

***A comparison of the marketing
methods of two
multinational hotel chains***

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Marketing Essentials BMIH4005

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This essay will mention the necessity of the hotels to make a competitive marketing plan of action to attract clients. When the demand is produced in the market, hotels need to have the capacity to supply and take advantage (Mostert, Steyn, and Petzert, 2008). The study is between Hilton and Wyndham Hotels & Resorts. The text will try to show what marketing strategy they adopt, whom they target, and how they attract and maintain customers. Also, a review about their green message and how they deal with the coronavirus pandemic.

Graham (2019) says that marketing is the process of value creation and delivery to customers that transcends traditional departmental boundaries. Even from 1959, Felton says that marketing needs to be a correlation and coordination of all functions to achieve long-range profits. More recently, Kotler et al. (two thousand) say that marketing is a concept that needs to deliver the desire more effectively and more efficiently than another competitor. Also, Kotler, Philip, et al. (2019) say that marketing engages customers and manages profitable customer relationships."

Hilton has over 570 locations on six continents, and they come with a modern and veritable experience for all their guests. The company was created by Conrad Hilton in 1919 when he bought the Mobley Hotel in Cisco, Texas. In 1949 the company started its expansion outside of the US by opening the Caribe Hotel in Puerto Rico. They have eighteen brands in 119 countries with more than 6500 properties worldwide. (Hilton, 2021)

Wyndham Hotels & Resorts was established in 1981 in Dallas, Texas, by Trammel Crow. Now they have twenty-one brands in ninety-five countries with over 8900 hotels. Wyndham is one of the biggest hotel franchisors in the world. They offer a travel experience and a friendly service for the everyday traveller. (Wyndham hotels 2021) The company is also well known for its unparalleled management of its stakeholders. (Miteva & Ackovska, 2017)

Hilton has values like hospitality, integrity, leadership, and teamwork. They said, "hospitality is not just a job." (ctp.org.uk 2021). With more than one hundred years of running a business around the globe, they are one of the top brand hotels. Hilton is a well-known global brand that offers a complete service to business and leisure travellers with hotels near airports, popular destinations for holidays, and the major city centre. Hilton Hotels and Resorts have opportunities for a franchise. Their hotels are owned and managed by Hilton or franchised to an independent operator.

Wyndham Hotels & Resorts has over 8900 hotels in many locations, from highways and beaches to small towns and big cities. They have a loyalty program called Wyndham Rewards. Also, their business is focused on meeting spaces, eateries, business, and wellness. Resort areas offer golf, tennis, and spas. Wyndham Hotels and Resorts is a piece of Wyndham Worldwide. Wyndham Hotels & Resort are more focused on the market where they are leaders, like the US, rather than Europe, where Hilton is a big competitor. The

central core areas of Wyndham are environmental impacts and ethics. It has taken several eco-friendly measures in its operations and lately implemented a code of business conduct and an extensive compliance program to maintain its strong corporate culture.

Hotel chains are groups of hotels found in different areas but are partly or totally owned by one company. The company conducts the marketing, promotion, administration, and management of all the hotels in the chain. While hotels need to focus on existing products and services, marketing needs to find new ways and services to attract new customers, to develop new strategies to grow the business. Marketing strategy has been the key planning challenge since the 1980s. Marketers need to be competitive to take advantage of larger competitors and perform efficiently. Paley (2005) says that strategy is the art of coordinating the means to achieve ends. A competitive strategy in marketing needs to look after product, pricing, promotion, and distribution to isolate marketing problems and develop marketing solutions. The marketing strategy of the two hotel chains analyses their brands with the marketing mix approach covering the 4Ps – Promotion, Product, Price, and Place. Several marketing strategies like the innovation of products, pricing methods, and planning of promotion also exist (Nozdreva & Churakova, 2021). Based on Wyndham and Hilton hotel chains, these marketing Mixes help their brands to succeed by positioning themselves competitively in the market and achieving their objectives and goals. Product strategy reflects the solutions to the needs of customers. Wyndham hotels sell its products under its brand name with many available varieties to allow its customers to select what they prefer (Krupskiy et al., 2021). The products are also highly differentiated and considered unique by its customers due to various features. For this reason, customers easily pay higher prices for these products. Lastly, the hotel sells famous products for its traditional design that is also practical for its customers to use.

On the other hand, Hilton offers various hospitality services through its hotel chains worldwide. Its market mix product and service strategy are high-class hotels chains that focus on services like extended-stay suits, Hilton Garden Inn, and vocational hotels for the executives (Scarantino, 2018). The hotel also has a loyalty program for its loyal customers known as the "HILTON HONORS PROGRAM." The service is offered explicitly to loyal customers to appreciate and motivate them. The hotel also uses the product differentiation strategy to reach as many customers as possible. This enables it to gain a competitive market advantage by motivating customers to pay higher prices for the products or services they offer.

The marketing strategy requires a company or an organization to evaluate the value of the product for the customers targeted. The pricing strategy of Wyndham Hotels and Resort focuses on setting the minimum price credit term, payment period, and discounts (Guillet & Chu, 2021). The hotel has also chosen the price penetration strategy for some of its specific goods with lower prices than its competitors to attract more customers. The discounted prices can also enable the company to win the market share. However, the management should try to identify the competitor's potential retaliation due to an undesired price war. Many customers nowadays are not interested in knowing the prices but understand the total cost of acquiring a given product, usage, and disposal.

On the other hand, the main targeted customers of Hilton hotels are an exclusive segment of the society because the company is a high-class service provider. The cost of different hotels for the Hilton chain serves a specific purpose (Nozdreva & Churakova, 2021). Most of its hotel resorts are situated at the lakesides and beaches than at the airports. For this reason, the company has been maintaining the price segment exclusively. The price range for its products varies with the value of services added, like the availability of Wi-Fi in a room. The company calculates its premium prices to the value of the added benefits like dynamism and breakfast services. Furthermore, the company maintains the exclusivity of its brands through its final customer, a segment that will pay premium service tariffs.

Another strategy is the place and distribution strategy that requires hotels resort to produce some crucial decisions when building their distribution plan. The first step that Hilton and Wyndham have taken is to decide whether they want to make their products accessible by the segments of customers targeted through their channels or require distribution partners to help serve the needs of their customers (Krupskyi et al., 2021). They also need to know if the distributions will be direct or indirect to help select the number of intermediaries. Lastly, they should determine if they like the traditional distribution networks, online distribution, or a combination of both two. Many customers in the current world prefer valuing "convenience" and "easy availability." To find the right distribution channel requires Wyndham and Hilton hotel chains to consider the characteristics of their products and analyse the market's dynamics, customers preferences, capabilities, and own resources. Lastly, they also need to study the distribution strategies of their competitors.

Promotion is another essential marketing strategy for both Wyndham and Hilton hotels. The two companies can blend above and below the strategy of promotion line to achieve their marketing goals and objectives. Internet platforms, radio, television, and print advertisements are the above the line promotional strategies that the two companies use (Guillet & Chu, 2021)

The impacts of green messages in marketing affect the health of customers and the natural environment positively. Customers are often aware of products and safe production methods, consumptions, and dispositions of the products. It also motivates integrated efforts for producing and consuming pure products (Sahin et al., 2020). Wyndham and Hilton hotels and resorts have been using the green marketing strategy to promote the productions and selling of pure products that are eco-friendly. The approach has helped to attract potential and loyal customers and increased the two companies revenue even with the devastating effects of the coronavirus pandemic. They also delayed renovation due by one year (Sharma et al., 2021). The companies significantly lowered the senior executive salaries at the corporate level, issued temporary leaves, shortened work leaves across their branches, and concealed nonessential travels and spending. The companies estimated that the cost-cutting measures would significantly reduce corporate and general administrative expenses. These companies have also taken initiatives to dramatically reduce the cost of marketing and defer at least one-third of their prior forecast investment amounts.

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