



Prifysgol Cymru
Y Drindod Dewi Sant
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Trinity Saint David

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Student Name: Preeti Merubhai Antroliya

Student Number: 2412455

Course Name: Marketing Management (LCMB7024)

Lecturer Name: Laila Maazouz

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Introduction

This report explores Google's strategic brand extension into the hospitality industry through the launch of Google Stays, a tech-forward hotel chain. The aim is to analyze how Google will leverage its innovation, data-driven expertise, and sustainability initiatives to redefine modern travel experiences. The report is structured into key sections: market segmentation, targeting, and positioning (STP), development of a customer persona, and a detailed marketing mix (7Ps) strategy. Each section outlines how Google will strategically differentiate itself within the competitive hotel market, offering personalized, smart, and sustainable experiences to the tech-savvy, mobile, and eco-conscious traveler segment.

1. Introduction and Overview of Google's Brand Extension



Figure 1

Google has long been synonymous with innovation, personalization, and seamless technology integration. From pioneering search engines and developing leading-edge email platforms to creating the world's most widely used mobile operating system and an ecosystem of smart home devices, Google has deeply embedded itself into the daily lives of billions of people. Now, building on its unmatched expertise in data analytics, artificial intelligence, and user experience, Google is ready to redefine the hospitality industry through an exciting new brand extension: Google Stays.

Google Stays will be a futuristic, tech-forward hotel chain designed for the modern traveler. These hotels will combine advanced technology, intuitive design, and sustainable practices to deliver a hyper-personalized and efficient stay experience. Using Google's robust AI capabilities, guests will enjoy fully customized services, such as voice-activated room controls, predictive concierge recommendations, and seamless digital check-ins and check-outs. Integration with Google Assistant, Google Maps, Google Pay, and other services will create a cohesive and connected environment for guests, ensuring a frictionless and intuitive journey from booking to departure.

Strategically located in major urban centers, innovation hubs, and top tourist destinations across the globe, Google Stays will primarily cater to tech-savvy travelers, digital nomads, and mobile professionals. These individuals seek environments that mirror their fast-paced, connected lifestyles — valuing speed, personalization, convenience, and smart functionality over traditional hospitality models. Every aspect of Google Stays will reflect Google's commitment to innovation and sustainability, with eco-friendly building designs, renewable energy initiatives, smart energy management systems, and options for environmentally conscious travel experiences.

Beyond just accommodation, Google Stays will redefine the hotel experience itself by offering interactive workspaces, virtual and augmented reality entertainment options, AI-driven health and wellness services, and seamless global connectivity. Google's deep understanding of user behavior will allow it to anticipate and fulfill guest needs before they are even expressed, setting a new benchmark for personalized hospitality.

Through Google Stays, the company aims to transform the hospitality industry by making travel smarter, greener, and infinitely more connected — all while delivering the quality, innovation, and trust users have come to expect from the Google brand.

2. Segmentation, Targeting, and Positioning (STP)

Market Segmentation

Google Stays will segment the hospitality market based on demographic, psychographic, behavioral, and geographic variables:

Demographic Segmentation

- **Age (25-45):** Google Stays will primarily target travelers aged 25 to 45, who are typically more open to adopting new technologies and value personalized, tech-driven experiences. This age group is highly mobile, often traveling for work or leisure, and appreciates seamless connectivity and smart

conveniences in their accommodations, aligning perfectly with Google's innovation-driven, efficient hospitality model(Statista, 2024).

- **Income (Middle to Upper-Income Earners):** Google Stays will cater to middle- to upper-income individuals who are willing to invest in premium travel experiences that offer smart integration, convenience, and sustainability. These consumers seek value beyond basic lodging, appreciating added comfort, personalization, and technological sophistication — all of which Google Stays will deliver through cutting-edge innovations and eco-friendly initiatives (Euromonitor International, 2023).
- **Occupation (Professionals, Tech Employees, Entrepreneurs, Remote Workers):** Targeting professionals, tech industry employees, entrepreneurs, and remote workers, Google Stays will create dynamic environments that support productivity, mobility, and lifestyle needs. These guests value high-speed connectivity, smart workspaces, and flexible amenities that allow them to blend work and leisure effortlessly, making Google's smart hotel concept an ideal fit for their modern travel habits (Deloitte, 2023).
- **Education (College-Educated and Above):** College-educated and postgraduate consumers are more likely to value innovation, sustainability, and quality experiences, aligning with Google Stays' brand ethos. This segment is familiar with and appreciative of sophisticated technologies, data privacy standards, and personalized services, making them a natural audience for a tech-powered hospitality experience that integrates with their daily digital habits and expectations (McKinsey & Company, 2023).

Psychographic Segmentation

- **Lifestyle (Digitally Connected, Innovation Seekers, Eco-Conscious):** Google Stays will appeal to digitally connected travelers who live through their devices and expect seamless integration across all services. These innovation seekers are eager to experience the latest smart technologies during their stay. Additionally, eco-conscious consumers who prioritize sustainability will be drawn to Google Stays' green initiatives, such as energy-efficient designs and eco-friendly services, aligning perfectly with their environmentally responsible lifestyle choices (Forbes, 2023).
- **Personality (Curious, Tech-Savvy, Efficiency-Driven):** Google Stays targets curious individuals who are always exploring new ideas and experiences. These tech-savvy guests appreciate cutting-edge technology that enhances their travel experience without complication. Efficiency-driven travelers seek hassle-free services, automated conveniences, and instant access to personalized recommendations. Google Stays' smart hotel model perfectly matches their desire for streamlined, innovative, and intuitive hospitality that maximizes both comfort and time during their journeys (Accenture, 2023).

Behavioral Segmentation

- **Purpose of Visit (Business, Leisure, Digital Nomadism):** Google Stays will cater to a variety of travelers, including business professionals needing efficient workspaces, leisure travelers seeking personalized convenience, and digital nomads looking for long-term, tech-friendly stays. By offering

flexible amenities, smart connectivity, and comfortable environments, Google Stays will meet the distinct needs of each visitor type, blending productivity and relaxation into a seamless, future-ready hospitality experience (Skift, 2023).

- **Booking Behavior (Online Booking Preferences, Use of Mobile Apps and Google Tools):** Google Stays will focus heavily on digital-first booking experiences, appealing to travelers who prefer using mobile apps and Google services for reservations. Guests will easily book, customize, and manage their stays through integrated platforms like Google Maps, Google Pay, and the Google Stays app, delivering a frictionless, intuitive journey that reflects the digital convenience today's tech-driven consumers expect (Phocuswright, 2023).
- **Brand Loyalty (Preference for Tech-Integrated, Personalized Experiences):** Google Stays will build loyalty by offering highly personalized, tech-integrated experiences that adapt to each guest's preferences. By leveraging data and AI to customize room settings, service recommendations, and entertainment options, the hotel chain will create memorable, individualized stays. Tech-savvy guests who value innovation, efficiency, and smart ecosystems will find Google Stays perfectly aligned with their lifestyle, encouraging repeat visits and strong brand attachment (Gartner, 2023).

Geographic Segmentation

- **Urban Centers, Tech Hubs, Major Travel Destinations, and Airports:** Google Stays will establish properties in vibrant urban centers, leading tech hubs, major travel destinations, and near international airports. These locations attract tech-savvy travelers, business professionals, and global tourists who prioritize convenience, connectivity, and innovation. By positioning hotels in bustling, high-demand areas, Google Stays ensures it remains accessible to its core audience while providing smart, efficient accommodations where travelers need them most (CBRE, 2023).
- **Global Rollout with Priority in North America, Europe, and Asia-Pacific:** The initial global rollout for Google Stays will prioritize key markets in North America, Europe, and the Asia-Pacific region—areas with high concentrations of tech adopters, business travelers, and eco-conscious tourists. These regions boast strong infrastructure, advanced digital ecosystems, and significant demand for smart hospitality solutions. Focusing here will allow Google Stays to establish a global presence quickly, leveraging brand familiarity and digital-first cultures for rapid adoption (Bloomberg, 2023).

Targeting

Google will adopt a differentiated targeting strategy, focusing on:

1. **Tech-Savvy Millennials and Gen Z Travelers:** Google Stays will target Millennials and Gen Z travelers who prioritize seamless digital experiences, constant connectivity, and innovative amenities. These guests expect smart rooms, app-based services, and integration with personal devices. By delivering intuitive, high-tech environments, Google Stays will meet their desire for personalization, instant access, and futuristic comfort, positioning itself as the go-to hospitality brand for the next generation of digitally native, experience-driven travelers (Nielsen, 2022).

2. **Business Professionals and Remote Workers:** Google Stays will appeal to business professionals and remote workers who demand reliable, efficient, and productive environments during their travels. These guests value fast Wi-Fi, smart workspaces, easy check-in/check-out processes, and privacy for virtual meetings. Google's reputation for technological excellence will ensure that these travelers enjoy seamless, connected experiences, making Google Stays a trusted choice for work-related stays and remote productivity anywhere in the world (PwC, 2023).
3. **Digital Nomads and Content Creators:** Google Stays will target digital nomads and content creators who need flexible, tech-forward accommodations that support work and creativity. These travelers seek reliable high-speed internet, comfortable co-working areas, eco-conscious spaces, and a digitally supportive environment. Google Stays will offer smart connectivity, flexible bookings, and tech-enhanced rooms designed to cater to their mobile lifestyle, allowing them to work, create, and relax effortlessly across global destinations (World Economic Forum, 2022).

Positioning

Google Stays will be positioned as a next-generation, smart hotel brand that blends hospitality with cutting-edge technology and sustainable living. It will offer intuitive, connected experiences by integrating Google products like Google Assistant, Nest, Android OS, and Google Workspace directly into the hotel environment (Harvard Business Review, 2023).

Positioning Statement: "For the modern traveler who values comfort, connection, and customization, Google Stays offers a revolutionary hotel experience that integrates seamlessly with your digital life, driven by innovation, intelligence, and sustainability."

3. Customer Persona

Name: Jason Lee

Age: 32

Occupation: Remote Product Manager at a Tech Startup

Location: San Francisco, CA

Income: \$95,000 annually

Education: Master's in Computer Science

Family Status: Single

Demographics:

- Age group: Millennial
- Education level: Graduate-level education
- Job role: Location-independent, requiring frequent travel

Psychographics:

- Jason values innovation and convenience. He uses Google Workspace for collaboration and relies on Google Maps, Google Flights, and Gmail for travel planning (Gartner, 2023).

- He enjoys staying in places that offer comfort and an ecosystem that reflects his digital habits (Gartner, 2023).
- Jason is environmentally conscious and appreciates sustainability-focused brands (Gartner, 2023).
- He is health-focused, uses a fitness tracker, and seeks hotels with smart gym equipment or wellness spaces (Gartner, 2023).

Needs and Pain Points:

- Needs reliable high-speed internet and access to digital workspaces (Forrester, 2023).
- Values contactless check-in/out, voice-activated room features, and integration with his Google account (Forrester, 2023).
- Prefers personalization, such as room temperature settings remembered by Google Home or customized local experiences recommended by AI (Forrester, 2023)

4. Marketing Mix Strategy (7Ps)

1. Product

Google Stays will offer technologically enhanced hotel services, focusing on smart automation, sustainability, and user-centric designs. Key product features include:

- **Smart Rooms:** Rooms will integrate Google Assistant, Nest Thermostats, Chromecast, and voice-activated lighting and curtains, creating a fully connected, intuitive environment (Google, 2023). This enhances guest comfort, control, and the overall digital experience.
- **Personalized Dashboard:** Through Google Account login, guests will access a personalized dashboard offering travel insights, entertainment, and room settings (Smith, 2022). This customization ensures a seamless and individually tailored hotel experience.
- **Workspace Amenities:** Google Stays will feature co-working lounges and Google Meet-ready conference rooms (Deloitte, 2023), catering to business travelers and remote workers who demand flexible, high-tech, and productive working environments while on the move.
- **Eco-friendly Materials:** Sustainability efforts will include solar panels, water-saving technologies, and biodegradable toiletries (PwC, 2023). These eco-friendly innovations align with growing consumer expectations for responsible and environmentally-conscious hospitality options.
- **Digital Concierge:** An AI-powered 24/7 chatbot, leveraging Google's advanced Natural Language Processing (NLP) technologies (Gartner, 2022), will serve as a digital concierge, helping guests instantly with inquiries, services, and recommendations

2. Price

Google will use a value-based pricing strategy, offering competitive rates with high-tech value additions. The strategy will include:

- **Tiered Pricing Models**

Google Stays will offer tiered options: Standard Rooms (\$120–\$180), Business Rooms (\$180–\$250), and Premium Rooms (\$250–\$400) (Accenture, 2023), catering to varying customer needs for tech features, space, and luxury.

- **Dynamic Pricing Based on Demand**

Using Google Cloud’s AI-driven dynamic pricing models (Forrester, 2023), room rates will fluctuate based on real-time demand, ensuring competitive pricing while maximizing revenue, especially during peak seasons and special events.

- **Loyalty Programs with Google One and Google Pay Discounts**

Guests can enjoy loyalty benefits through Google One memberships and receive exclusive discounts when using Google Pay (KPMG, 2023), encouraging repeat stays and enhancing customer retention through personalized rewards.

3. Place

Distribution of Google Stays will align with:

- **Urban Centers and International Tech Hubs**

Google Stays will launch in leading tech cities like San Francisco, Tokyo, Berlin, and Bangalore (Statista, 2024), attracting tech professionals, business travelers, and early adopters seeking smart hospitality experiences.

- **Near Airports, Business Districts, and Digital Nomad-Friendly Areas**

Properties will be strategically located near airports and business hubs, catering to high-frequency travelers and remote workers needing convenient, tech-enabled stays (CBRE, 2023), ensuring easy access and maximum visibility.

- **Integrated with Google Maps and Google Travel**

Guests will discover and book stays through Google Maps and Google Travel platforms (Euromonitor International, 2023), enhancing convenience and using Google’s ecosystem to drive seamless customer engagement and booking.

4. Promotion

Google will leverage its massive digital ecosystem to promote the hotel chain:

- **Google Ads, YouTube Ads, and Search Engine Marketing**

Google Stays will utilize Google Ads, YouTube video campaigns, and search engine marketing (eMarketer, 2023) to maximize visibility, targeting tech-savvy travelers actively searching for smart and innovative hotel experiences online.

- **Collaborations with Influencers and Travel Bloggers**

Partnering with influencers and travel bloggers will help Google Stays build credibility and reach wider audiences (Business Insider, 2023), especially Millennials and Gen Z travelers who trust peer recommendations and social proof.

- **Google Travel Integration with Exclusive Offers**

Exclusive Google Stays deals will feature directly within Google Travel search results (Phocuswright, 2023), streamlining discovery and booking, while positioning Google Stays as the preferred smart hotel brand for tech-savvy consumers.

- **SEO-Optimized Landing Pages for Hotel Locations**

Each hotel location will have an SEO-optimized landing page (Moz, 2023) to enhance organic search traffic, improving visibility and booking rates through relevant keywords, local search optimization, and Google Maps integration.

- **Launch Events and Tech Conferences**

Google Stays will host launch events and sponsor major tech conferences like CES and Web Summit (TechCrunch, 2023) to showcase its innovation and attract early adopters and business travelers directly.

5. People

Hiring tech-competent staff with a focus on customer experience and digital engagement:

- **Training in Digital Systems and Hospitality Tools**

Google Stays will ensure staff are trained in digital systems, smart hotel tools, and AI-driven platforms to deliver seamless, tech-enabled service (Hospitality Technology, 2023), enhancing both operational efficiency and guest satisfaction.

- **Support through Multilingual AI Chatbots and Live Support Staff**

Guests will receive instant help through multilingual AI chatbots and highly trained live support teams (Shift, 2023), ensuring 24/7 service accessibility and addressing a wide range of traveler needs efficiently.

- **Uniform and Presentation to Reflect Google's Modern Aesthetic**

Staff uniforms and presentation will reflect Google's sleek, minimalist design ethos (Dezeen, 2023), reinforcing the brand's identity of innovation, simplicity, and forward-thinking professionalism within the hospitality experience.

6. Process

Streamlined processes that emphasize convenience:

- **App-based Room Booking, Check-in, and Service Requests**
Guests will manage bookings, check-ins, and service requests entirely through a mobile app (McKinsey & Company, 2023), streamlining operations and aligning with modern travelers' demand for digital-first convenience.
- **Voice-command Enabled Services**
Rooms will feature voice-command capabilities powered by Google Assistant (TechRadar, 2023), allowing guests to control lighting, temperature, entertainment, and concierge services effortlessly through simple, intuitive voice interactions.
- **Automated Room Preparation Systems Based on Guest Profiles**
Using AI, Google Stays will automate room settings (lighting, temperature, entertainment) based on guest profiles and preferences (Forbes, 2023), creating personalized, ready-to-enjoy experiences immediately upon arrival.
- **Real-time Feedback and Service Improvement Using Google Forms and AI Analysis**
Google Stays will collect real-time guest feedback through Google Forms, analyzing responses with AI tools (Harvard Business Review, 2023) to rapidly identify service gaps and continuously improve the guest experience.

7. Physical Evidence

Every aspect of the hotel environment will reflect Google's brand identity:

- **Minimalist Architecture with Futuristic Interior Design**
Google Stays will feature minimalist architecture and futuristic interiors, emphasizing clean lines, open spaces, and smart functionality (Architectural Digest, 2023), perfectly aligning with Google's modern, tech-driven brand image.
- **Smart Signage, Digital Check-in Kiosks, and AR-Guided Tours**
The hotels will deploy smart signage, self-service digital kiosks, and AR-guided tours (Wired, 2023), creating an interactive, high-tech experience that enhances both guest engagement and operational efficiency.
- **Physical Integration with Google Hardware and Smart Devices**
Google Stays will seamlessly integrate Google hardware—Nest Hubs, Chromecast, Pixel Tablets—into the rooms (The Verge, 2023), offering guests a connected living experience that reinforces brand immersion.
- **Branded Room Materials Echoing Google's Design Language**
Custom-designed robes, toiletries, and stationery will feature Google's distinctive aesthetic—simple, colorful, and high-quality (Fast Company, 2023)—strengthening brand identity and creating memorable, consistent guest experiences.

Conclusion

Google Stays represents a bold and innovative expansion of Google's brand into the future of hospitality. By strategically targeting tech-savvy travelers, business professionals, and digital nomads, and offering highly personalized, technology-integrated services, Google Stays positions itself to disrupt traditional hotel experiences. Through sustainable practices, smart automation, and seamless connectivity, Google will deliver a hotel ecosystem aligned with the values of modern travelers. With its expertise in AI, customer experience, and digital ecosystems, Google Stays is poised to create a revolutionary shift in hospitality, making travel smarter, greener, and more connected while reinforcing Google's reputation for innovation.

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