flexible and comfortable. A sharp analysis on identifying customer needs allows Marriott to offer quality and luxury to customers. Covid-19 has greatly affected the area of tourism and hospitality due to the lack of customers, the people at Marriott have tried to keep their marketing standards on a straight line, they have tried to focus more on social and local development.

Conclusion

As a conclusion, I would say that any business plan also contains a detailed marketing plan from which it must be clear that you are going to launch very well and that you have a clear strategy for your product/service. Premier Inn knows the promotion is help to keep the customers update about new things and news, market value of Premier Inn is absolutely high at the moment but in the same way we can say about Marriott still be the most famous hotel around the world, and still be the market leader in global arena because of its high brand recall, and they know about importance of strategic marketing, which has contributed to its success. Both brands want a development as large as possible customer growth segment, in my opinion those from Marriott use much better and safer the digital development part, have managed to capture the attention and interest of customers. Although those from the Premier Inn will soon grab and they part of digital promotion. Premier Inn is a high quality but with a low price, and Marriott is a high quality but with high price.

Reference

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