

Marketing plan written for

Travelodge

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INTRODUCTION

London is the capital city of England and United Kingdom. River Thames flows through London which is also considered as one of the major global cities of the world. It is also the largest urban economy in Europe. It is home to various reputed educational institutions, five star hotels and diverse cultures. This geographical area is well connected through various means of transport which provide easy access to the different tourist spots in the city (Blythe and Martin, 2019). Travelodge is a five star hotel in London. The purpose of this marketing plan is to attract new customers to Travelodge hotel.

THE MARKETING MIX

Product: As a tourism destination, London offers a variety of spots such as London Eye, Kew Gardens, National gallery, the British Museum etc. Travelodge provides comfortable rooms, suites and friendly customer service.

Place: The customers can locate the area online through the website of the company (Cooper, 2020). Various channels can be used for booking the hotel such as online booking sites, hotel website as well as intermediaries and tour planner organizations.

Price: The pricing strategy of the hotel in London will be providing varied prices for different types of services. There are separate prices set for rooms, deluxe rooms, suites, business suites etc. the pricing strategy of the hotel is guided by the environment analysis which includes competitors as well as by analysis of the market trends which includes the tastes and preferences of the customers (Baker, 2017). Hence, there are a variety of price points for the customers which will be displayed on the hotel booking sites and the website.

Promotion: Travelodge will be advertised through a combination of traditional and modern marketing tools. The advertisements of the hotel will be displayed in the print media such as weekly newspapers and travel magazines. The hotels will also be promoted through Facebook and Instagram. The combination of modern and traditional marketing methods will help in reaching different sections of the society (Chernev, 2018).

THE MARKETING ENVIRONMENT (MICRO)

Following are the main micro environmental factors that impact the hotel:

- *Strengths:* Travelodge has a strong reputation in the hotel industry. It provides high quality premium services and has a variety of accommodation options for the customers.
- *Weaknesses:* It has not adapted to technological innovations as compared to its competitors.
- *Opportunities:* Various cultural festivals offer opportunities for the hotel to attract new customers and increase its customer base. New markets in other countries also offer opportunities to Travelodge hotel.
- *Threats:* There are strong competitors in the market which may pose threat to Travelodge. Market conditions such as inflation may also pose threat to the hotel by decreasing the purchasing power of customers.

The hotel can capitalize of strengths through appropriate branding activities as it will help in further strengthening its reputation in the market. it can also diversify its product portfolio to suit the new and changing needs of the customers, especially the young solo travelers and the old aged people (Baines, Fill and Rosengren, 2017).

Travelodge can address its weaknesses in the its marketing strategy by adopting new technologies and promoting them on its social media pages. Social media promotion offers a platform which leads to faster spread of information (Guffey and Loewy, 2022). It can make its existing and potential customers aware about the various technologies that the hotel is equipped with.

For taking advantage of the available opportunities, Travelodge can design special packages suitable for those tourists who visit London for various music festivals and other cultural festivals. This can be done by the hotel especially at the time of the such festivals and celebrations (Wheeler, 2017).

The threats can be addressed by Travelodge by conducting market research and analyzing the consumer trends. This will help the hotel in retaining its existing customers and attracting the potential ones (Wheeler, 2017).

THE MARKETING ENVIRONMENT (MACRO)

PESTLE ANALYSIS

- *Political factors:* Travelodge is impacted by the political conditions of UK and the various government policies. The political conditions in UK are stable which positively impact Travelodge and aids in its growth.
- *Economic factors-* Travelodge is impacted negatively by the economic uncertainties due to Brexit. There is rising inflation which impacts customers purchasing power and hence, the sales of Travelodge are directly impacted (Sofronov, 2019).
- *Social factors:* The social trends in the market and the tastes and preferences of consumers significantly impact Travelodge. The hotel has to modify its products and services according to the preferences of the customers (Dangelico and Vocalelli, 2017).
- *Technological factors:* The technological factors impact Travelodge as it has to adopt the technological innovations which have been adopted in the industry. This is required to maintain the industry standards and provide services accordingly (Irgashevich, Odilovich and Mamadaliyevich, 2022). For example, technologies involving face sensors are important to be adopted by Travelodge to keep at par with its competitors.
- *Legal Factors:* These factors impact Travelodge as it has to follow the laws and regulations while operating in UK. Various procedures and policies have to be modified by Travelodge to abide by the laws which govern the hotel industry.
- *Environmental factors:* These factors impact Travelodge as it has to ensure that it adopts those processes which do not harm the environment. For this, Travelodge has to adopt various environmentally friendly procedures for carrying out its operations. These also include reducing its consumption of power and minimizing wastage.

Travelodge can capitalize on its positive impacts in marketing activities by positioning itself as a brand which operates in an ethical and moral manner. It can also position itself as a hotel which keeps pace with the changing consumer tastes and preferences.

The hotel addresses negative impacts of inflation by adopting a robust marketing strategy which makes the customers feel that they are getting value for money when they purchase the services of Travelodge.

CREATING CUSTOMER VALUE AND ENGAGEMENT

The hotel will create customer value by adopting small practices in its services which make the customers feel as they had a unique experience at the hotel. It can also create customer value by making its value proposition clear through its marketing strategy (Dixit, 2020).

It will offer various benefits to the current and potential customers as they will feel valued and at the same time will feel the optimum use of the money spent by them.

Travelodge will develop visitor engagement by interacting regularly with the customers through social media. It will encourage the visitors to post reviews of the hotel and will also respond to the social media enquiries (Domínguez Vila, Alén González and Darcy, 2018).

The marketing channels which will be used for customer engagement will be Instagram, twitter and Facebook (Mahrous and Hassan, 2017).

EFFECTIVE USE OF DIGITAL MARKETING

The hotel can use digital marketing by improving its website and undertaking mobile website optimization. It can also improve its visibility through ads on various search engines (Labanauskaitė, Fiore and Stašys, 2020). Another way of effectively using digital media will be constantly updating its social media pages and interacting with customers. The marketing department of the hotel will contribute in this. A major responsibility will be of the social media marketing team of the hotel.

It will be managed by regular team meetings and sessions of the marketing department. Reviews sessions will be held at the end of every month which will help in assessing the position of the hotel.

For attracting the new customers Travelodge will share the message of its service by sharing its story which will tell customers about the legacy of kts services and how it has been upholding the standards since it was founded. For making this experience more immersive, a 360 degree video of the hotel will be shared on its website and social media pages.

CONCLUSION

It can be concluded that Travelodge has strengths in the form of its strong reputation and wide product portfolio. However, it can build up on its strengths by modifying the portfolio according to the changing needs of the guests. Various factors of macro environment also impact Travelodge.

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COMPONENT B



Strategy

- The value proposition of Travelodge hotel is to provide high quality premium services to the customers.
- It fulfills the needs of the customers by providing them effective services and a product mix which provides them value for money.
- It provides them personally rewarding experiences.
- Travelodge differentiates itself through the superior quality services that are provided to its guests.



Tactics

Marketing mix

- Product: Currently, Travelodge is offering different types of comfortable rooms and suites to its customers.
- Place: The hotel; can be located through kits website and other online booking sites.
- Price: Travelodge adopts a pricing strategy of providing varied services at different prices. it offers rooms, deluxe rooms and suits at different prices.
- Promotion: The hotel will be promoted through advertisements in newspapers, travel magazines and also through social media such as facebook and Instagram.



Race Framework:

- Reach: Travelodge will increase its website visits and build awareness about its brand through website and offline media.
 - Act: It will interact with the customers through social media pages such as on Facebook and Instagram. It will also interact through Advertisements which will persuade the visitors to purchase its services.
 - Convert: Adequate steps will be taken for converting the interaction to sale by contacting customers who were interested and frequently visited the site.
 - Engage: Travelodge will use customer communication on its site and social media presence to engage with the customers.
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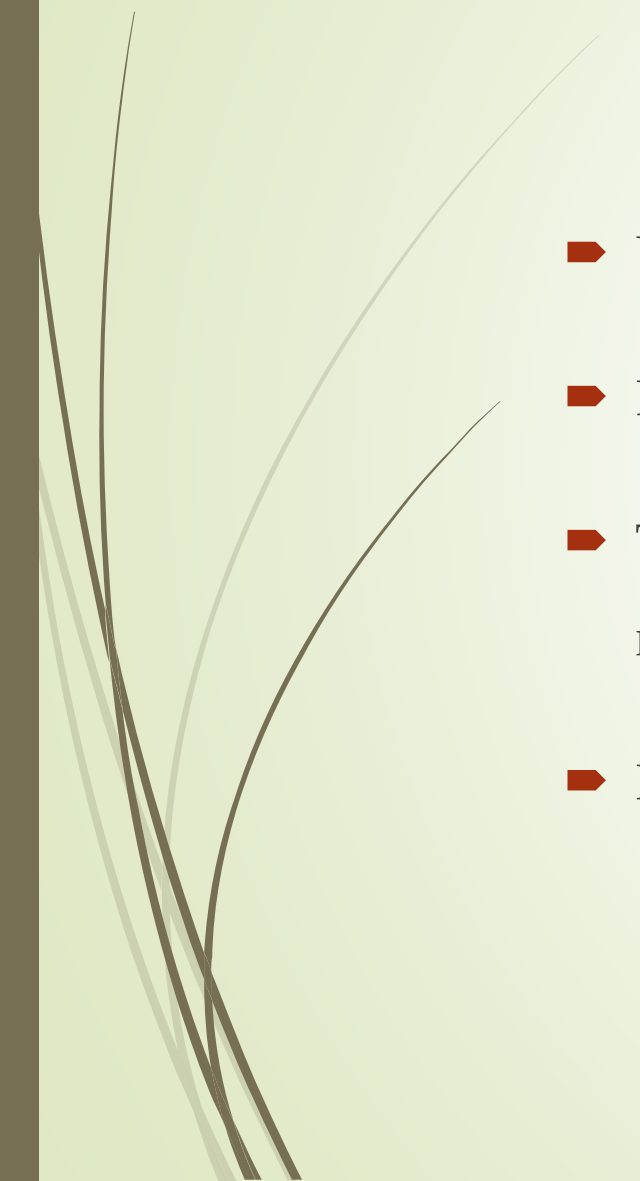
Action

- Gantt chart of marketing activities:

Activities/ Months	1 Month	2 Months	3 months	4 Months
Preparation				
Conducting market research				
Marketing channels schedule				
Social media				
Print media				
Gathering feedback				



Control



- USP- Premium quality services
- Features and benefits- Large product portfolio and value for money
- The success will be measured by monitoring and tracking the number of social media followers of the hotels.
- New customers will be measured through the data of sales of the hotel.



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