

A comparison of the marketing methods of two multinational hotel chains

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The hotel industry is one of the fastest-growing industry in all over the country. A country like the United Kingdom is a multi-billion-dollar business and a most growing enterprise (Lockyer, 2017). It is a subdivision of the hospitality industry that specializes in serving the customer with accommodation service (Kotler, Armstrong, Harris and Piercy, 2013). In the hotel industry, there are different kinds of hotels according to their size, function, service, and cost. In 2019, the total market size of the hotel and resort industry is 1.47 trillion US dollars. Due to the impact of the Covid-19 pandemic, the market dropped and became nearly 950 billion US dollars (Reidhead, 2020).

In the UK's hotel market, there are many renowned and luxury hotel chain businesses, most of them are originated from the United Kingdom and operated in different parts of the world. Hilton and Best Western are the two famous multinational five-star hotel brands that are operated in business by providing the market with the with first-class hotel service (Brassington and Pettitt, 2013).

From the list, Hilton and Best Western hotel chain groups have been chosen because of their service and marketing strategy. Both these hotel chain companies are holding the lion's part of share the UK Hotel Market (Brassington and Pettitt, 2010). Both of these companies are also the first choice for many domestic and foreign travelers. In this report, the overview of multinational hotel chains and their 360-degree marketing style will be analyzed and discussed. Forever how stew hotel chain groups react in this covid-19 pandemic and what their plan about sustainability and green messaging will also point out in this report.

In 2019, Best Western features along set are known as the "Most Excellent" hotel chain brand in the world (Carter, 2019). Currently, Best Western is the world's strongest hotel chain group according to a ranking by Brand Finance. The BSI score for Best Western is 88.7, while its competitor Hilton Hotels and Resorts scored 84.9 out of 100 (Carter, 2019). It is a traditional hotel brand which extended stays or unique boutique and upscale options. It always focuses on customers satisfaction and pleasure.

Hilton Worldwide Holding Inc. operates as a holding company of Hilton Hotel & Resort Group. It is founded in 1919 with the Mobley Hotel in Cisco, Texas (Lockyer, 2017). It is an extremely popular brand that competes against brands like Hotel tonight, Hotels.com, Marriott, and others. The key point of this brand is it offers more frequent

discounts and promotions than other competitors. The main target of this hotel brand is both business and leisure travelers with locations in major cities centers and near popular vacation destinations all over the world. With more than 584 hotels across six continents, it provides an exceptional travel experience all over the world (Reidhead, 2020). It is also popular for this strategy of values every guest who works through its doors.

On the other hand, M.K. Guertin founded the Best Western travel incorporation chain in Arizona, the United States in 1946 (BestWestern, 2021). Recently, It celebrated its 75 years of hospitality. Providing quality and affordable hotels for the guest is the main theme of Best Western. It is one of those British Hotel chains that became the largest Hotel brand all over the world. It has more than 314000 rooms and 4700 hotels in 100 countries (BestWestern, 2021). It has a past hotel business in United Kingdom, Ireland, United Arab Emirates, Qatar, Germany, and many more. It has also the business of restaurants and advertising. It is the most popular Hotel brand in the United Kingdom with the slogan of 'We're all Inn this together' (BestWestern, 2021). It attracts customers by promoting destinations alongside their hotels through email, newsletters, offers an excellent website (Ryan, 2015).

marketing strategy is understanding the market segmentation and targeting that individual segmentation (Fifield, 2016). Both Hilton and Best Western Hotel Chain management follow their market segmentation and targeting process. Best Western put their data together and segment their market into different segments. Those are business and leisure (Roos, 2009). The target share market according to these two-target market's needs and wants. Use the key variable like price sensitivity, how far the hotel is from the destination and airports, way of booking and what kind of products or services they are expecting from Best Western.

For defining the target market and positioning, Hilton Hotel management follows four segmentation processes (Hilton, 2021). Those segmentation processes are as follows:

Geographic Segmentation: In this part, the organization mainly focused on local preference and the location of their hotel.

Demographic Segmentation: This segmentation is done according to the profession, age, social class and lifestyle. The Hilton hotel management segments care services according to these.

Psychographic Segmentation: Hilton Hotel targets ambitious individuals who will like to express their lifestyle, status and achievements by staying in a 5-star room for a premium price (Bowie, 2017)

Benefit Segmentation: In the last part, Hilton finds out and offer put the potential and existing customer best and quality full benefits which will rich their good customer experience.

As of October 2021, Hilton worldwide has a marketing capital of \$39.81 Billion which makes the company as world's 486th most valuable company by marketing capital (Whitbread PLC, 2021). On the other hand, BWH Hotel Group is the mother company of Best Western including two more hotel chain companies, WorldHotels Collection and SureStay Hotel Group. Best Western gained a 3% increase in its market share by having £31.52 Billion market capital (BestWestern, 2021). Best Western is famous for its Stay and Resor. The following figure will give a clear idea about the market position of these two companies.

Traditionally, Best Western have a marketing strategy by focusing on comfort and affordability (Fifield, 2016). The previous campaign of Best Western was promising a good night's sleep budget where the price was in the center. The marketing strategy was focusing young, old, on a business trip or going to a wedding ringtone from like mass-media and billboards. But the strategy is different now. The organization targets specific market segments and use social media, website, email, blogging and also mash-media for customized promotion for every segment of people. The hotel chain follows the vertically integrated model for offering the best customer experience and attracts the customer. It is growing at a significantly faster pace than competitors and deliver superior customer service by using this marketing. On the other hand, Hilton follows a different strategy which is a premium pricing strategy. This hotel chain focus on catering for the high-profile business class and upper class of society (Slattery, 2020).

As part of its aspirations to communicate with clients via social media, Best Western International recently launched its new Facebook booking option (Hospitality Net,

2016). The company made this step because it feels it is critical to make it as simple as possible for customers to research, book, and share travel experiences via their chosen channels. In February, the company launched a Facebook campaign called "Be a Travel Hero" to remind everyone that road warriors are heroes to their families back home (Hospitality Net, 2016).

Also, Best Western Hotel introduces VR tours, which allow potential tourists to see around its hotel suites, were created with this in mind. The videos may be viewed in 360-degrees, with

the added benefit of virtual reality for those who use headsets. Greenlight VR conducted a poll and discovered that travel, tourism, and adventure are the most popular categories of interest, with over 70% of respondents citing them (Greenlight Insights, 2021).

On average, Hilton Hotels receives about 1.5 thousand Twitter mentions every day. Most of them are related to special offers promoted by tourist companies, advertising, news, and guests sharing pictures and tagging the location. As you see, most of these mentions do not require an immediate response.

The Positive Sentiment appears to be more common among social media users than Negative when talking about Hilton, which is good news for them.

Hilton hotels corporation is making different strategies for its sustainability goals that were set in 2008 (CleanLink, 2009). In many hotels, it tries to achieve green blogging certification. In Best Western, the management is focused on the teams, communities, and planet wellness. It takes steps like donating surplus food to communities, helping raise over 70 million euros for the program called GOSH (Information Resources Management Association, 2019). Both hotels are setting industry-leading goals for sustainability (Roos, 2009). They want to give a message to its customer that they are taking a rest in their hotels by making positive changes in a big way and doing a few good things for the world's sustainable development in the ecosystem.

Coronavirus pandemic has the worst impact in the hotel industry all over the world. In the following graph, we can see that revenue per available hotel room in the United Kingdom has been decreased by a significant number. The Hilton and Best Western Hotel change take some marketing strategies to overcome this situation. However, the

travel restriction and social distancing policies are taking off, the researchers believe that the condition will be again okay within 2023.

The paper examined the current marketing strategies and policies of the Hilton and Best Western hotel chains. This analysis provides insights into the current marketing strength, weaknesses, problems and possibilities of these two leading Multinational Hotel chains. Both companies are trying to adapt to the new challenges and try to be efficient in maintaining their competitiveness. There is an opportunity for both companies to get back in the position that they have before covid-19 by following proper marketing strategies and diversifying the hotel customer service (Hilton 2021).

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