

Module Title: Marketing Essentials BMIH4005

Crowne Plaza and Travelodge

A Comparison of the Marketing Methods of Two Multinational Hotel Chains

Submitted By: Adina Tanase

Student ID: 2207925

Contents

Introduction.....	3
Main Body	3
Chosen Multinationals and Rationale for Selection.....	3
Marketing Choices and Directions of Travelodge and Crowne Plaza	3
Current Marketing Positions	4
Current Marketing Strategies	5
Sustainability and Green Marketing Considerations in Marketing.....	6
Recommendations to Enhance Marketing Strategies	6
Conclusion	7
References.....	8

Introduction

Marketing is a crucial component that may make or ruin a company and its products. The goal of marketing is to increase sales and consumer interest in a product or service using a variety of promotional tactics (Fernandes, Carlos, José, Hernández, & Ricardo, 2020). This essay compares and contrasts two international hotel brands, Crowne Plaza and Travelodge, focusing on their respective marketing tactics in the United Kingdom. There are parallels and contrasts in the marketing strategies used by these international hotel brands in the UK. This essay analyses their marketing strategies and communications from the perspectives of segmentation, targeting, and positioning. This essay evaluates the two companies' use of sustainability message to win over customers.

Main Body

Chosen Multinationals and Rationale for Selection

The Crowne Plaza and Travelodge hotel groups are two examples of multi-national corporations with a strong presence in the hospitality business throughout the world and interesting marketing strategies in the United Kingdom (Yuniawati, Dewi, & Becti, 2019). Compared to Travelodge, a mass-market cheap hotel company with more than 560 locations across a variety of nations, the upscale Crowne Plaza brand has more than 400 hotels globally (hospitality-on, 2022). These businesses were picked for this essay because they are interesting case studies of how brands may distinguish themselves via specialised marketing tactics while being in the same sector but catering to various visitor categories and locales. Both companies have also made an effort to use sustainability language in their advertising to draw attention to their dedication to environmentally friendly operations (Aremorch, 2023).

Marketing Choices and Directions of Travelodge and Crowne Plaza

Both Crowne Plaza and Travelodge have a strong reputation for meeting the individual requirements of their customers in the United Kingdom. Over time, the corporations have evolved a wide range of marketing methods to set themselves apart from the competition (Nalley & Amy M., 2021). The United States is home to the origin of the luxury hotel brand Crowne Plaza Hotels and Resorts, which was established there in 1983. Crowne Plaza's original mission statement emphasised the importance of providing visitors with individualised attention, high-end facilities, and activities that reflect the local culture (Parnell & Malcolm, 2019).

An extraordinary guest experience was prioritised as part of the company's segmentation, targeting, and positioning plan to attract high-end tourists. Its marketing followed this strategy by highlighting the hotel's opulent features including its spas, fitness centres, and gourmet restaurants (Dabas, Savita, & Kamal, 2021). On the other hand, Crowne Plaza has modified their advertising strategy on many occasions in response to shifting customer preferences. Crowne Plaza adapted their marketing strategy to reflect customers' growing interest in eco-friendly and sustainable products. For instance, to prove its dedication to lowering carbon emissions, it has promoted measures such as recycling programmes, energy-efficient lighting, and low-flow showerheads (Lugosi & Stephanie, 2017).

Since its 1985 launch in the United Kingdom, Travelodge has become another global hotel business to drastically alter its promotional strategy. At its inception, Travelodge catered to those on a tight budget by offering clean, comfortable rooms at low rates (Travelodge, 2022). In 2014, however, the firm shifted its marketing focus to appeal to a younger demographic by reimagining its guest rooms and public spaces in a "budget chic" style. This change was made to attract a new clientele that places a premium on affordability without sacrificing aesthetic quality (Marketing Week, 2022).

In addition, Travelodge changed significantly as a direct result of the use of mobile devices and social media websites. The firm has taken a mobile-first strategy to connect with clients wherever they may be, including options like SMS booking and mobile check-in (Page & Joanne, 2020). As a result of shifting customer priorities, both organisations have revamped their advertising to emphasise sustainability and environmental friendliness in the United Kingdom. Also, they have included mobile apps and social media into their marketing strategies, which are musts in today's world of tech-savvy customers (Chibili, 2019).

Current Marketing Positions

Crowne Plaza and Travelodge are two separate hotel chains that serve different niches in the hospitality industry. Crowne Plaza hotels are upscale establishments that target high-spending vacationers who want individualised care and first-rate facilities (Tajeddini, Emma, & Alisha, 2020). As a consequence, the brand has become synonymous with high-end lodgings that provide amenities and services that are often unavailable at similar establishments. This enables them to demand a premium fee while yet catering to a certain clientele interested in luxury service (Filimonau & Delysia, 2019).

Travelodge, on the other hand, is aimed at thrifty vacationers who want to save money without losing convenience or comfort. The business has positioned itself to become one of the most rapidly expanding cheap hotel chains in both Europe and North America (Travelodge, 2022). It appeals to frugal consumers by providing standard assistance in convenient settings at low prices. Travelodge is a chain of hotels that falls in between the budget and the mid-range categories (Travel Weekly, 2021).

Both establishments in the United Kingdom are challenged by several rivals in the hospitality market. Crowne Plaza is in direct competition with the likes of the Four Seasons, Ritz-Carlton, and Mandarin Oriental. Like Travelodge, inexpensive hotel businesses like Premier Inn and IBIS inexpensive are becoming more competitive (Aremorch, 2023). Both businesses' marketing plans have evolved in response to the challenge of remaining competitive. They have used everything from social media campaigns and loyalty programmes to cross-promotion with travel websites and airline alliances to increase their customer base (Marketing Week, 2022).

Current Marketing Strategies

Both Crowne Plaza and Travelodge have used a variety of promotional tactics to draw in and keep repeat business from their target demographics. Crowne Plaza reaches out to its niche demographic of affluent vacationers in a variety of ways. Search engine optimisation (SEO), electronic mail marketing, and paid advertising are all examples of digital marketing strategies (Campaign Live, 2022). To further broaden its consumer base, the firm has formed partnerships with luxury travel sites like Expedia and Booking.com. Instagram and Twitter are few of the social media channels that Crowne Plaza has used to promote itself and spread positive word of mouth about its luxurious accommodations and attentive staff (Chibili, 2019).

Guests who are wanting to save money without sacrificing comfort may be reached by Travelodge's online and offline advertising campaigns. Its primary tactic is offering cheap hotel rooms, which is publicised through Google AdWords, Facebook ads, Twitter updates, email newsletters, and special deals sites (Page & Joanne, 2020). Guest loyalty schemes are one way that Travelodge keeps its regulars coming back. It also uses a robust billboard advertising campaign to get the word out about its promotional rates for hotel rooms (Yuniawati, Dewi, & Bkti, 2019).

Sustainability and Green Marketing Considerations in Marketing

Recently, environmental responsibility has become more important to both Crowne Plaza and Travelodge in the UK. They have taken many eco-friendly measures to lessen their influence on the environment and save money at the same time. Crowne Plaza has made tremendous efforts to guarantee that all of its hotels are run in an eco-friendly manner (Aremorch, 2023). The firm is committed to achieving its objective of a 30% reduction in its carbon footprint by 2025 and does so by prioritising the use of eco-friendly goods and materials (hospitality-on, 2022).

Linen and towel reuse rules, low-flow showerheads, and LED lighting are just some of the ways the firm promotes water and energy conservation among its visitors. Similarly, Travelodge is committed to green initiatives at all of its properties (Travel Weekly, 2021). Its "Green Programme," an effort to save resources like water and electricity, is a major step in the company's sustainability efforts. The programme includes actions such as switching to energy-efficient light bulbs, composting all organic waste, and utilising recycled paper. Many Travelodge hotels also work with neighbourhood organisations to provide stale towels, sheets, and other hotel furnishings to those in need (Parnell & Malcolm, 2019).

Recommendations to Enhance Marketing Strategies

The following suggestions may help Crowne Plaza and Travelodge improve their marketing strategy and stay competitive in the United Kingdom:

- Both businesses may benefit from influencer marketing by exploring collaborations with social media travel and lifestyle influencers in order to expand their customer bases and raise brand recognition (Chibili, 2019).
- Both Crowne Plaza and Travelodge are putting an emphasis on providing guests with individualised service due to the proliferation of digital technologies like AI. Guest satisfaction would rise and repeat visits would increase with this kind of adaptability (Lugosi & Stephanie, 2017).
- In addition, marketing efforts for both Crowne Plaza and Travelodge may benefit from the use of videos to highlight the properties' features and services. The result will be higher levels of interaction and more sales (Nalley & Amy M., 2021).

Conclusion

Both Crowne Plaza and Travelodge are well-known hotel chains, and they both have made substantial strides towards more environmentally friendly business practices in the United Kingdom. Even if they have solid marketing plans in place, businesses must constantly adjust to the new circumstances. Influencer marketing, personalised guest experiences, increased social media interaction, and the use of videos in promotional efforts methods are all ways in which they may improve their marketing strategy. Such marketing initiatives will help these businesses stay competitive and stand out from the crowd by giving guests a memorable experience throughout their visits.

References

- Aremorch. (2023). *How Crownee Plaza Hotels and Resorts use strategic Meeting Influencers to scale the Customer Experience*. Retrieved 2023, from <https://aremorch.com/how-crowne-plaza-hotels-and-resorts-use-strategic-meeting-influencers-to-scale-the-customer-experience/>
- Campaign Live. (2022). *Crownee Plaza turns to events marketing*. Retrieved 2023, from https://www.campaignlive.co.uk/article/Crownee-plaza-turns-events-marketing/736280?src_site=brandrepublic
- Chibili, M. N. (2019). *The Hospitality Industry—Past, Present and Future*. Routledge.
- Dabas, S., Savita, S., & Kamal, M. (2021). Adoption of digital marketing tools in independent businesses: experiences of restaurant entrepreneurs in India and United Kingdom. *Worldwide Hospitality and Tourism Themes*, 13(2), 214-235.
- Fernandes, S., Carlos, A., José, M., Hernández, M., & Ricardo, R. (2020). The relationship between market orientation, customer loyalty and business performance: A sample from the Western Europe hotel industry. *Tourism and Hospitality Research*, 20(2), 131-143.
- Filimonau, V., & Delysia, A. (2019). Food waste management in hospitality operations: A critical review. *Tourism management*, 234-245.
- hospitality-on. (2022). *A comprehensive strategy to establish Crownee Plaza as the upscale challenger brand that is bringing humanity to business travel*. Retrieved 2023, from <https://hospitality-on.com/en/worldwide-hospitality-awards/Crownee-plaza/challenger-brand-strategy>
- Lugosi, P., & Stephanie, J. (2017). Challenges in hospitality management education: Perspectives from the United Kingdom. *Journal of Hospitality and Tourism Management*, 31, 163-172.
- Marketing Week. (2022). *Travelodge Marketing Strategy to Create Brand Warmth*. Retrieved 2023, from <https://www.marketingweek.com/travelodge-strategy-to-create-brand-warmth/>
- Nalley, M., & Amy M., G. (2021). *A Case for Change, Market Segmentation and Brand Management*. International CHRIE.

- Page, S. J., & Joanne, C. (2020). *Tourism accommodation and hospitality services*. Routledge.
- Parnell, J., & Malcolm, B. (2019). Capabilities, strategies and firm performance in the United Kingdom. *Journal of Strategy and Management*, 12(1), 153-172.
- Tajeddini, K., Emma, M., & Alisha, A. (2020). Enhancing hospitality business performance: The role of entrepreneurial orientation and networking ties in a dynamic environment. *International Journal of Hospitality Management*, 90, 102-113.
- Travel Weekly. (2021). *Travelodge launches biggest marketing campaign to date*. Retrieved 2023, from <https://travelweekly.co.uk/articles/60590/travelodge-launches-biggest-marketing-campaign-to-date>
- Travelodge. (2022). *TRAVELODGE ENCOURAGES LOGICAL THINKING*. Retrieved 2023, from <https://www.travelodge.co.uk/press-centre/press-releases/TRAVELODGE-ENCOURAGES-LOGICAL-THINKING-Welcome-Travelodgic>
- Yuniawati, Y., Dewi, P. N., & Bektı, S. R. (2019). How do You Believe Electronic Word of Mouth in Making Decision to Stay? *In 3rd International Seminar on Tourism*, 72-77.