

A COMPARISON OF THE MARKETING METHODS OF TWO MULTINATIONAL HOTEL CHAINS

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Introduction

The 21st century's new dynamics have created a more competitive industry for hospitality enterprises, particularly hotels. Hotels are being compelled by this situation to implement new tactical and strategic marketing strategies. The surge in hotel reservations made online contributes to this dynamic. Hotel marketing teams need to be far more inventive, grasp social media, digital marketing, and new technology, as well as how to integrate them. Perhaps most significantly, they need to be able to interact with hotel guests. (Mangold & Smith, 2012).

Company profile

Marriott International, is an international American corporation that maintains, distributes, and grants licences for accommodation, including hotels. their beliefs continue to be ingrained in the firm's culture J. Willard and Alice Marriott founded the company, and family leadership has governed it since 1927,(Marriott Int., 2022), Considering the total number of rooms available, Marriott is the world's largest hotel chain. It comprises 30 brands and 8,100 hotels with 1,423,044 rooms spread across 131 countries and territories. Marriott operates 2,149 of the 8,100 hotels, while the remaining 5,493 are operated by third parties under franchise agreements. The company also operates 20 hotel bookings websites. (Marriott Inc., 2021)

Premier Inn is a British based service hotel chain as well as the biggest hotel name in the UK, with over 72,000 bedrooms and 800 premises. In a variety of locations, covering major cities, suburbs, and airports, it rivals alongside Travelodge and Ibis hotels. Whitbread developed Travel Inn around 1987 to compete with Travelodge. Whitbread bought Premier Lodge in 2004 and united it with Travel Inn to form the current company, which was dubbed, Premier Travel Inn until 2007, when it was shortened to Premier Inn. Premier Inn accounts for 70% of Whitbread's income. (Osborne, A ., 2004)

These organisations were selected to evaluate the world's most influential countries' main hotel networks. Despite the fact that their marketing strategies are incredibly similar, those specific hotel competitors have maintained their supremacy. As a consequence, comparing hotel chains with about the same market share will give greater insight into hotel marketing strategy.

Marketing Approaches and Decisions

Businesses have gotten more interested in competitive advertising in recent years. Marketing of products and services inside a crowded marketplace when brands compete against each other, and no one brand has a monopoly on the marketplace (Dwivedi, 2019). In order to assess their hotels chains and networks acquire a commercial edge by ensuring that their offerings are unique from those of their rivals (Parboteeah and Cullen, 2017).

Distinguish illustrates market gaining tactics that enable people to choose a single product or brand. Hotels make a distinction their self in market by offering their clients trustworthy and solid support, along with adequate security, well-being, as well as private plans to ensure their own comfort, safety, and privacy. Marriott International, as the franchisor, grants licences to guesthouses and private organisations to continue operating under the brand. As a result of, they are concentrating their marketing effort on differentiating themselves. From competitive products while yet delivering exceptional customer service (Nailon and Doswell, 2018).They provide options including such personalised course scheduling to compete with the world's leading hotel companies. (Keller and Kotler, 2016).

Annually, they set up visitor bookings and provide associated services all around the world using their own experience and resources. To showcase business services in the most favourable light, they use a methodical budget to reinvest in the asset. Premier Inn has borrowed a marketing technique from Marriott International (Riddle, 2015). They've worked hard to boost their brand's reputation in a congested market. Inside the USA and other countries by emphasising personalised customer service with overall quality. Since they expanded their service to cover the air terminal region, metro areas, and academic regions, differentiation has been an important component to their marketing strategy, allowing them to assist to a wide spectrum of the customers.

Market Target and segmentation

Efficient marketing roles take a number of actions. The very first step in identifying targeted consumers is segmenting the market. Every business wants to take control of a certain market. Whenever it concerns brand positioning, Marriott and Premier Inn have a lot in common. They have created market positioning strategies in order to get an edge. They include customer service, marketing strategy, and human resources and so on. A comprehensive selection of the Marriott International clients was made on their demographic and regional characteristics. The bulk of their clients are affluent people. They have developed a unique brand image due to their strong brand positioning (Shaughnessy, 2011).

There are many techniques to position a firm to the marketplace that differ from nation to nation. Intercultural communication is valued highly by Marriott as a method of increasing staff productivity and expanding the company's customer base.

A few residential structures had been awarded permits by organisation, it also receives a royalty for maintaining they are devoted. Furthermore, as a major global hotel sector player, the corporation participates to CSR and helps the young. All of these approaches combined to create a unique brand identity and strong brand positioning. Premier Inn's excellent brand positioning is achieved by utilising a value proposition. Because of organization's unique promotional strategy, it is simpler to keep people interested. Clients may reserve their hotel service on the internet in order for the firm to get more customers. Another bold step made by a company to assure its brand recognition position will be to contrast its products portfolio to those of competitors. Customers are encouraged to utilise certain services as a consequence, and the brand's exposure improves. The hotel chain's appealing attributes are always exposed to prospective clients all over the world as a result of virtual marketing. The hotel chain organisation scores high on the list in relation to recruiting the smartest and brightest brains in the next generation.

Marketing Strategies

Every business has a marketing plan in place to maintain lengthy viability in the marketplace. When it comes to hotels, the services are what distinguishes them by the competitors. Developing a competitive advantage is crucial for those hotel companies, and they are both achieve it. Retaining highly trained employees capable of meeting the different demands of Marriott International client base is critical to a company's marketing plan (Hertel-Storm, Staunstrup, and Vestergaard Olsen, 2021). Over decades, the hotel has maintained its reputation, making it the first option for business meeting, guests, and so on, each of which is expensive to maintain.

Marriott International marketing strategies has struggled in the past two years as a result of Covid - 19 impact. Despite, the firm was able the rebound by implementing proper safety precautions because of its clients and consumers even as situation has stabilised. Premier Inn increased the worth of its brand

by giving progressively better services with each passing day. It is apparent that their marketing strategy is intended to improve the patient's relationship with them. Nonetheless, Premier Inn set itself apart from the competition by offering high-quality service. The organisation used a wide range of advertising methods to notify clients about the company's health and safety risks. Furthermore, their other strategies are more customer centric.

Environmental and sustainability messaging

Every company wishes to establish a name for itself in the marketplace. As a consequence of global technology advances, every industry is rapidly expanding. They have made a noticeable contribution to global warming. As a result, the vast majority of elite groups are taking the lead in reducing the consequences of global warming in a variety of ways. Solid trash collection and the use of renewable energy sources are currently beginning (Twain, 2019).

Premier Inn and Marriott International Hotels, in contrast hand, are actively committed in increasing environmental awareness and assisting long-term profitability. Marriott International successfully implemented technological changes that reduced carbon emissions. The firm uses renewable energy and recycling, which helps to save costs in some areas. Premier Inn's information tracking is their most imaginative market strategy adjustment. The organisation was able to develop a worldwide system for environment protection in order to maintain a record of the quantity of garbage created.

Covid 19 Effects

Because of the epidemic, Marriott International has forced to strengthen its promotional efforts in order to stay up with security measures (Twain, 2019). A new commercial reminds tourists and consumers of the terrible consequences of not receiving the essential vaccines and implementing other safety steps. Premier Inn has strict policies in place to guarantee that immunised guests and customers are welcome. They've upgraded their operation on a range of online or digital channels, emphasising the security precautions they have put in place.

In Conclusion

Since they are concerned about their customers' safety and security, Premier Inn, and Marriott, and both are the world's biggest hotel chains, have designed efficient marketing techniques. Since Covid-19 wrought trouble on the hotel sector and other sectors, they have concentrated their efforts on preventing it from happening again. Using eco-friendly marketing tactics is one of the most important things you can do to gain a competitive advantage in the hotel industry. These hotel companies will gain consumer confidence if they display concern for natural capital conservation and demonstrate how to do so. This will also provide them with such a secure and long-term habitat.

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