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ASSIGNMENT

A comparison of the marketing methods of two multinational hotel brands

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INTRODUCTION

Among the many facets of marketing is brand and company promotion. The idea encompasses all aspects of developing, promoting, and providing sustainability goods and operations (Cleverley, 2017). Multinational hotels businesses need a strong marketing strategy in operation if they want to succeed. Two of the biggest HOTEL AND resort chains in the globe are the focus of this study. The selection process included businesses like Marriott and Premier Inn since they are industry giants on a worldwide scale.

MAIN BODY

Company Overview

This non-profit company, known as Marriott International, Inc., is established in the USA and operates its residence and resort assets globally. Marriott Corporation is the resort company's parent in 8484 locations. In effort to stay ahead with the rapidly evolving area of technologies, the organisation has adopted new ideas and adjusted to the present marketing patterns. As per accounts, Marriott International was the earliest business to introduce an electronic hotel reservation system (Desai, 2013).

The biggest hotel company in the United Kingdom is Premier Inn, on the contrary side. The parental company of this privately limited company is Whitbread plc. The capability of Premier Inn to choose the perfect site is strongly tied to their performance. The convenience of being close to major runways makes it simpler for guests to travel abroad. The business has partnered with Travel Inn to increase its promotional and advertising activities in an attempt to broaden its customer demographic.

Such organisations have been chosen to contrast the biggest hotel networks of the globe's most influential nations. These two competitors in the hotel industry have managed to keep their positions of dominance notwithstanding having nearly similar marketing techniques. As a consequence, contrasting these two hotel brands, who hold a virtually equal percentage of the marketplace, would provide more insight into the hotels marketing strategy (Eslinger, 2014).

Marketing choices

Companies have recently been more interested in rivalry marketing. Marketing of products and activities in a cutthroat marketplace wherein companies are competing with each other and currently no single company holds a monopoly. Companies examine its assets, ability, and

limitation to determine how successful they are. Hotel groups and companies are given an edge in the industry by making sure that their offerings stand out from those of their rivals. Differentiation demonstrates marketplace capturing strategies which let consumers choose one company or service. Hotels distinguish itself from competitors in the industry by offering their clients substantial and dependable assistance in addition to adequate privacy, well-being, and personal arrangements to protect their confidentiality, protection, and relaxation.

Marriott International is a franchise that provides permission for resorts and other commercial businesses to use its trademark. As a consequence, they concentrate their marketing initiatives on setting itself apart from competing firms who offer a comparable level of client service. They provide offerings like personalized programs of arranging in order to cope with the numerous hotel companies present across the globe. They make bookings for visitors and offer integrated activities all around the globe using their personal assets and knowledge each year. They use a methodical plan to engage in the commodity in an attempt to showcase their offerings in the finest and feasible aspect (Hoang, 2016).

The marketing approach used by Premier Inn is similar to that of Marriott International. They have worked very hard to enhance their franchise's reputation in a competitive marketplace by emphasising personalised client services and general excellence in the area in which it is operational as well as in other nations. Because they widened their service to cover the airport region, metropolitan regions, and university zones, enabling business to serve to a broad spectrum of clients, uniqueness has emerged as a crucial component of its marketing strategy.

Position in the industry in the current period

Successful marketing roles require a number of actions. The initial step in identifying specific consumers is segmenting the marketplace. Each business wants to take control of a particular industry. Whenever it relates to brand positioning, Marriott International and Premier Inn have a lot in common. They have created competitive positioning strategies in order to gain an edge. It comprise things like marketing plan, client support, and human resource management.

Consumer demography and regional distribution for Marriott International were selected with consideration. The bulk of its clients are affluent people. They have developed a unique business reputation due to their strong brand positioning. There are numerous strategies for positioning a firm in the industry that differ from nation to nation. Multicultural interaction is highly valued by Marriott International as a way to improve employee productivity and grow the

clientele. The organisation has awarded licences to specific housing developments and receives a charge for doing so. As a key global leader in the hospitality industry, the corporation also supports CSR and helps youngsters. Combining all such efforts resulted in an unique brand identity and solid brand positioning (Jaya and Susanti, 2019).

A valuation proposition is used by Premier Inn to establish its outstanding brand positioning. Due to the company's creative marketing approach, it is simpler for the group to retain consumers interested. Clients could use the web to make hotel reservations, which will help the business expand its clientele. Comparing its service options to that of other companies is another bold move a company makes to assure its excellent brand positioning. As a consequence, clients are convinced to employ their offerings, and the company's prominence is increased. Internet promotion has made the hotel chain's appealing qualities constantly accessible to potential customers all across the globe. The hotel network industry rates highly whenever it relates to luring the smartest and smartest people of the coming future.

Strategy for the Market

Each business does have a marketing plan in existence to assure longer run success in the industry. The quality of the services is what distinguishes a hotel from its rivals. Both hotel businesses recognise the need of acquiring a comparative advantage and are successful in accomplishing this goal.

The firm's marketing plan places a strong priority on keeping technically skilled employees that can meet the broad consumer range of Marriott International. The hotel has maintained its name for generations, making it the top option for corporate conventions, tourists, and other activities that cost a bit of revenue to operate. Marriott International's marketing approach has struggled to stand apart over the past 2 years as a result of the Covid-19 effect. Despite this, as the scenario has settled considerably, the business seems to have been capable of recovering by implementing proper protective precautions for its users and visitors (Luu, 2016).

By continuously delivering superior offerings, Premier Inn raised the worth of its identity with each successive week. It is obvious that the goal of their marketing strategy is to strengthen their engagement with the client. However, Premier Inn distinguished themselves from the competitors with its superior services. The business employed a range of promotional techniques to let customers know regarding its healthcare and security policies. Their other strategies are also more focused on the needs of the client.

Sustainability and environmental aspect

Each company aspires to become well-known in the industry. Every sector is expanding quickly as a result of benefits in international technologies. Climate change has been noticeably impacted by them. As a consequence, the overwhelming number of powerful organisations are assuming the initiative in finding various strategies to lessen the effects of climate change. The usage of alternative power resources and wastewater treatment are now underway. On the contrary side, Marriott International and Premier Inn are heavily committed in encouraging sustainability and raising understanding of the climate.

Marriott International was effective in implementing technological changes which reduced energy consumption. The business additionally uses recycle and sustainable power that helps to reduce costs in certain regions.

The most innovative modification to Premier Inn's marketing strategy is their reporting and monitoring system. To monitor the volume of garbage produced, the organisation was capable of creating a worldwide system for ecological sustainability (Mgiba, 2019).

Covid-19's Effects on Marketing

Due to the outbreak, Marriott International has had to intensify its marketing initiatives in attempt to maintain safety. A new commercial serves as a warning to visitors and clients about the terrible consequences of forgoing the required vaccines and other security measures.

The Premier Inn has strict policies in operation to make sure that immunised visitors and clients are welcomed. They have enhanced their customer service across a number of electronic and internet channels, emphasising the security procedures they have put in place.

CONCLUSION

Two of the biggest hotel companies in the globe, Marriott International and Premier Inn, have developed successful marketing plans since they are so concerned with the safety and well-being of their clients. The hotel sector and other companies have suffered as a result of Covid-19, thus they have focused on avoiding it from occurring over. Employing sustainable and environmentally apt advertising techniques is among the most crucial methods for gaining an edge in the hotel sector. If such hotel companies demonstrate awareness for the protection of environmental assets and how to do so, their consumers would have more faith in them. Additionally, it would give them a stable and long-lasting environment.

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