

Marketing plan written for
Copernicus Hotel in Krakow

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Introduction

The assessment takes into account the historical hotel in Poland, which is located on Kanonicza Street. The Hotel Copernicus is one of Krakow's earliest hotels. Kanonicza is Krakow's ancient street, winding its path up to Wawel Grand Castle, which has served as the residence of Polish rulers since the 13th century. It was originally named after the famed Polish scientist Nicolas Copernicus, who visited the residence as a tourist. Travelling in Covid-19 has become a life-threatening activity. The pandemic, however, has come to an end. Travelling as well as exploring have resumed after a lengthy period of study and vaccination distribution.

1. Marketing Mix

Product – Hotel Copernicus offers a variety of amenities based on marketing segmentation and guest preferences. The hotel cannot be regarded as an ancient hotel because it is a historical location with several famous paintings, including ancient inscriptions. As stated by Lim (2021), it is also known for its delightful experience. However, after the pandemic, the hotel should take different safety measures, such as no-contact check-in, housekeeping measures, temperature checking and mandated vaccinations.

Price - The Hotel Copernicus has a price range that is on the upper end of the scale. Nonetheless, the hotel does not present any special deals to its guests. Although it is luxurious, the hotel provides a specific membership group. According to Pomeroy (2017), the hotel should publicize some special deals for prospective tourists, such as holiday specials, three-day, two-night packages, food specials, and a reward system.

Place – The Copernicus Hotel is located on a lovely and historic Kanonicza Street. This structure was once a component of the cathedral church and served as the meeting place for Krakow's educational and socioeconomic elite. Wawel Castle is a five-minute trip away, Holy Trinity Church is an eight-minute walk away, and Market Square is a ten-minute stroll away. Beautiful vistas can be found here.

Promotion – A wide range of social influencers may be found at the Hotel Copernicus. As pointed out by Thabit and Raewf (2018), following that, the positive feedback provided by tourists plays a significant impact. The hotel has several adverts for wellness, amusement, and antique aspects.

2. The Marketing Environment (Micro-SWOT)

Strengths: The Copernicus hotel is situated in a stunning setting. The hotel's location has been complimented in several reviews. The scenery from the rooftop patio is spectacular. The hotel's cuisine is excellent. As per the views of Teoli, Sanvictores and An (2019), elegantly furnished spacious room with very comfortable bed. Employees and staff members are very kind and helpful. Copernicus hotel also provides many facilities for its customers a 24-hour front desk and a variety of other services such as Airport Transportation, Business Centre, Concierge, Dry Cleaning Service, Hot Tub or Spa, Laundry, bar area, parking such as Valet and Self, Indoor Swimming Pool, Non-Smoking Facility, Internet Access and Free in Room.

Weakness: The Copernicus hotel have provided numerous amenities for its customers but reviewers have pointed out that there is a need for the gym.

Opportunity: The upcoming Christmas holidays will help to provide an opportunity for tourists to visit the Copernicus hotel. As stated by Elavarasan *et al.* (2020), customers could also be attracted through celebrity endorsements and social media advertising.

Threats: The main threat that the Copernicus hotel presently confronts is that this is a popular tourist site. As reported by Vladoš (2019), during the epidemic of 2019 Covid-19, however, all governments imposed restrictions on persons travelling from one nation to the other. As a result, attracting clients will be challenging.

3. The Marketing environment (Macro) PESTEL

Political Factors: The Copernicus hotel in Krakow, Poland, is reliant on tourists, therefore, on Polish governmental rules. According to Pan, Chen and Zhan (2019), the more acceptable the administration would be for tourism rules, the higher the percentage of revenue the government takes through the hotels. Poland is a nation with a steady political situation.

Economic Factors: People's capacity to pay for hotels such as Copernicus hotel is greatly impacted by economic ramifications. Poland seems to be a significant economic force in Europe. These were some of those EU nations that were less affected by worldwide shutdowns.

Socio-cultural Factors: Touring has been aided through digital media sites, which allow individuals to share individual travelling achievements and therefore generate societal pressures to travel. This trend is expected to continue, resulting in increased hotel demands.

Technological Factors: Through current years, hotels have must grow increasingly technological friendly. As stated by Matovic (2020), the internet, elevators, and intercoms were just a few of many modern amenities which should be available within every hotel.

Environmental Factors: Poland seems to be a breathtakingly gorgeous nation. According to Kara (2018), it boasts a fascinating heritage, delectable regional food, plethora of tourist destinations, including hills, seas, and woods. It provides tourists with more economical vacations than many other European nations.

Legal Factors: In the desire to stimulate national economies, several countries grant tax breaks to the hotel business. Similarly, Poland's law ensures full independence of the judicial system.

4. Creating Customer Value & Engagement

Client value is defined by advertisers as the number of money customers believes the activities are worth. As per the views of Yen, Teng and Tzeng (2020), users must believe that the items or services are worth more than their pricing, or no one would purchase. The ideal rewards programmed worth thesis combines hard as well as soft rewards to give clients both real and psychological value when they make a sale. As pointed by An and Han (2020), clients receive financial value from hard advantages. They are real and comprise of a commercial economy such as credits or miles earned or special incentives and coupons received. Soft perks, on the other hand, give clients sentimental significance. These are mainly ephemeral, such as providing unique status, benefits, or entrance to goods, services, and adventures. As stated by Jaakkola and Aarikka-Stenroos (2019), the well-designed questionnaire is an excellent method to learn more about your clients. It permits clients to interact their priorities to a specific participant and enables for more efficacious personalization of their perception, from merchandise suggestions to when as well as how the resort communicates with people. If the restaurant is serious about increasing client relevance and engagement, it must assess how it might reinvent both domestically and outwardly in the area of pleasure. Implementing automation, such as a Chabot or deep learning, may assist the hotel to enhance its corporate administrative efficiency and personalization.

5. Effective Use of digital Marketing

Nonetheless, Hotel Copernicus has a digital advertising approach, while others are far more personalized, as well as the client is always correct is a consistent theme across various efforts. According to Mandal and Joshi (2017), although well promotional methods may still be useful in some circumstances, evolving customer behaviour necessitates the development of fresh and beneficial techniques to get traction as well as increase earnings. It's also critical to recognize that the business is increasingly influenced by efficiency and pleasures, and that transformation is required to stay ahead of the industry. As per the views of Saura, Palos-Sanchez and Correia (2019), even though the hotel has its webpage, it would be beneficial to explore creating one where guests may receive rapid assistance. Following that, putting greater attention on social media sites will help the hotel obtain the reputation it requires. Facebook commercials, Instagram reels, and YouTube shots, for example, may all play a significant role in the advertising process. As pointed by Nunan and Di Domenico (2019), after all, storylines are extremely powerful in digital promotion, and providing narratives about the hotel's employees is a terrific approach to establish a purposeful bond between the resort as well as interested customers. Hotel retargeting is a strategy that assists hotels to interact with prospective consumers who may have explored the hotel webpage but left their inquiry unfinished. To reengage prior clients, repurposing advertising will essentially approach them with promotions or incentives.

Conclusion

Moving through the marketing mix, micro and macro-environmental issues, customer involvement, and digital marketing, it is apparent that Hotel Copernicus is an unquestionably fantastic destination to visit. Following that, historians, artists, and philosophers will undoubtedly be interested in the historical elements. Consumers will be more worried about precaution as well as safeguards following the epidemic, though. The hotel may make use of digital marketing techniques such as social media and retargeting, as well as favourable comments from former guests, to provide the hotel with a boost.

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HOTEL COPERNICUS

Situated in Krakow, Poland



INCREASE IN PROMOTION IN PANDEMIC

Digital Marketing



INCREASE IN PROMOTION IN PANDEMIC

Safety Procedures Shown on Media





INCREASE IN PROMOTION IN PANDEMIC

Machine learning



INCREASE IN PROMOTION IN PANDEMIC

Feedback



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