

Strategic Management -TRAVELODGE HOTEL



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Module Unit : Strategic Management

Executive Summary

Strategic management involves allocating firm resources according to a strategy. The research analyses Travelodge hotel's strategic management. Strategic management may illuminate an organisation's direction. Travelodge balance's price, location, and quality to meet each customer's demands. Travelodge operates the second-most hotels and rooms in the UK. Travelodge manages an integrated strategy throughout the business environment. Proactive strategic management includes long-term planning for a Travelodge's matched region. Travelodge offers affordable double and family hotels. Early booking discounts are also available. Travelodge, like other budget hotels, offers a limited range of amenities. Porter, concierge, and room service are unavailable. Hotels vary from one-star to five-star, and competition is fierce. As the environmental movement has grown, green and ecotourism have become key issues. Travel Lodge published a client confidentiality policy. A recent survey found that 18% fewer Brits are travelling overseas than before the double recession, even though the tourist industry has rebounded. Despite conflicting ratings on its website and others like travel advisers, Trustpilot rates Travelodge as socially acceptable. According to a technology firm, 57% of hotel reservations were made online in 2012, and 65% of same-day bookings were made on smartphones. The stakeholder theory also categorises stakeholders by impact and commitment. Type D stakeholders at Travelodge have a strong interest and influence. In conclusion, strategic management gives Travelodge a broad direction by first creating goal-oriented plans and policies and then allocating resources to fulfil the strategy. Travelodge needs a messaging plan to reach its target market. Travelodge hotels are likely well-known because of franchising. Travelodge wants to strengthen its brand and match its business practices with its brand strategy.

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Introduction

In the contemporary business climate, strategy is vital. Successful competition is more probable for businesses having an established strategic plan than for those without one. Strategic management may be described as the practice of using a company's resources in accordance with a predetermined plan. As part of strategic management, an organisation's internal operations and any possible external effects on those operations must be regularly evaluated. Any size business in any industry may benefit from strategic management (Ansoff et al., 2018). The aim of the report is to analyse the strategic management of Travelodge hotel. Strategic management encompasses the formulation and execution of significant objectives and initiatives by managers acting on behalf of an organisation's stakeholders. These judgments are made after considering the organisation's resources and performing an examination of its internal and external settings. Strategic management may provide light on an enterprises or organisation's overall direction. It requires clarity on the organisation's goals, procedures, and methods for achieving those goals. In addition, it allocates cash to implement the plans (Berisha et al., 2017). Furthermore, this report will analyse the strategic management of Travelodge hotel with the help of strategic management tools, including SWOT, PEST, and Stakeholder analysis.

Company Overview

To satisfy the specific travel needs of each client, Travelodge attempts to provide the optimal mix of location, pricing, and quality. Travelodge is the second-largest hotel brand in terms of the number of hotels it runs and the number of rooms it offers in the United Kingdom. The business was founded in 1985. Due to its established presence, extensive regional network, and excellent national marketing campaigns, Travelodge is the top-performing brand in the UK hotel industry's fastest-growing segment (Ulfa et al., 2020). As the top-performing brand in the hotel industry's fastest-growing category in the United Kingdom, Travelodge is renowned for its budget rooms. Travelodge's strategic focus on location, price, and quality has resulted in a variety of very favourable results. Travelodge expanded its network of hotels while confirming its commitment to providing low prices and improving the quality of its lodgings (Henry, 2021).

With an increase of 9.6 million pounds in EBITDA to 122 million pounds, Travelodge outpaced its competitive market and achieved another year of robust growth. In these volatile times, Travelodge is not immune to the problems that may come in the near future, but the firm is

hopeful that opportunities will grow. With around 6,561 rooms, Travelodge is reportedly the largest hotel chain in London (Wang and Chung, 2015). They control 5.5% of the lodging market. More than all of its competitors combined, Travelodge opened 33 new hotels in 2007, 42 new hotels in 2008, 22 new hotels in 2009, and 74 new hotels in 2010. Travelodge has targeted cities and towns such as Bristol, Cambridge, Lancaster, and Birmingham. Greater Manchester and Stratford, London, are included. Low-cost method: Since its inception, Travelodge has gained a reputation among its competitors for its practice of decreasing costs to attract consumers. In order to save expenses, the Travelodge brand is committed to maximising operational efficiency (Guix and Font, 2020).

Main Findings- Travelodge Strategic Business Analysis

Travelodge's strategic management includes, last but not least, the management of integrated strategies across the whole business environment. A proactive component of proactive strategic management is the practice of ensuring that a planned Travelodge's matched area is suitable over the long term. This management approach is the most effective technique for attaining substantial tourist development goals. The national economy establishes major development objectives depending on the company's tourism growth (Engert et al., 2016). The objective of Travelodge's hotel's strategic situational analysis is to ensure that visitors are in control of a pleasant and convenient reservation and stay throughout their stay. By enforcing a policy that prohibits smoking in all of its locations, Travelodge is committed to providing its guests with a smoke-free atmosphere. Priority is given to the customer's privacy and security regardless of whether the transaction is conducted online or on a mobile device. Credit cards and Names are examples of data that might be considered private or personal (Henry, 2021).

In contrast to the majority of hotels, according to K  ng (2016), Travelodge employs cutting-edge website technology that is attractive to visitors and accessible to everyone, regardless of the browsers they use. The reservation and cancellation processes are entirely safe. Customers may further customise their stay by only paying for the services they use. They may pay for the bar and caf  , wireless internet with WIFI, breakfast, affordable insurance, and the purchase of tickets to performances and other tourist attractions. In addition, Lasserre (2017) analysed that Travelodge is poised to surpass its competitors in the budget hotel industry due to its pricing strategy and internet innovations. Internet marketing is becoming more crucial since the

overwhelming majority of travellers now book their vacations online. The IT infrastructure of the Travelodge hotel chain is supervised by an IT expert who has worked for blue-chip businesses (Ulfa et al., 2020).

Theoretical View of Strategic Management Tools

The theoretical view of the tools of strategic management, including Swot, Pest and stakeholder analysis, is mentioned below:

SWOT Analysis

The SWOT (strengths, Weaknesses, Opportunities, and Threats) analysis assists businesses in developing strategic plans to achieve goals, improve operations, and preserve relevance. Companies do a SWOT analysis to evaluate the growth of their organisations, the products, and services they provide, their business objectives, and their market competitors based on their unique strengths, opportunities, weaknesses and threats (the four aspects that make up the acronym SWOT (David et al., 2019). The SWOT analysis assists businesses in developing strategic plans to achieve goals, improve operations, and preserve relevance. Companies do a SWOT analysis to evaluate the growth of their organisations, the products, and services they provide, their business objectives, and their market competitors based on their unique strengths, weaknesses, opportunities, and threats, whereas the four aspects that make up the acronym SWOT (Berisha et al., 2017).



Figure 1 SWOT Analysis

Source: (David et al., 2019)

Meyer et al. (2017) examined that the term external environment refers to any components from outside the organisation that have an impact on the current objective or project. Possibilities and risks may be involved with this. This might include advancements in the economy, technology,

law and legislation, social upheavals, and competitive dynamics. One of its greatest advantages is that doing a SWOT analysis takes little to no financial commitment and can be performed by anybody acquainted with a company's operations. SWOT analysis may also be employed when dealing with a challenging situation in a limited amount of time. This implies that a corporation may make changes without paying the expense of employing an outside consultant or business counsellor (David et al., 2019).

PEST Analysis

A PEST analysis is the evaluation of the political, economic, social, and technological components of an organisation's external environment, all of which have the ability to impact operations and outcomes (David et al., 2019). Additionally, a PEST analysis assesses the political, economic, social, and technological factors that may influence the present and future of an organisation. A PEST study may assist a company's management team in gaining a better knowledge of the present market in which it operates and how to better plan for any potential future changes (for example, regulatory changes) (Engert et al., 2016).



Figure 2 PESTEL Analysis

Source: (Engert et al., 2016)

According to K ng (2016), several of the aspects of a SWOT analysis are susceptible to change or impact as a result of a company's activities. Alternatively, while doing a PEST analysis, the analyst just has to focus on external factors. Current and forthcoming regulations, taxes, political concerns, environmental laws, and job standards are examples of such factors. It enables organisations and people to identify opportunities for financial or personal benefit and gives early warning of possible threats. It reveals the course that organisational change will follow, allowing

workers to alter their behaviour to work with the change rather than against it (Christodoulou and Cullinane, 2019).

Stakeholder Analysis

According to Küng (2016), a stakeholder analysis is a procedure that involves identifying these individuals prior to the start of the project, categorising them according to their level of involvement, interest, and influence in the project, and determining the best way to involve and communicate with each of these stakeholder groups throughout the duration of the project. The goal of doing a stakeholder analysis is to give decision-makers information about the persons and organisations that may influence whether or not their objectives are achieved (Ulfa et al., 2020).

In contrast, Rastogi et al. (2016) investigated that stakeholder analysis is the process of identifying the numerous stakeholders engaged in an organisation, as well as their interests, assessing the amount to which those stakeholders are affected by the organisation, and devising strategies for managing those interactions. An organisation may conduct a more in-depth assessment of stakeholder connections at the strategic level in order to offer context for the process of formulating plans and defining objectives. An individual manager may elect to do a stakeholder analysis inside their own division or department in order to enhance their capacity to manage the motivation, cohesion, and commitment of critical stakeholder groups. Both projects and programmes need the management of stakeholders (Wu, 2021).

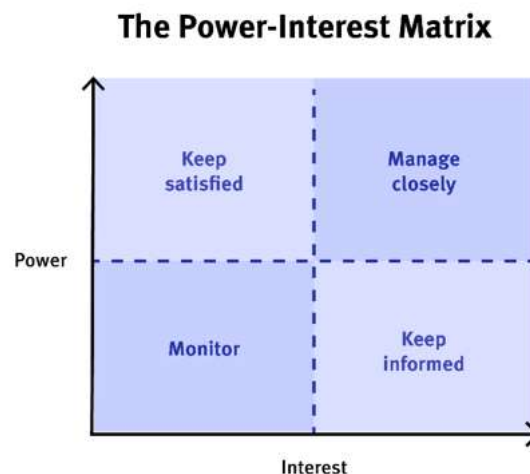


Figure 3 The Power Interest Matrix

Source: (Berisha et al., 2017)

Power/Interest Grid - The Power/Interest Grid may assist stakeholder analysis. It allows firms to categorise their stakeholders, allowing us to pick the most beneficial kind of relationship and degree of engagement with each of them. Sort the project stakeholders on its list by their level of influence and commitment. It is conceivable that some of them might hamper or assist firms in their endeavour. Some individuals may be really interested in what businesses are doing, while others may not care. Depending on the company's internal rules, team members may see this as a peculiar practice (Berisha et al., 2017).

Lasserre (2017) analysed that there must be a great deal of trust among team members. In this circumstance, the advice of a neutral facilitator or expert might prove to be quite beneficial. They are not engaged in the internal politics of the organisation and may remain objective during the investigation. By mapping a firm's stakeholders on a power/interest grid, a business may discover who has the most or least influence over its project, as well as who has the most or least interest in it. High-ranking authorities have a higher need to be appeased, whilst individuals with high-ranking interests need more education. It is essential to manage the expectations of stakeholders who possess both of these features (Hitt et al., 2017).

Application Of the Strategic Management Tools

The mentioned below is the application of the strategic management tools in the business of the Travelodge firm:

SWOT Analysis of Travelodge

A SWOT analysis is an assessment conducted by a company to determine its internal opportunities, threats, strengths, and weaknesses (Wu, 2021). The following is a SWOT evaluation of the Travelodge:

Strengths

Lasserre (2017) analysed that both double and family hotel prices are reasonably priced at Travelodge. Additionally, there are often special offers available, like discounts for booking early on particular days. Deals and promotions are some of the most effective ways for budget hotels to attract customers and increase income. For its most valuable customers, Travelodge provides customised programmes such as the Travelodge Business Account Card. Due to the prevalence of this strategy in the hotel industry, Travelodge's proprietary software allows the firm to compete

effectively with its primary rivals. In addition, Travelodge has over 500 locations across the United Kingdom, making it easy for loyal customers to choose a pleasant place to stay anywhere in the nation (David et al., 2019).

Weaknesses

According to K  ng (2016), Travelodge, like the majority of other affordable motels, does not provide a wide variety of products and services to its guests. The hotel lacks room service, porter service, and concierge services. The hotels are often criticised for their ugly exteriors and gloomy interiors. Because travellers place a higher emphasis on experiences and have more options, they have higher expectations, which might put Travelodge at a disadvantage and result in dissatisfied customers. In order to ensure that hotels are functioning at maximum capacity, Travelodge also adopts the tactic of overbooking; as a result, client's risk having their bookings cancelled, even if they have already paid deposits. Consequently, many consumers report feeling restless and disturbed (Wu, 2021).

Opportunities

Meyer et al. (2017) examined that there are several intense rivals offering a wide range of services, from one-star to five-star hotels. This puts a great deal of pressure on hotel operators to distinguish themselves from their competitors. Due to the merger's projection of 2.7% worldwide economic growth, travellers may lose faith in their predicted future income and choose for less costly hotels than Travelodge. This category includes hostels, dormitories, and similar establishments. Travelodge is located in just a few of countries globally. It focuses the majority of its efforts on the Irish and British markets. Because of this, the great majority of travellers from countries other than the United Kingdom would likely choose to stay at a hotel with a better reputation in the United Kingdom. Tensions are at an all-time high due to recent terrorist incidents and acrimonious arguments about immigration restrictions. As a result, fewer people are travelling and staying in hotels, which has increased the overall level of safety in the United Kingdom (Guix and Font, 2020).

Threats

According to Küng (2016), the notion that ecotourism and green tourism have become key issues as the environmental preservation movement has gained importance. [Citation required] [Citation required] Hotels like Travelodge with a reputation for environmental consciousness or highly recognised sustainability activities are more likely to get good feedback from visitors and retain a positive public image. This is because the general public views these hotels as environmentally friendly. Travelodge may grow worldwide to raise income, broaden its customer, and enhance its reputation (Wang and Chung, 2015).

PEST Analysis of Travelodge

A PEST study is an evaluation of the political, economic, social, and technological (PEST) variables that may affect a company both now and in the future. The Travelodge's infestation status is evaluated as follows:

Political

According to Küng (2016), the Travel Lodge policy statement demonstrates the company's dedication to protecting the privacy of its customers. By using Travelodge hotels, their website, their dedicated telephone reservations line, or any other line or service provided by Travelodge Hotels Ltd., clients indicate their agreement and consent to the privacy practises outlined in the privacy policy statement. By making this declaration, they pledge to always comply with the Data Protection Act while handling data (Christodoulou and Cullinane, 2019). The consumer consents to and authorises Travelodge to participate in these activities whether using Travelodge hotels, the Travelodge website, the dedicated telephone bookings line, or any other line or service made available by Travelodge (1998). Travelodge made history in April 2011 when it became the first hotel operator in the United Kingdom to provide a specialised management apprenticeship programme for recent high school graduates. A-level graduates are welcome to enrol in the JUMP accelerated management training programme. Students may participate in this programme in lieu of attending school (Engert et al., 2016).

According to Küng (2016), the programme allows recent high school graduates to continue their education, get real-world job experience, be compensated, and assume management duties before the age of 21. More than eighty apprentices are now completing the training programme at different Travelodge hotels in the United Kingdom. Increasing labour requirements for better

working conditions, more consumer protection, and greater product expertise are directly responsible for the growing expenses of firms. According to Meyer et al. (2017), the major mechanisms for sustaining high standards at the period were labour unions and the rule of law. Because Travelodge provides favourable working conditions, it is probable that the company's employee turnover rate may decrease. This will save expenses and increase employee dedication to the organisation as a whole. Since migrant labour is less controlled inside the EU, Travelodge has access to a large pool of prospective workers and pays them all the minimum wage (David et al., 2019).

Economic

According to K ng (2016), even though the tourism sector in the United Kingdom has recovered from the double-dip recession, a recent poll revealed that 18% fewer individuals are travelling abroad than before the crisis. According to Travelodge, the number of British citizens who travelled abroad declined by 12.6 million between 2007 and 2011, from 69.4 million to 56.8 million. Taking into consideration the number of domestic trips and vacations, it may estimate that 5.9 million domestic trips and excursions have been removed from the market. The analysis indicates that this falls short of the government's aim of equalising the number of missed domestic and international visits. People are taking more "staycation" holidays, which grew by 5.6% as a result of the recession and demonstrate that vacations are a need rather than a luxury, according to the report (Wu, 2021).

According to K ng (2016), city breaks, which account for 23% of the UK's domestic travel market, are the primary industry drivers, whereas seaside towns are losing 5% of their tourists. In the same year, total tourist revenues climbed by 12.6% to \$40 billion, above the 8% growth rate of the broader economy. The employment figures for the tourism sector have resisted the overall trend due to 2011's solid growth, which contributed to the creation of 120,000 new jobs. Despite a twofold fall in the economy, the number of travellers visiting the United Kingdom increased by 3.1% to 157.4 million, according to the figures. 126.6 million individuals took domestic vacations and holidays in 2017, a 5.6% rise from the previous year. Staycations have become a substantial portion of the tourist sector (Ansoff et al., 2018).

According to K ng (2016), in light of the relatively slow economic development in some countries of Europe and the United Kingdom, the majority of tourists, who rose by 5%, and residents consider that a cheap hotel is financially justifiable. Customers will choose cheap hotels

because they are more cognizant of their restricted buying power and because the demand for lodging is elastic. This expansion will result in substantial profits for Travelodge, which is vital news for the firm when economic factors include the growth rate, exchange rates, interest rates, inflation rates, and the government's monetary policies (Berisha et al., 2017).

Social

Rastogi et al. (2016) investigated that trust pilot deems Travelodge to be a socially acceptable hotel despite the fact that it has earned ratings that are diametrically opposed on its own website and other websites such as travel advisor. Multiple websites, like travel adviser, include a variety of testimonials. Social networking may help firms attract new customers, but it also carries the danger of alienating some of firm current customers. This is due to the risk that one negative review might have a bigger impact than 10 positive reviews combined. Initiative UK has been tasked with overseeing Travelodge's £15 million media planning and procurement account as part of the hotel chain's continuous commitment to spend over £223 million in its brand. The project is responsible for handling the media planning and purchase procedures for a major campaign launching in the spring of 2014. (Guix and Typeface)

Lasserre (2017) analysed that the corporation implemented its most aggressive marketing campaign to date in the most recent year. This programme entails the introduction of a new room layout as well as a comprehensive restoration of all its amenities. The project has also been described as "the company's most major marketing effort to date" (Ulfa et al., 2020). The ten million individuals over the age of 65 who now dwell in the United Kingdom indicate that the population is ageing. This indicates that elderly hotel visitors generate a separate kind of demand, since they seek lower prices and more value than younger hotel guests. These are clients who may be smarter and more flexible. Therefore, they would expect obtaining a service that is both more advantageous and suited to their specific requirements. As a result, Travelodge might elect to extend its hotel network to more beneficial places, such as the countryside (Wu, 2021).

Technological

Lasserre (2017) analysed that in 2012, 57% of all hotel reservations were made online, while 65% of same-day bookings were done using mobile devices such as smartphones, according to data collected by a technology company. Since making reservations online is becoming more

efficient, Travelodge employs this tactic more often. Sending a customer an email is preferable to sending them a letter since it is faster and more cost-effective. The development of security measures has also profited from the expansion of technology (Hitt et al., 2017). This permits the usage of CCTV cameras, fire alarms, and burglar alarms for the protection of both staff and customers. Increased security has benefitted hotels in a variety of ways, including the adoption of alternate payment methods for stay and better credit terms with their suppliers. When a guest makes an online hotel reservation, there is now increased protection in place to reduce the chance of fraud (David et al., 2019).

Stakeholder Analysis of Travelodge

Stakeholder analysis is the process of obtaining information on each individual who will be influenced by or may have an effect on a company's activity (Wu, 2021). The following interest matrix reflects the findings of the transport stakeholder's study:

Power Interest Matrix

Meyer et al. (2017) examined that stakeholders are those who have a personal interest in how business functions, according to the notion of stakeholders. Because they have a stake in the organisation's future success, they care about its direction. The concept aids in recognising the many stakeholders within a corporation, as well as the ways through which these stakeholders' interests may be properly handled. According to stakeholder theory, a company's most significant constituents are its consumers or customers, workers, financiers, political parties, suppliers, governmental entities, and labour unions (Wang and Chung, 2015).

		Level of interest	
		Low	High
Power	Low	A	B
	High	C	D

Figure 4 Power Interest Matrix of Travelodge

Source: Author

According to K ng (2016), the stakeholder theory contains a matrix that categorises stakeholders by their level of influence and commitment to the company. In the context of Travelodge, a person with both a high degree of interest and influence is described as a type D stakeholder. Customers of Travelodge are an example of this kind of stakeholder since they have the ability to affect the company's income and have a strong interest in receiving high-quality products and services (Ulfa et al., 2020). Type C stakeholders, on the other hand, are extremely influential but have little interest in how the firm is managed. Such stakeholders include Travelodge's financiers and investors. In order to attract their attention, Travelodge must provide a satisfactory return on investment. Employees of the firm are an example of type B stakeholders since they have a substantial interest but minimal power. These corporate stakeholders are vital to the organisation's functioning and are accountable for its growth (Hitt et al., 2017).

Meyer et al. (2017) examined that class "A" stakeholders for Travelodge include social groups and creditors with a limited degree of power and interest. These interested parties lack enthusiasm. Despite the fact that these stakeholders have minimal effect on the organisation, it is essential to maintain a close check on them in order to create a successful strategy. This concept is vital for Travelodge to recognise the company's many stakeholders and their level of devotion. Customers are Travelodge's most important stakeholders; thus, they are considered while developing all company operations. The company ensures that the investor will get superior products and services. Employees make up the majority of the company's investors. Travelodge's working conditions have been enhanced in response to employee demands. The organisation offers sufficient training and development opportunities, as well as a reasonable wage structure, to help employees grow their careers (Henry, 2021).

Rastogi et al. (2016) investigated that the organisation organises proposal programmes for its employees in order to encourage them to continue submitting new ideas to the business. Moreover, the company has implemented adequate safety and security procedures at each of its retail sites to protect the safety and security of both its consumers and employees. The supplier is an additional key stakeholder in the organisation. Strong communication between the company and its supplier ensures the prompt delivery of high-quality items. The company provides an extranet capacity so that its business partners may conduct transactions in a secure and efficient way (David et al., 2019).

According to K ng (2016), Travelodge has a competitive edge over other firms because it maintains great connections with its many suppliers. The firm meets with its suppliers on a regular basis and has a clear appeals mechanism in place to handle any potential difficulties. Numerous Travelodge investors offer financial support for the organisation. The corporation produces investor press releases on a regular basis to keep its investors abreast of business developments. In addition, the board of directors must approve all major company decisions prior to their implementation. Any dispute with investors would jeopardise the company's capacity to obtain capital, which would have a direct impact on its total profit levels. In a similar manner, the company participates in a number of CSR projects to serve the needs of society, and it also adheres to all laws and regulations established by governing bodies (Christodoulou and Cullinane, 2019).

Conclusions

Strategic management is responsible for creating firm objectives, analysing rivals' actions, inspecting the organisation's internal structure, evaluating the efficacy of current plans, and ensuring that strategies are regularly executed. Although top management is responsible for executing plans, every individual is capable of generating new concepts, establishing new objectives, and addressing innovative organisational difficulties. Numerous firms employ strategists, whose responsibility it is to plan and think strategically in order to improve the organisation's operations. In order to fulfil one of the most important functions and obligations of the board of directors, an organisation and its leadership may benefit from a strategic management strategy that allows them to consider and plan for the company's future survival. Strategic management provides an action plan for the organisation and its staff.

In conclusion, strategic management provides Travelodge with a broad sense of direction by first developing goal-oriented plans and policies and then allocating resources to achieve the strategy. The ultimate goal of strategic management is to help organisations in gaining a competitive advantage over rivals in their industry. This is mostly due to the fact that strategic management has all the necessary components to ensure the efficacy and attainment of Travelodge's development objectives. Strategic management enhances the organisational efficiency of Travelodge by including all of the important elements that guarantee efficiency and effectiveness.

Recommendations

- When operating their businesses, Travelodge property owners and managers must consider four essential characteristics. This plan outlines four techniques: building the brand or franchise, motivating staff to work harder, giving cross-departmental training, and executing maintenance and enhancements. These techniques might help Travelodge surpass its competitors. Whether the hotel is part of a network or operates independently, establishing the Travelodge brand is crucial for attracting customers. Travelodge must determine the attributes that will be linked with the brand (Wu, 2021).
- In order to attract the appropriate target market, Travelodge requires a strategy that explains and reinforces its message. Due to the franchising nature of Travelodge hotels, their brand is likely well-known. Travelodge's objective is to expand upon an already robust brand and align its business practices with its overall brand strategy. The whole Travelodge brand is maintained because of the strict standards and processes in place. The Travelodge hotel is part of the Travelodge hotel chain. Travelodge was issued with operating guidelines defining the services that must be performed, the amenities that must be offered in Travelodge hotels, and the cleaning standards that must always be adhered to. By adhering to these principles, Travelodge locations can promote and build the Travelodge brand as a whole and offer guests the Travelodge hotel chain's signature features (Guix and Font, 2020).
- Employees at Travelodge should be permitted to select their own activities while their supervisor is absent. Let the Travelodge front desk staff or room attendants quickly settle any guest concerns before a problem emerges. However, managers like being physically present, and doing so are difficult. Have confidence that Travelodge has appropriately educated its employees and that they understand how to address the demands of its customers. The Travelodge organisation must pay more attention to client comments and reviews. A client who is happy is more likely to stay at a Travelodge hotel again. Today's business and leisure travellers are well-informed and aware of the destinations they visit. Consider the Travelodge customer reviews as market research (David et al., 2019).
- Cross-departmental training has provided Travelodge personnel with a comprehensive understanding of the hotel industry. When a guest's room gets upgraded at check-in, for example, a succession of events may occur. The guest's original amenity will not be in their new room, forcing the production and delivery of a replacement amenity, which often

necessitates the completion of work by other departments at the last minute (Ansoff et al., 2018). Travelodge is able to take rooms out of operation for regular maintenance and repairs due to its robust revenue model. Preventive maintenance is an absolute need. Keeping in mind that each Travelodge hotel room will act as their "home away from home" is crucial. Thus, Travelodge must efficiently supply its products in order to suit its guests. To feel comfortable, they like contemporary, immaculate surroundings. A prosperous hotel consistently does long-term maintenance (Christodoulou and Cullinane, 2019).

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