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Executive summary

This report is an analysis of the importance of implementing effective guest service strategies throughout Premier Inn Swansea city Centre. Covering the basis of

- facilities,
- services,
- Staff training,
- Culture,
- online presence,
- reputation management,
- General service observations,
- Recommendations.

With an overall conclusion to sum up the whole analysis.

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Introduction

Premier Inn, Swansea city centre.

Over the years Premier Inn is one of the United Kingdom's leading hotel brands and is an established brand. Looking at one of their chains the Premier Inn Swansea city centre – a budget modern hotel - has maintained a good reputation as the guest stays at the hotel meets their guests needs. The location of the Premier Inn is in the central of Swansea city surrounded by retailers and hospitality business with the addition of being close to carparks and public transports. With the addition of being located ten-minute walk to the beach which makes this hotel standout to guests- unique selling point- in a reasonable affordable pricing for an up-market budget hotel meets the guest requirements.

This hotel targets the audience of Premier Inn Swansea city are tourists: families and leisure guests.

This report will explore how the hotel stands out to local competitors in the hotel industry. To convey how they target their target audience. Furthermore, to show where they do well and making recommendations for a healthy growth in future. This report will, also, cover the findings of factors which cover facilities and services, staff training and culture, online presence and reputation management; general service observation. With the additions of recommendations.

Main findings

Facilities and services

Facilities in the Premiere Inn Swansea city centre includes offsite parking, air conditioning, restaurant, breakfast, free Wi-Fi, accessibility, a lift, and luggage facilities (Premiere Inn, 2026). Within the standard rooms the facilities include a hair dryer, tea and coffee with kettle, a “powerful” shower, a desk, a dresser and a wardrobe (Premiere Inn, 2026).

The offsite parking is accessible for guests, and the guests must walk to get to the hotel which lowers the guests' experience. Moreover, the costs are high and the quality is poor. The perks of this hotel promoting the carpark means that traveling guests have somewhere to park. Overall, a medium quality service.

The air conditioning is accessible inside the hotel accommodation and in the rooms. The quality of the air condition is great. This means that the guest quality of their experience is great.

On site restaurant is not included in the costs of the rooms. However, is accessible for all guests. The quality of the restaurant is good. The experience of the restaurant is overall good. Moreover, the restaurant staff are approachable and well-mannered which improves the facilities- from good quality to great.

The availability of breakfast is great as it is when the guest includes breakfast in their booking information. Having great availability for guests means that they have positive response to the brand. There is also a great selection of food items which are a good quality; this meets customers' expectation which leads to a positive response from guest. The breakfast experience is overall great for guests' satisfaction with this hotel

The free Wi-fi is accessible to all guests and the quality is great. This allows guest to interact online which will make their visit great as technology has become an everyday essential for most guests.

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The accessibility is accessible to all and is at a good quality. This means all guest have access to the facilities offered within the hotel.

Lift is accessible to all and is a standard quality. Which is good as this means guests can access to lifts which is more convenient to them.

Luggage facilities accessible for all and is standard quality

Standard rooms are accessible to all and are at a good quality

Hair dryer in each room is accessible to all and is a standard quality.

Albrecht and Zemke (1985) connote that service is based on two types of service on how the staff will assist guests and solve problems for guests; analysing Premiere inn city centre service based on this approach shows where the hotel meets guests' needs and expectations.

The staff (Whitbread, 2026) at Premier Inn are trained to have exaptational service towards guests by being professional, well-dressed, approachable and the ability to help guests. By observation the availability of staff is good and the quality of service by staff exceed expectations of the guests. This leads to guests feeling safe in the hotel environment which will lead to a positive brand image this can lead to loyal guests.

The two types of service are shown well in the cleanness of the hotel as every room is cleaned to high standard and great quality. This means that the quality of intangible service, cleanliness excessed customer expectation. Cleanliness is an important factor to the hotel because the guests feel safe and hygienic. As the hotel cleanliness is to a high standard this will improve the reputation of the Premiere inn hotel brand image.

To observe further there are no disincentive scent within the hotel and no music playing within the guests' facilities. This impacts the guests service as from research and studies shown by Brayfield (2008) shows that with having scents and music can create an emotion for the customer and build a relationship with the brand. Therefore, the hotel has a negative brand image from not having the emotional connection with guests.

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To summaries facilities and services overall has a mixture of average availability- with a great and poor quality of overall facilities and services. This means for Premiere Inn Swansea city centre the guests will have a mixture of responses. The company could look at improving their facilities further to exceed their reputation and invest more in creating an emotional bond with guests further. By the Premier Inn Using different approach such as the Albrecht and Zemke (1985) theory will improve the overall guest satisfaction and accessed their needs. Currently, the level of service is being meet and most of the facilities are also being met but not exceeded.

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Staff training and culture

Corporate culture: The ethos at Premiere Inn recruitment company is Whitbread. Whitbread promotes inclusion through a diverse team where staff feel valued, safe and respected.

Whitbread, make sure they train the Premiere Inn staff to be confident in their abilities in their job role to ensure a positive stay for the guests and for the staff to feel capable of achieving everyday tasks within premiere in. This is to ensure that hotel maintains its level of service and upholding the hotels reputation. This is also important for staff to ensure that they are cared for within the company to allow them to work efficiently and effectively; for their needs to be met-Maslow's hierarchy of needs (Maslow, 1987). This conveys that the Premier Inn has a person culture approach (Harrison,1972 The size of the Premier Inn chains has an impact on the overall culture as Whitbread have recruit their employees by how the candite fits into the values of culture and the ethos that are in place. This is important as they must make sure the same level of service culture is to a similar service throughout the chains of Premier Inn.

Service culture within Premier Inn promotes guests are a propriety for staff. Staff must respect, value and focus on the safety of the guests for everyone to feel welcomed. This ensures the promotion of positive guest service and a healthy employee work ethos. Staff create the guests experience within Premier Inn city centre from reviews (tripadvisor,2026) most guests' exceptions are meet but not exceed. This means that the Premier Inn may gain reoccurring guests based on reviews although to make secure reoccurring loyal guests to the brand Premier Inn must ensure they exceed customers' expectations (Solmon, 2019).

To summaries the analysis of Whitbread recruitment agency for the training of employees at Premier Inn and implementing the corporate and service culture. Therefore, the staff training is exceeding the quality of training staff. The staff are trained to a high quality where they feel included within in the business no matter of their own identity to fit in with the culture and values of Premiere Inn. This is great for Premiere Inn Swansea city centre hotel as the staff make the guests feel welcomed

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and safe with the guests have also been met allows the brand to retain a great brand image which will attract more guests in future and retain loyal guests.

Online presence and reputation management

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Online presents of Premiere Inn and their reputation management affect the reputation and guest expectation post-stay and pre-stay. The online presence for the hotel includes the Premiere Inn Website, App, social media and online advertisement.

The Premier Inn website has all the chains on their site. This is where Premier Inn Swansea city centre has all their information presented to guests.

This hotels App allows customers to have more control over their stay through the booking system. This has a positive impact the Premiere Inn Swansea city centre as the guests can plan their stay by having the resources and a basic overview of the hotel's facilities. This allows the guests to make a more accurate decision and creates an emotional response from the guest with the brand. Which has a positive impact on the brand and this chain.

The online social media and online advertisements at Premier Inn are targeting a wide demographic of customers. Instead of having individual chains adverts to individually target their geographic of guest; the company use a collective geographic to their target audience. This a poor decision that the company has made as there is not enough shown about the unique selling points of Premiere Inn Swansea stand out to new guests and does not communicate to the guest the main experiences or indicate a the value of staying at the Premiere Inn Swansea, city central. Although communicating the brand image to a wide audience shows their target audience what is expected when staying at any of the Premier Inns which still impacts on the guests' decisions to stay at the premiere inn Swansea city centre- this will create a brand image which the hotel must retain throughout the chains. This means that the premiere inn, Swansea city centre, must meet the needs and expectations of the advertisements for the guest to revisit.

Services met customer expectation of many guests; this is shown in reviews by Tripadvisor (2026). However, Premier Inn Swansea city centre has no online reputation management which is a negative for them. Their direct competition The Morgans, Swansea, has very positive online reputation management which creates interest for the guest. As Premier Inn fails to have an online presences guest may stay at competitors' accommodation as the guest responses have not been responded to

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which will impact the guests as they feel unheard and their opinion does not matter after their stay. This will result in this hotel failing to retain loyal customers which will make an overall lost for the Premiere Inn and a poor brand image -if not a reoccurring failure to all responses by guests.

To summaries the analysis of online presence and reputation management for the Premier Inn Swansea city centre overall has poor quality from the website, replying to reviews social media and online advertisements. However, this hotel's App is good for guests. This means that the hotel must provide better quality of online presence and a better quality on reputation management to strengthen the hotels branding to reach their target audience and to retain guests.

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General service observations

By observation, staffs' behaviour within Premiere Inn Swansea city centre, overall, are greeting guests with a warm welcome with being professional also. However, some interactions with guests are poor. For example, the security (TripAdvisor, 2026) can come across as intreating and threatening to the guests while arrival at nighttime. This may make the guests feel unwelcomed which will affect the reputation of the hotel. A new approach to how security handle guest arrival must be resolved for guests to rebuild trust with Premiere Inn. This is because guest could use competitors hotels in future if unhappy with the overall service.

To observe further there are no disincentive scent within the hotel and no music playing within the guests' facilities. This impacts the guests service as from research and studies from B. Brayfield (2008) shows that with having scents and music can create an emotion for the customer and build a relationship with the brand. Which will lead to emotional connection with the guests. As the Premier Inn Swansea city centre has not implemented there is failure to connect with guests.

The overall mood of the hotel for guests is that the Premiere Inn is a basic luxury hotel from the scenery that has occurring themes within the building such as the colour scheme. For guests this will have a positive impact as the quality of the mood of the hotel is great as it comforts the guest rather than wowing them.

Overall atmosphere at the Premiere Inn Swansea is to a satisfactory quality with areas of improvements to cater to exceed all guests.

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Conclusion

A summary of the overall analysis of this report is the Premier Inn Swansea city centre has a mixture of successes and failures within the hotel industry. This hotels failures and successes:

- The facilities need improvements as the quality overall is satisfactory quality, the service is high quality.
- The service is at high quality.
- The staff training is a great quality.
- The corporate culture is a great quality and service culture is a great quality.
- The staff culture is great quality.
- The online presence is satisfactory quality.
- The reputation management is poor quality.
- The overall atmosphere is satisfactory quality.

To conclude, the Premier Inn Swansea city centre needs to highlight their successes to maintain the qualities throughout the hotel. Moreover, this hotel needs to select the hotel failures and focus on areas of improvement.

Recommendations

Based on the conclusion from the analysis report the recommendations are based on where the Premier Inn Swansea can make various improvements.

While at the Morgon hotel Swansea have a great social media present. However Premier Inn Swansea city centre has little social media presents Primer inn could have individual accounts for all their franchises including the city centre. Premier inn city centre could have a more realistic content, and a more targeted audience focused adverts as from now their advertisement is generalised and topics are broad.

Moreover, a dedicated social media accounts for the Premier Inn city centre will attract more guests and increase revenue. This is because the target audience is being specifically addressed which builds an emotional relationship with the company. If the premier inn Swansea city centre had a separate account for the chain this would allow specific advertising that would attract more specific customers. This is because the guest would be able to see what's specifically in that hotel and would be more likely to choose the brand based on location and the facilities available in this Premier Inn to be more direct and address loyal and potential guests' attention.

Moreover, even tailored adverts to the time of year such as Christmas would attract more guests. The Primer Inn hotel could consider the Morgon hotel strategy such as advertising for Valentine's Day or Galantines Day with offers surrounding the event such as complementary products such as some flowers or even a discount offer. Also, they could provide products for an extra cost such as cholates, flowers etc just to make them stand out to guests. Add hampers free of charge will increase guests' satisfaction as they feel more valued by the company.

Their main competition Travelodge Swansea are advertising that they have new room designs. To meet this Premier Inn Swansea city centre must advertise on their website what makes them stand out. By adding more information and changing their website layout and design will be more appealing to future guests. As the colour scheme is very basic this shows that they are basic hotel and to be more upmarket a better colour scheme on the website and layout will be more attractive and change guests' expectations. For example, their competition The Dragons hotel websites is more eye

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catching as shown first is an offer on one of their accommodation types with colours which are emotive. This makes grabs the audience attention and makes them want to look further into the rooms available.

Loyalty program for the Primer Inn will set them apart from competitors as guest are more likely to visit the hotel more often with the loyalty scheme. Makes the guest want to put in the effort to visit for a reward such as a discount. This concept increases value for the guests and improves the success of the Premier Inn chain positive brand image further using psychological behaviour.

On social media they must adverts their restaurant more and add promotional offers to gain loyal customers to their restaurant .as within Swansea city central there is a lot of competition. Having a reward scheme will increase sale turnovers because the behaviour of guests will find value in gaining a positive reward.

From the lack of online presence interaction from Premier Inn guest management with reviews left by guests this may make guests feel unvalued and may not return to the hotel again. For primer inn to improve the guest management could respond to all reviews in the correct manner from thanking guests for their feedback and to resolving issues that have been addressed by guest allows the company to regain a positive reputation.

To summaries the analysis of recommendations for Premier Inn Swansea city centre social media, advertisement, promotional methods, website, loyalty programs and online presence must be addressed. To conclude, by using the recommendations in place will improve Premier Inn Swansea City Centre brand image; which will increase sales in future.

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