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MARKETING PLAN

"Travelodge"

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Component A: Marketing Plan

Introduction

The ***purpose*** of this task is to develop a ***marketing plan*** for the chosen ***hotel brand***, named ***Travelodge*** which has a leading market position in the ***UK***. ***The Aim*** of this market plan is to ***ensure marketing opportunities*** for the hotel brand by ***creating an effective communication strategy***, especially in this ***current changing business climate***. ***Multiple frameworks*** such as ***the 5Cs and 4Ps marketing mix*** are going to be applied in this section in order to accomplish a ***situational analysis***. In this stage, the ***micro and macro analysis*** will be done on the basis of the following hotel brand, Travelodge and the industry respectively.

Situation analysis

5C's

Company: SWOT analysis (Micro analysis)

Strengths	Weakness
● Affordable travel (Travelodge, 2023a) ● Preferable hotels ● Aspire	● Limited social media presence ● Poor technological advancements
Opportunities	Threats
● Great cash flow	● High competition

Table 1: SWOT analysis

(Source: Self-developed)

Customers: Segmentation and Targeting/Customer profile

Segmentation
Demographic - Male and Female customers

Geographic - “UK, Ireland and Spain” (Travelodge, 2023a)

Psychographic - Customers who are interested in hotel rooms features

Behavioural - Customers who spend on affordable hotels

Targeting

Psychographic and Behavioural segmentation have been targeted by the hotel brand among all segmentations.

Table 2: Segmentation and Targeting

(Source: Self-developed)

Competitors: Perceptual positioning map, Bowman's strategy clock

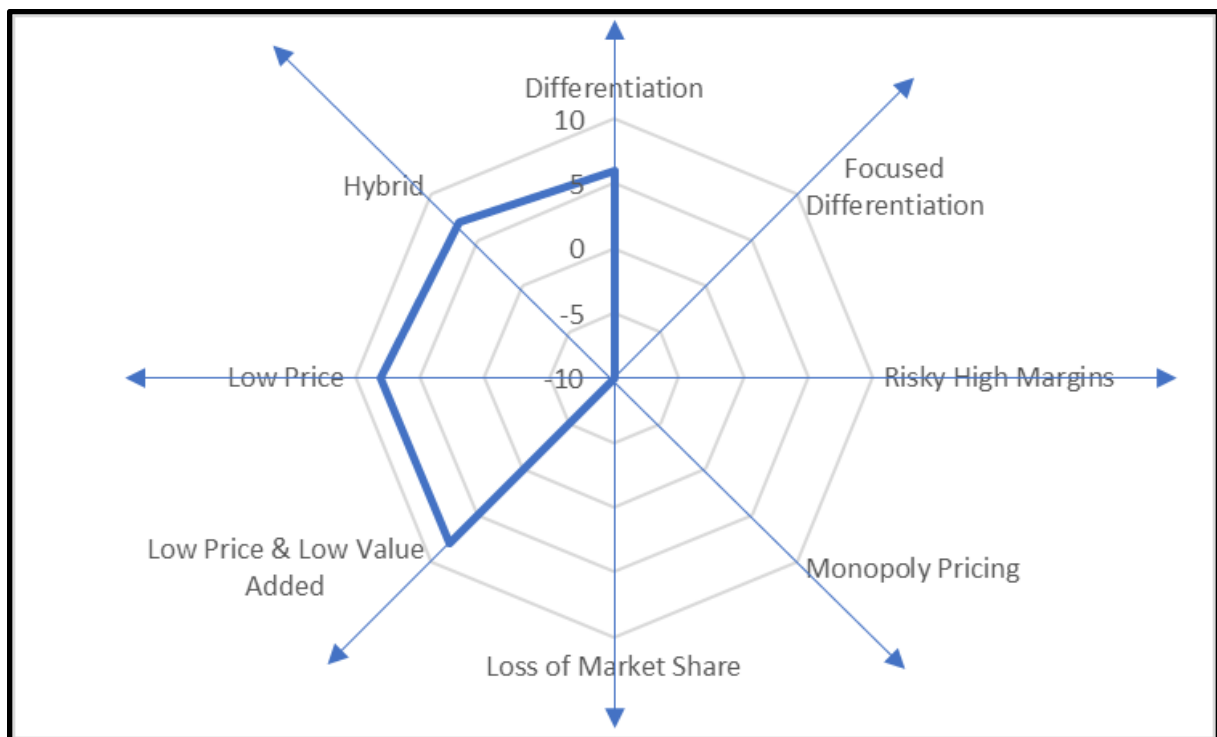


Figure 1: Positioning map

(Source: Self-developed)

Collaborators: Demonstrate an awareness of organisations' B2B Relationships, Partnerships, and Franchises

Travelodge has an impressive market position at the global level with its strong and flexible B2B relationships. 45000 businesses have already chosen Travelodge among which "570 UK hotels" and "200 hotels with onsite restaurants&bars" (Travelodge, 2023b). The brand is

famous for its market position while it holds the position of "UK's largest independent hotel brand" (Travelodge, 2023a). "AUD 620 million Travelodge hotel portfolio" has been acquired by the Partners Group in Australia (Partnersgroup, 2023). Travelodge has a partnership with the "Purpose Coalition" (Hotelowner, 2023). \$35,000 is the maximum fee for the Travelodge franchise with the "total initial investment range" between "\$178,081 to \$8,077,783" (Topfranchise, 2023). Therefore, it can be said that Travelodge has enough awareness about its partnership, B2B relationships and franchises.

Climate: PESTLE (Macro analysis)

Factors	Discussion	Impact
<i>Political</i> • “Political Stability Index”	PSI level in the UK is 0.54 in 2021 (Theglobaleconomy, 2023).	Positive
<i>Economical</i> • “Gross Domestic Product”	The GDP rate in the UK has increased by "2.2 trillion British pounds" in 2021 (Clark, 2022).	Positive
<i>Social</i> • Employment rate	The employment rate is 76.6% in the UK by 2022 (Clark, 2023).	Positive
<i>Technical</i> • Advanced technological tools	Different hotel technologies including Virtual Reality, "The Internet of Things", Artificial Intelligence and "Blockchain Technology" are emerging in the modern Hospitality Industry (Catalaconsulting, 2023).	Moderate

<i>Legal</i> • “Duty, rights and liabilities”	"Hotel Proprietors Act 1956" provides guidelines to UK hotels related to the "duties, liabilities and rights" (Legislation, 1956).	Moderate
<i>Environmental</i> • Environmental well-being	In the UK, there is a trend for a "sustainable hotel concept" by considering "eco-sanctuary" and "circular design" in hotels (Biofilico, 2022).	Positive

Table 3: PESTLE analysis

(Source: Self-developed)

Objectives

The proposed marketing plan shall be aimed at the identification of marketing opportunities or threats and based on the same, the development of a communication strategy for the leading UK-based Travelodge, UK by the end of December 2023.

Strategy

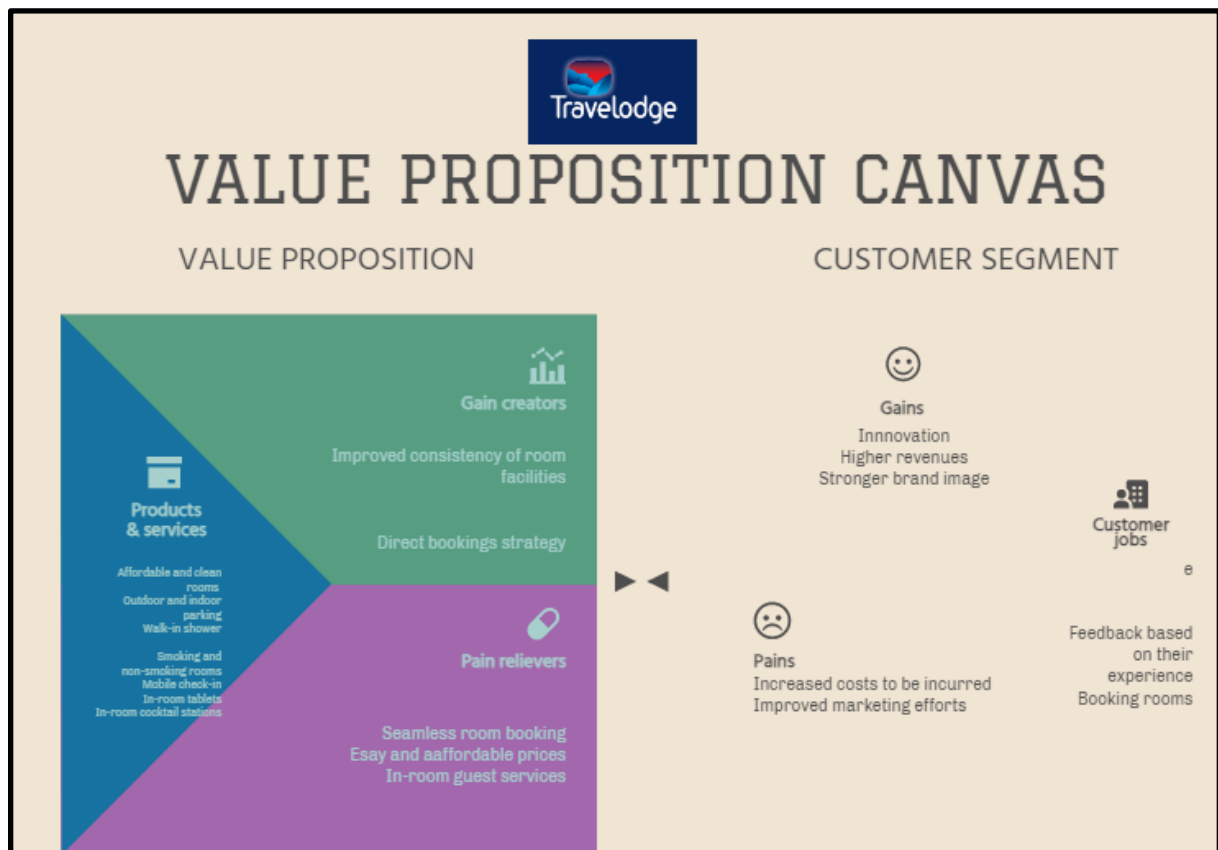


Figure 2: Value Proposition Canvas of Travelodge

(Created by the learner)

As per the above figure, it is clear that the value proposition of **Travelodge** is improved consistency in terms of the room facilities and the strengthening of the direct booking strategy (SiteMinder, 2023). Travelodge shall ensure that each guest availing rooms in the hotel is well aware that they are getting the best room that the hotel has available. This value proposition shall be conveyed by relying on online digital marketing tools and techniques. Given the fact that a larger share of the technology and social media users are millennials, the value proposition of Travelodge shall influence its overall targeting strategy and positioning.

Tactics

Marketing Mix: 4Ps

<i>Elements</i>	<i>Tactics</i>
Product	In Paris, Travelodge shall offer affordable and clean rooms for the guests, outdoor as well as indoor parking , and a walk-in shower . Not

	only that, but the hotel shall also provide smoking and non-smoking rooms for its guests. Additionally, guests can also be provided with unique features including mobile check-in, in-room tablets, in-room cocktail stations and so on.
Place (Distribution)	The hotel authorities can help prospective guests to locate the area by investing in online marketing efforts . The website of the hotel shall clearly put out the address along with the GPS location through which interested guests could find the hotel in the new area.
Price	The price skimming strategy shall be used by the hotel to attract new customers in the area. The room rates for the rooms shall be displayed not only on the hotel's website but also on tariff cards to be shared with guests upon their visit to the premises.
Promotion	Marketing is a wide function in a business that encompasses the development and research of products, pricing, distribution and merchandising processes and promotion or communication (Todorova, 2015). Based on the RACE Model, a marketing communication matrix has been presented for Travelodge UK in Paris: Reach: Prospective customers in the area can locate the Travelodge Hotel via word-of-mouth publicity, brochures and flyers. Brand awareness in the new area shall also be built through web presence on the hotel's website, social media pages and microsites. In this regard, the hotel shall also send out newsletters to prospective customers to make them aware of its existence in the area and the kind of services and amenities that it is offering to the customers. Act: Travelodge can encourage the participation of new customers in the area by sharing relevant and intriguing content via customer reviews and social media. This could be in the form of blog posts, video content, and even guest interviews, all of which can shed light on the service portfolio of the hotel. Convert: The transaction process shall be kept as hassle-free as possible to ensure that people can easily book rooms in the hotel. Not

	only that, but interested guests can also be converted into actual guests through various promotional tools such as Google Analytics, Sprout Social, Facebook Insights, and Raven Tools. Engage: The hotel authorities can keep its customers engaged with paid advertising, newsletters, and social media. Travelodge can also onboard clients with a wide range of personalised videos.
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Table 4: Marketing Mix of Travelodge, UK

(Self-developed)

Action

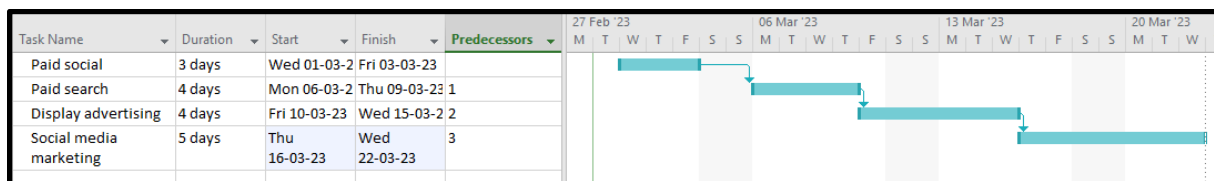


Figure 3: Gantt chart

(Source: Self-developed)

The above represented Gantt chart has described the entire marketing activities including the schedule and channels which will be followed in the focused hotel brand. In the stage of display advertising, offline marketing channels will be followed. On the other hand, online marketing channels will be followed in the stage of social media marketing activities.

Control

Travelodge Hotel shall measure the success of the marketing plan using the following criteria:

- **New customers:** An increase in the number of guests booking rooms at the hotel can be an indication of its success in terms of its marketing and promotional efforts.
- **Positive attitude towards brand:** This could be measured by the number of positive ratings and reviews that guests leave on the hotel's website or on major travelling websites such as Booking.com and Tripadvisor.
- **Increase in profits:** This could be measured in terms of the annual revenue amassed through guest footfalls.

Conclusion

The entire task has found greater cash flow as a market opportunity for the UK's leading hotel brand Travelodge due to its affordable price of products and services. In addition, it has been found from the above context that the hotel brand can experience positive impacts from the political, economical, social and environmental factors under the PESTLE framework. However, legal and technological factors can experience a moderate impact on the business functions of the hotel brand. Moreover, it is important to say that the recommended communication strategies such as online marketing efforts, price skimming strategy, paid advertising, newsletters, and social media will be profitable for the focused brand.

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Component B: Presentation

Slide 1: Introduction

- Travelodge is the largest brand of hotel in the UK
- With over 40,000 bedrooms across the UK and 590 hotels spread across Spain, Ireland, and the UK, Travelodge has made a strong name for itself across the global hotel industry (Travelodge, 2023a)

SN: This presentation shall discuss the development of a marketing plan for Travelodge hotel chain, UK.

Slide 2: Situational Analysis

- Affordable travel, Aspire and Preferable hotels are the strengths of Travelodge (Travelodge, 2023a).
- Limited social media presence and Poor technological advancements are the weakness of Travelodge.
- Purpose Coalition can be mentioned as a partner of Travelodge (Hotelowner, 2023).
- The brand is focused on the Psychographic and Behavioural segmentation.

SN: The brand is able to experience positive impacts from the political, environmental, social and economical factors in the UK. However, legal and technical factors can moderately impact the business growth of the hotel brand. In terms of position map, it can be said that the brand is holding the position between low price to differentiation.

Slide 3: Objectives, strategy and tactics

- Identification of marketing opportunities of Travelodge by developing effective communication strategy is the objective of this task.
- Online marketing efforts and price skimming strategy will be beneficial for the hotel brand.
- Affordable travel strategy has been followed by the UK's leading hotel brand, Travelodge (Travelodge, 2023a).

SN: Different promotional tactics by using Google Analytics, Sprout Social, Facebook Insights, and Raven Tools will be profitable for the brand. Engagement with paid advertising,

newsletters, and social media will also be fruitful for the development of marketing activities of the hotel brand with effective communication strategy.

Slide 4: Action and control

- Customers from different nations including “UK, Ireland and Spain” have been involved with the marketing activities of Travelodge (Travelodge, 2023a).
- New customers, a positive attitude towards the brand and an increase in profits are the key criteria that can be used for measuring the success of the marketing
- The success of the marketing plan could be measured by the number of positive ratings and reviews that guests leave on the hotel’s website.

SN: The social media marketing will be used under the online marketing channels and display advertising activity will be followed under offline marketing channels.

Slide 5: Conclusion

- It can be summed up that Travelodge can implement the proposed marketing plan to widen its reach
- The focus of the presentation has been identifying the opportunities pertaining to marketing that the hotel can consider to improve its communication

SN: The implementation of the marketing plan can help Travelodge to achieve its business goals and objectives.

Reference list

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MARKETING PLAN



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INTRODUCTION

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SITUATIONAL ANALYSIS

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OBJECTIVES, STRATEGY AND TACTICS

- Identification of marketing opportunities of Travelodge by developing effective communication strategy is the objective of this task.
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- Affordable travel strategy has been followed by the UK's leading hotel brand, Travelodge (Travelodge, 2023a).



ACTION AND CONTROL

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CONCLUSION

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