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Introduction

The overview of a marketing plan provides stakeholders with a high-level, 'snapshot' sketch of the plan's major elements. This tactic generally forms the main elements required for stakeholders to understand the plan's range, usefulness and potential impact on the business (Walter, 2024). The SWOT analysis of the specialised wellness rooms offered by the organisation will also be analysed in this report. It will examine the actions required for this approach, along with the 5Ps of the mix and the value creation and stakeholders' roles. Marketing planning will also be included in this report, involving the influence, environment and research on the business.

Marketing objectives

To implement speciality wellness rooms by utilising surveys to increase the upsell rate by 15% by the end of March 2026.

To increase the customer satisfaction rate by 25% by incorporating advanced technology in the new service to establish a strong brand image by the end of June 2026.

To expand the services in maximum hotels by 20% by utilising market research and customer demand to gain a competitive advantage by the end of September 2026.

Market research

Current market conditions and customer preferences

The current marketing conditions of Whitbread PLC are challenging in the UK hospitality market, and this is mostly happening due to economic uncertainty and inflation. Currently, the inflation rate in the UK is 3.8% which may be lower, although it is higher than the standard set by the Bank of England (ONS, 2025). Such conditions show that customers may be reluctant to avail themselves of the new services. There is a need to keep the price of the new service at a marginal level to ensure the company keeps generating revenue. Customers all over the world, including in the UK, are opting for wellness such as fitness centres, healthy food, and other services to enjoy the recreation service (Lippe-McGraw, 2023). It shows that there is a growth opportunity, although the management of Whitbread PLC has to keep the service cost at a moderate level.

Competitive landscape and foundation of strategy

The main competitors of Whitbread PLC are InterContinental Hotels Group, Mitchell & Butlers, Travelodge, and others (Market Beat, 2025). All of the companies provide more or less the same strategies in their business for attracting customers, and it can pose a more competitive challenge in the upcoming days. Hilton Worldwide, IHG, and Marriott International now provide speciality wellness rooms in their services. It can be shown that Whitbread PLC has to provide new innovative technologies to amplify the guest experience to gain a competitive advantage. The foundation of the marketing strategy is to include special services in the room, focusing on the health-conscious travellers to ensure a reputable brand image in the hospitality sector.

Target market and customer profile

The targeted customer for the new service in Whitbread PLC is business travellers who are physically active and health conscious. Both men and women aged between 33 to 50 have been included in the service, and their annual income must be between 40000 to 55000 pounds sterling. This age group with the annual income is justified as the wellness rooms in Whitbread PLC may be a little costlier compared to the common rooms (Alves Gomes and Meisen, 2023). However, it must be below 100 pounds sterling to ensure guests can afford and choose this hotel to avail of the service.

SWOT Analysis of the specialised wellness idea of Whitbread PLC

Strength	Weakness
Whitbread PLC's alignment with market trends increases consumer focus on health and wellness, aligning with its recent business idea (Whitbread, 2025a). It means the company is tapping into a developing market demand for well-being-focused hospitality services (BBC, 2024).	The wellness section might still be a specific market compared to the mass-market demands, and it creates a complete dependence on the specific market for the company (Whitbread, 2025b). This will highly impact on the resource gathering in different areas of the market.
Opportunities	Threats
Whitbread PLC's wellness rooms will offer specific room types with useful amenities, such as in-room fitness kits, including yoga mats, air purifiers and aromatherapy (Whitbread, 2025a). It could attract corporate clients and partnerships in the business market.	The hospitality industry is highly competitive, and other hotels in the market could easily copy the offering or launch a better wellness concept (Whitbread, 2025b). This will strongly impact the reputation of the Whitbread PLC as it depends on a specific market in the market trends.

Unique Value Proposition (USP)

The new service in Whitbread PLC is specific rooms that are curated for health-conscious travellers. It will include room fitness kits such as resistance bands, yoga mat, and other fitness accessories. Further, there will be options for aromatherapy and an air purifier, along with a blackout curtain for ensuring comfort. However, the USP in this service is in-room equipment and sensory amenities such as smart beds that can provide better sleep for ultimate fitness. It can adjust the comfort level, which can be operated by a mobile application, as healthy sleep can help the guests recover from fatigue. The demand for smart bed technology is getting higher as it can help a person measure the sleep quality and duration (Stokes, 2023). Not many hotels use this technology in the UK; hence, Whitbread can gain a significant competitive advantage here.

5Ps of Marketing Mix associating with the wellness idea of the organisation

Elements	Description
<i>Product</i>	The major product of the Whitbread PLC will be a specialised hotel room built for the health-conscious tourists (Whitbread, 2025c). This company will already have designed a segment that engages with through initiatives such as the Hussle gym partnership. Whitbread PLC will provide high-quality rooms with amenities such as in-room fitness equipment, including a yoga mat, resistance bands, air purifiers, or options for aromatherapy and blackout curtains.
<i>Pricing</i>	The Whitbread PLC will use a dynamic pricing model that will consider areas, demands and competitor pricing for wellness-focused hotel rooms. This brand will offer discounts for its frequent customers and offer packages that include healthy meals from the F&B outlets (Whitbread, 2025d). It will also offer loyalty points for its consumers for accessing local spas with premium products.
<i>Promotions</i>	Whitbread PLC promotes its new launches and offerings, including specialised wellness rooms, by digital marketing, partnerships and public relations. It targets the audience through online campaigns on social media and search engines, focusing on health-conscious individuals (Whitbread, 2025c). The company promotes public relations with its customers around the world by continuously offering health-conscious options in its services.

<i>People</i>	Whitbread PLC's staff are very important to deliver the promised wellness service to its customers. The organisation will focus on targeting consumers with health-conscious mindsets and individuals looking for luxury experiences (Whitbread, 2025c). Its main objective will be to attract more travellers of all age groups through unique innovations in its service programs.
<i>Place</i>	Whitbread PLC, with these offerings, will roll out in high-demand business in the luxury areas, including London and Manchester. The brand will target the demographic's privileged areas to gain its reputation in the dynamic market (Whitbread, 2025a). Its main distribution channel will be digital through the website and apps to build its brand awareness among the targeted audience, both domestic and global.

Marketing activities

The marketing activity will be primarily based on digital media such as social media platforms. It is helpful for Whitbread PLC as most of the customers use social media platforms, and they can learn about the new service. Facebook and X are suitable for this firm as they can provide better insights about their target customers. Moreover, Whitbread PLC can opt for SEO marketing to be in the top list of search results (Kotler, 2022). Email marketing can only be used for informing customers who have previously availed of the other services in the company (Olson et al., 2021). Data-driven personalisation is always helpful for attracting business travellers in the UK and all over the world. In this scenario, email marketing will be helpful to achieve the target within the stipulated time.

Promotional methods

Facebook and X (formerly Twitter) are the chosen social media platforms, as the mentioned target customers are mostly available here. There will be posts twice every week, combining both community posts and short-duration videos to increase the profile reach. Further, email marketing will also be used for targeting the customers who are repeat customers. The mail will be curated using special images and a welcoming message to attract customers and create a sense of belonging in them (Evans et al., 2021). Regarding offline promotion, the company can utilise the print media, especially focusing on the business dailies such as The Daily or The Times. It can help the company to reach potential customers within a short time (Rosário and Raimundo, 2021).

Gantt chart

Actions	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Planning												
Discussion with experts												
Conducting survey												
Implementation of the plan												
Addition or removal any service												
Initial marketing												
Assessing the service												
Measuring KPI												
Monitoring												

Figure: Gantt chart

Source: (Author)

The entire service implementation and marketing will be based on several steps, and it will take almost one year. It can be seen that the project can take up to September 2026 for implementation, and the duration is justified as its market surveys take significant time.

Monitoring

The key performance indicator (KPI) for the new service is new customers and the availing of the features by repeat customers. Further, the number of bookings will also be considered in the KPI as it provides necessary insights about marketing success (Krasodomska and Zarzycka, 2021). For instance, an average of 200 bookings per year regarding the new service can be considered a success metric for Whitbread PLC.

Conclusion

The marketing plan has covered that the wellness room, which is focused on health-conscious travellers, can be the new service for the Whitbread PLC. It is curated for the people who seek fitness even while travelling, and the USP of this service is smart bed technology. This study has further focused that the marketing plan and the service implementation need to be completed within a year to a competitive advantage. Currently, there is an inflation rate in the UK, hence the cost of the new service has to be at a moderate level to ensure it keeps getting customers.

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