A comparison of the marketing methods of two multinational hotel brands.

Name: Marika Henszek

Student ID number: 2208214

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Lecturer name: Luciana Suardi

The aim of marketing is to create long lasting relation with customers by relating to their expectations and needs (Kotler, 2020). Technology and globalisation are two powerful forces that shape the purchasers' landscape in today's society. (Kotler,2020). This essay will explore similarities between two hotel chains. The two chosen multinational hotel brands are The Ritz Carlton and Premier Inn. They are two varied brands and both extremely popular even though both brands are attracting different audience.

President Colgate Holmes formed LLC (Limited Liability Company) for The Ritz Carlton Hotel Company in 1983 that helped to expand the luxury business and managed to open new properties throughout the world. The company currently have over 100 luxury hotels worldwide. The Ritz target goal has always been focused on attracting high quality customers by offering exceptional services in spectacular locations and multiple choices of activities. (The History of The Ritz – Carlton hotel company).

Another of the multinational hotel brand Premier Inn was founded by Whitbread 4 years later in 1987 in Basildon, Essex originally named as Travel Inn. “Same feeling, whatever the trip” (Premier Inn TV Advert,2022) is what Premier Inn want guests to experience regarding their services. By creating a brand-new campaign, this can reach to thousands if not millions of guests who have a television within their household and will attract many more guests. The reason behind their campaign is to show that whoever the guests are and wherever they are going, they can always expect the same feeling of comfort no matter which location they are staying at. Due to the technology evolving as the years go on, Premier Inn also uses social media as one of their marketing strategies as it will reach millions of viewers and it is the best way to market their organisation. The platforms include Instagram, Facebook and Twitter. (The Premier Inn,2022)

Social media are helpful source to communicate between buyers and sellers, platform to seek feedback, source of information regarding benchmark analysis. (Hooley, 2019).

Currently marketing position is reaching the audience by diversity of media such as internet, radio, television, advertisements, magazines, newspapers, billboards, or apps. Marketeers must choose the right platform to effectively catch the audience’s attention to make sure it occupies their minds long after it has been advertised. Noticing and remembering are two of the most principal factors that the brands are focusing on. Entering The Premier Inn's website, it shows that it is a budget friendly hotel and wants to highlight to the guests that it is a place to come for comfort. When entering their website page, you can instantly see the 'Rest Easy' slogan which states that they care about everyone's sleep. However, it also states on their website that it does not necessarily focus on the sleep, but they want

everything else to be just as easy. This means booking without the worrying, about having the flexibility and choice that they need and most importantly to experience and to enjoy the same warm and friendly welcome no matter which location they choose. Front page shows what kind of activities and attractions are nearby their hotels. This instantly gives the guests an insight as to what is around and what they can expect when staying at their accommodation. They captured the most picturesque photos which are allocated with this information as it will be eye-catching and memorable whilst they scroll down their page. (The Premier Inn, 2022).

The luxury design of the Ritz-Carlton is very eye-catching to the guests and will create a long-lasting impression. They are still able to portray their luxuriousness throughout their website. The team cares about each individual, being fully committed and enhancing unique and memorable moments for all. Along with deluxe photos being posted all over their web page, it shows what kind of retreats, escapes and adventures are available for them to experience at all of their destinations being focused on customer satisfaction (Kotler,2020). The Ritz's website captures the most scenic pictures from their holiday destinations which gives the guests an insight as to what they should and what they are expecting from when they book at one of their destinations. As previously mentioned, by posting these photos the guests will have an everlasting impression. (The Ritz Carlton,2022).

This luxury chain of hotels is “training the staff for customer obsession”. Guests can expect very high culture during interactions with all the staff, all unexpected requests and needs are being taken for consideration by high qualified employees. (Pravin,2021)

Due to the pandemic, Premier Inn lost around £1bn in the years of 2020/2021. They invested £20 million into their marketing once the travel restrictions started. During which their brand building campaign of 'rest easy' got delayed but they managed to invest in it after the pandemic started to ease. As a result of this they were able to start marketing their campaign through the use of tv, social media, digital, as well as advertising through the radio”. Our direct distribution model means we own our customer relationships, enabling us to deliver more relevant direct digital marketing,” Brittain, A. (2021) Premier Inn pins recovery hopes on marketing with 'invest to win' strategy. (Jefferson M.2021)

London’s The Ritz lost £27million during the COVID pandemic by sale from billionaire Barclay twins to a Qatari investor. Historical moment took a place first time after 114 years the London’s famous hotel had to close the door. “New accounts show its closure for more than five months meant turnover fell 74 per cent to £13.3million, down from £50.3million in 2019. The Ritz took £3.49million from the furlough scheme and deferred £806,000 of VAT payments 'to aid cashflow'. A spokesman said revenues since The Ritz reopened in the summer are now 'healthy and robust'.” (Dennys, 2021). In a statement The Ritz hotel confirms that employees will receive full salary during the crisis and forced closure.

The Ritz-Carlton Residences, Waikiki Beach was described as “Great escape from COVID-19". Hospitality services during the worldwide spread of a virus and pandemic content did not have the negative impact regarding guests' luxury stay experience. A couple of experienced travellers described their stay as memorable. “As an Infectious Diseases specialist, I was pleased to see the way in which the property handled masking and mitigation efforts” (R. Julia, 2021).

Consideration The Ritz made within their marketing regarding sustainability and green messaging is to achieve 3% reduction when it comes to energy every single year moving forward. Company has systems internally monitoring hitting, energy loses, water pressure. Maintenance team is responsible for carrying regular checks withing the building to make sure all the systems are maintaining correctly. Each level of the business is responsible for minimalizing impact on their surroundings. Almost all the lights are LED (94%), donations, recycling, raising money for charity, increasing recycling. (Green policy, The Ritz website).

Premier Inn's aim is to look after their staff and environment by setting up the goals. One of their goals for 2040 is to cut carbon emission to zero by covering hotels with solar panels and providing renewable energy across the Uk. Elimination of plastic equipment such as stirrers and plastic straws is one of the issues the company is facing now, they are in committed progress to eliminate them as they have a huge impact on environment. Another of the targets Whitbread wants to reach in the next 8 years is to cut food waste by 50%. (Whitbread, Enviromental Impact).

In conclusion, this essay shows differences between two multinational hotel brands. These brands are at opposite ends of the price spectrum, that is one of the reasons why they attract guests who are seeking different criteria from their stay. Both brands care for environment. Based on research it shows that both companies have evolved over the years where marketing has made a massive progress by the use of technology and platforms to communicate with the audience. During covid pandemic both hotel chains lost a lot of money but despite this all, they managed to get back on their feet and provide their best services possible.

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