

A comparison of the marketing methods of two multinational hotel chains

Student name: Beatris Maria Mandache

Student number: 2108321

Module name: Marketing Essentials

Lecturer name: Deborah Lloyd

The topics developed within this essay will be about the marketing methods chosen by two multinational hotels' chains, Hilton Hotel and Premier Inn so that they cannot only survive on the market, but also that they can succeed on it.

Marketing Plan is a strategy that organizations make and choose for their customers, a strategy which lets the guests know about the hotel's availability and about the services they are offering. (TTG, 2004)

The founder of the international Hotel Chain was Conrad Hilton (1887-1979).

Hilton Hotels, one of the most famous hotels in the world, with more than 5500 hotels in over 6 continents, has become more than a brand. (World Market, 2014)

All this was possible in time, with the support and work of a very good team, which learned not only from their success but also from their own mistakes, their customers good or worse reviews. (Travel and Leisure, March 2019)

Hilton Hotel offers rooms with beds for sleeping, bathrooms with showers, restaurants, bars, pools and spa, gardens for walking in and relaxing, all these with a very high quality of service providing, also improved with the newest technology on the market. (Shaftet, David 2019), (Hotel and Accommodation, 2012).

Hilton Hotel's marketing strategies were always different according to the time they were in, according to their guests' necessities, needs or wants, and of course, according to their competitors.

As Ramanathan, Ramanathan and Zhang, (2016) had mentioned, Hilton Hotel's marketing strategies are simple, and as everyone can see, with a very good feedback supporting them.

One of their marketing strategies is based on analyzing their competitors by identifying them directly or indirectly. This includes the potential of a new entry in the industry and competition in the industry.

All of Hilton's competitors' strategies are checked in different ways such as online or simply by going at the hotel, booking a room, and checking. After they get all the information they need, they can start changing their marketing plan by adding everything that their competitors don't have, or, possibly, by improving all the services they and their competitors have. (Mark Lehner, 2008)

Another marketing strategy chosen by Hilton Hotel is the Marketing Communication Plan through their websites, or through social media (Facebook, LinkedIn, Twitter, Instagram), through the traveling agencies, online booking website such as Travelocity, Booking, Priceline, USA Today, and many more. (Gillin, Paul 2008) In the last couple of years, digital marketing has become a must for the Hilton Hotel. Through online services, everything can be faster, shown quicker and the guests have the chance to choose before they confirm their booking, but also have the chance to let the hotel's owners to know if they were happy or disappointed with their stay at the hotel, with the services they have received.

This can be very good not only for the guests, but also for the hotel's owners because they will easily know what they must improve.

Hilton Hotel's employees are trained to check all the competitor's online marketing choices, advertising, and new improvements, therefore in this case, their marketing choices are added to or changed, and, of course through online marketing, they offer online support to their customers in real time, which is another marketing choice, called by them Marketing Communication Plan (Digital Marketing, 2014)

In November 2019, a virus called Coronavirus had spread all over the world, affecting all groups of people, ranging from the youth to the elderly. (Jess Lee, 2019) To prevent the virus spreading, until the scientists found a vaccine, everyone in the world knew that they must self-isolate, and if possible, to not get in contact with people from the outside, to wash and disinfect their hands and everything that they have touched regularly, as well as keeping a meter apart from others, and to wear a sanitary mask. (www.helenabrodbuey.com)

For all the Hospitality Industry it was and is still a very difficult time. The guests were afraid to travel, or to eat in restaurants, but despite this, the hoteliers must live, must work, must earn money for surviving. In this difficult time for the Hospitality Industry, Hilton Hotel has decided to continue with their business, to create new opportunities and new partners, so that they can keep their employees at work.

(www.hiltonfamily.com)

In 2019, Hilton Hotels became partner with Rackitt, the creators of Lysol and Dettol, to develop their Hilton Clean Stay program. What they have followed in this program is done to ensure a safer and more relaxing trip for their guests. If their guests are safe and happy, the hotel and the employees are also safe and happy.

Through the Hilton Clean Stay program, they have changed the Housekeeping cleaning standard procedures, the food and beverage terms, they have introduced contactless arrival through online applications, as well as new spa rules.

They let their customers know about all the changes they have made through a very interesting advertisement on their websites, by the means of online marketing.

The Hilton Hotel's marketing choice in 2021 called "To New Memories" its first global marketing campaign since the beginning of Covid-19. (www.hiltonhotel.com)

Premier Inn is a British Hotel Chain, with more than 800 hotels across the UK, Ireland, and Germany. (www.premierinn.com)

The first Premier Inn Hotel was branded as Travel Inn in 1987 in Basildon, Essex, the same year when it was opened its doors for the guests. In 2004, 17 years later, its parent company, Whitbread PLC named the hotel chain Premier Lodge, and they added over 140 hotels to their hotel portfolio. In the same year, they became partners with Premier Inn, and the name resulted from this partnership was Premier Travel Inn. In 2005, Premier Travel Inn opened its 500th hotel. In 2006, they bought 11 Holiday Inn Hotels. Premier Inn Hotels now operates on an Intercontinental franchise. Currently, in 2021, the CEO of the Premier Inn hotels is Alison Jane Brittain. (www.pointfranchise.co.uk)

Premier Inn hotel offer beds where the guests can rest, bathrooms with shower cabins, food and drink which can be served in its restaurant or its bar or lounge. (Koles B. 2019)

Their marketing strategy is based on sales through personal meetings, telemarketing, emails, and correspondence, or solving straight to the guests, face to face. (Econsultancy, 2011)

Advertising through magazines, newspapers, television, Direct Marketing is one of their main marketing strategies and is about sending a promotion message to a group of people, in this case, the Premier Inn decided to choose promotions through emails.

Sales Promotions and Public Relations (choice of media as television, radio, social media, newspapers, magazines) are in their marketing strategies as well. (Daily Mirror, 2010)

Throughout these times, Premier Inn has won many awards as Best Budget Hotel Brand in 2020, TripAdvisor Traveler's choice Awards in 2019, Certificate of Excellence in 2019, Top Rated Large Hotel Chain, Which? In 2019, which they are very proud of, and are also using it as a marketing strategy on their websites. (www.premierinn.com)

Premier Inn managed to maintain the good service they offered. In 2020 they received awards from TripAdvisor where they were nominated for being the traveler's choice despite the hard year for the Hospitality Industry.

During the Pandemic time, the Premier Inn hotel chain decided to keep their employees at work but safe in the meantime.

Their marketing strategy throughout that very hard time was mostly based on the online marketing, through Social Media channels but also through their websites, where they let all their guests know that they can stay safe in all the Premier Inn hotels.

They became partners with Diversey, a global leading cleaning company, and they are promoting the brand Premier Inn under the Premier Inn CleanProtect name.

Their new rules about hygiene have changed, the rooms are not only cleaned, but also disinfected, the check in process starts at 4pm, when the guests can make the check in by contactless machine. Guests can also step in the reception area safely, because there are plastic glasses that keep the distance between them and the employees, as well as the sanitary masks being required, and the tables in the restaurant are within the recommended distance with plastic glass separating them. All these measures have been taken so that the guests can enjoy their stay in a safe way.

As a conclusion, both are very impressive Hotel Chains, with very good reviews, which is why the chosen hotel's chain in this essay is based on the Hilton Hotels and Premier Inn Hotels.

Their marketing strategies are similar, both using the Online Marketing Strategies, and advertising through social media, and they are opened for new.

The difference between these two hotel chains is that Hilton Hotel owns and operates hotels in more than 160 countries, and Premier Inn only in the UK, Ireland, and Germany.

This makes the Hilton brand bigger and stronger.

Although Premier Inn is very famous in the UK, and is also growing in Germany and Ireland, and hopefully across the world.

References:

Daily, Mirror (2010), Lenny, Henry & Campaign Boost Premier Inn Bookings, London.

Erika-Sydney and Natalia-Vila Lopez (2019), Journal of business and Industrial Marketing, Vol 34 (7), p 1533-1547.

Econsultancy (19.01.2011) O & A, Premier Inn Steve Conway.

Eric D. (2019), Associate Professor of Marketing, Professorial Fellow. Journal of business, Vol 100, p590-598.

Gill, Paul (2008), Lead Generation Guide Chicago, Vol. 93, issue 7, (2008), 33

Hotel & Accommodation Management (01.2012), Vol. 16, issue 5, p26-27.

Hospitality Design (07.2014), Hotel Design and Consultation, Vol. 36.

Koles B. (2019), Associate Professor of Marketing and Associate Dean for Teaching and Learning.

Ramanathan, Ramanathan and Zhang (2014), Operations, Marketing, and Environmental Capabilities and Diversification to Hotel Performance.

Shaftet, David (03/2019) Travel & Leisure, Vol 49, issue 3, p106-111.
TTG (2004), Travel Trade Gazette, UK and Ireland.

www.helenabrodbuey.com

www.hiltonfamily.com

www.hiltonhotel.com

www.premierinn.com

www.pointfranchise.co.uk

www.whitbread.co.uk