

Marketing Essential BMIH4005

Assessment Component:1

A comparison of the marketing methods of two
Multinational hotel brands

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Marriott Hotel it was began with two motels in 1950's first was in Washington D.C and the second one it was nearby the Twin Bridges, what I see here in the pictures is a luxury hotel. Marriott's reputation for superior customer service dates to J. Willard Marriott's original goal for his business: good food and good services at a fair price. Our "spirit to serve" makes our company stronger, they support the communities where we live and work. Marriott International focuses on five global social

issues: poverty alleviation, the environment community workforce development, the wellbeing of children, and global diversity and inclusion. They say that during the pandemic they were affected but not so much because they knew how to manage all things to their surprise. Of course, you'll also receive points that correlate to the price of your room and the number of nights you stay. Those reward points can be used to book future stays, or you can redeem them at other hotel partners, like select air lines and restaurants. You can enjoy the quintessential buffet experience that features an intriguing mix of traditional local fare, international favourites, along with tempting a la carte meals spanning over a variety of cuisines prepared using only the freshest ingredients. Marriott international has put in place key safety and sanitation measures across its properties' restaurants so that you don't have to worry about anything. They have the M live program the geofencing feature that works via the app it's a command centre where social media experts monitor the brand's presence on various channels. The hotel invests a lot of money on advertising in platforms such as radio, print and digital and social media, they have marketing mix also known as the four Ps of marketing refers to the four key elements of a marketing strategy: product, price, placement and promotion. Their primary motive is to deliver the right product at the right price with best services. Marriott determines the prices of their hotels by keeping the value with quality framework satisfied and the pricing strategy is maintained in such a way that without losing their brand name Marriott can maximize their revenue. Marriott has almost same concept for all the brands, but they used the same concept with the location, environment and according to convenience of customers which made Marriott so successful across the world. Due to the pandemic in 2020, the revenues of the company fell, but they improved their services by better disinfection, social

distancing and sanitization. During the pandemic the Marriott hotels plans is to closing food and beverage outlets, reducing staff and closing floors or even entire hotels, they cut the senior executive salaries, shortening work weeks around the world and cancelling non-essential travel and spending. They say around 25% of its locations have closed temporarily on the covid 19 pandemic. At the beginning of the pandemic, they started to document themselves and how to manage to find out as much as possible about what customers want during the pandemic and about domestic travel, they also tried to offer accommodation to doctors and nurses during the pandemic. In 2021, that's when we started to see that people were aspiring to travel again, even as the majority weren't quite ready to dip their toe in yet. They launched a robust campaign in 2021 that was around inspiration, excitement about planning a trip and getting ready for that "revenge travel". In 2022 they are talking a lot about people which they are working from home and when they are go away for the weekend, they're adding two more days to their trip because they can work from anywhere. So, they are talking a lot about extending spring break. And we're also seeing wedding coming back. After covid-19 Marriott hotels implemented a full-funnel browse, shop and buy marketing strategy and data driven media operating model. Capturing every available booking was critical. They thought of advertising through snapchat, Facebook and YouTube because today the most used are the social networking sites with their help they advertise. They made short videos of 2 and a half minutes presenting food, cute animals or photos. At the same time launching the new and luxury properties of the hotel. They want for the people to see they are back on the market and to attract as many customers as possible to recover after a period of 3 years of pandemic. Marriott International has launched Alexa for hospitality throughout of its hotel brands. Each brand

will get Alexas that are personalised-for example, Alexa device in leisure hotels will have meditation playlist and recommendations for wellness activities. About the green hotels, those from Marriott International worked together to reduce the collective carbon footprint. They will also focus on the project to reduce solid waste and food and are thinking about reforestation or planting coral and mangroves.

Conclusion, the product mix of Marriott International has several sources of competitive advantage. The company has the largest global inventory of hotel rooms and biggest product portfolio, including unique brands. It's a luxury hotel they have a good strategy of marketing they are very good in their product.

Premier INN is the second hotel what I choose is a budget hotel. It was founded in 1987 and has its headquarter in Dunstable. It's a largest hotel brands with more than 800 hotels. Premier Inn was forced to shut its hotels during the first UK coronavirus, lockdown a year ago and reopened from July followed by further closures later in the year, and in early 2021 due to new lockdown. They have cheaper rooms what I see from the pictures they have stylish rooms across London and Edinburgh each room includes a slick touchscreen control panel to change the lighting and temperature, completely free superfast wi-fi, 40" smart TVs high-powered monsoon showers and relaxing comfortable beds, place to eat all their hotels have a bar and restaurant, either within the hotel or just next door, offering a wide selection of meals and hearty eat-as-much-as-you-like full English and continental breakfast, nightlife, culture, entertainment and activities. In the pandemic period the hotels were more than 50% full in September and October, but that fell to 23% in January and 29% in February to get through the crisis Whitbread raised 1 bn from

investors in June and has cut 1,500 jobs and is revealing the launch of its new brand platform rest easy-in it's the first fully integrated campaign since appointing Leo Burnett as its advertising partner in 2020. from what I read they spend a lot of money to invest in advertising in platforms like radio, print, social and digital media. During the pandemic Premier Inn declared that it will not host any conference or corporate event, they were forced to close the hotels during the pandemic. In order to return to the market and trying to attract as many customers as possible, they turned to the well-known sir Lenny Henry, they put 2000 Premier Plus rooms with faster Wi-Fi trying to recover after the pandemic. They make advertising on Facebook and Instagram to attract as many people as possible after covid 19. They invest a lot of money on advertising in platform. Premier INN has different strategies flex, semi-flex, non-flex. 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. Our strong balance sheet and vertically integrated business model differentiate us from many other hotel groups. However, in conjunction with the careful execution of our business strategy, they have combined to deliver strong growth both in the UK and now Germany. whilst also providing a consistent and superior customer experience. Their strategy comprises three key pillars: 1 grow and innovate in the core UK markets (we will continue to grow and innovate Premier Inn, by leveraging the operating model, including the strength and the Premier Inn brand and market-leading direct distribution and capitalising on enhanced structural opportunities.

2 focus on our strengths to grow in Germany. The German market has the same characteristics as the UK, making it a highly attractive market for Premier INN's international expansion. In a market leading budget hotel brand, Premier Inn can replicate the success of the UK model here.

3 enhancing the capability to support long term growth. Property backing and successful efficiency programme help provide financial flexibility and ability to invest in growth when others will be constrained. Premier Inn has been providing their services at lower price with high quality services. Taking about green hotels at Premier Inn they installed ground heat pumps to use the natural energy of the earth, they have other standards regarding the economy of lighting, heating, and ventilation. To reduce water consumption, they recommended washing the toilets with recycling water from the shower

Conclusion about Premier Inn is a budget hotel. The challenges facing the hotel and the service industry are mostly arrived at due to change in culture, fashion and technology. With the advent of the internet, it has become necessary for hotel owners to make the consideration of installing internet connection in every room.

I chose these 2 hotels because I found a lot of useful information about them.

References

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