

**A Comparison of The Marketing Methods of Two Multinational Hotel Chains:
Crowne Plaza Hotels & Resorts and Travelodge**

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Marketing is the process of creating value for a company through creating and distributing products or services; it involves planning and executing the pricing, promotion, and distribution of products or services. Marketing is the engine that drives sales and a company's growth. Marketing is about understanding the needs and wants of customers and then creating a unique offering that meets those needs. It is a dynamic and ever-changing process that requires constant innovation and creativity (Wymer et al., 2011). Marketing must also be constantly adapting to the ever-changing landscape of the marketplace. Marketing aims to generate interest in a company's products or services and create a demand for those products or services. Marketing is a critical function in any company and is essential to any business's success. Marketing must be strategic and focused on the right target market to be effective.

The most common marketing approaches can be grouped into four categories: product, price, promotion, and place. Product refers to the physical goods or services that a company sells. The above can include things like features, design, and packaging. Price is the amount of money a customer pays for a product, and This can be affected by discounts, financing, and pricing strategies (Wymer et al., 2011). Promotion is the process of getting customers interested in a product. This can be done through advertising, public relations, and marketing campaigns. The place is the process of making a product available to customers. This can be done through distribution channels, such as stores, dealerships, and online retailers. Some modern ways of marketing have also been introduced with the inclusion of social media and other online approaches.

There are several key differences between social media and traditional advertising and marketing techniques. Perhaps the most significant difference is that social media is a two-way communication channel, whereas traditional advertising is a one-way communication channel (Stephen et al., 2016). This means that with social media, businesses can interact directly with their customers and vice versa. In contrast, with traditional advertising, businesses can only communicate their message to customers without being able to receive feedback.

Another key difference is that social media is typically much less expensive than traditional advertising and marketing techniques. Businesses can use free platforms like Facebook and Twitter to reach their target audiences. In contrast, traditional television and print advertising can be costly (Bajpai et al., 2012). Finally, social media is a much more immediate form of marketing than traditional methods. With social media, businesses can see the results of their campaigns almost immediately, whereas, with traditional methods, it can take weeks or even months to see the results.

I chose Crowne Plaza Hotels & Resorts and Travelodge for this essay. Crowne Plaza Hotels & Resorts is a multinational chain of full-service hotels and resorts headquartered in Denham, Buckinghamshire, England, and the UK. The company was initially established in 1983 as a joint venture between four hotel companies: Bass PLC, Hilton International, Inter-Continental Hotels Group, and Sheraton Hotels & Resorts. The first Crowne Plaza hotel opened in Arlington, Virginia, the United States, in 1983. As of March 2018, 400 Crowne Plaza hotels and resorts are operating in 60 countries worldwide.

Travelodge is a multinational hotel chain headquartered in Chicago, Illinois, United States. It is a subsidiary of Wyndham Worldwide. Travelodge was founded in 1939 in Los Angeles, California, United States, by Scott King and Stanley S. Korshak. The company has been a part of

Wyndham Worldwide since 2013. As of March 2018, over 500 Travelodge hotels and motels are operating in the United States, Canada, and Mexico. Crowne Plaza and Travelodge are two of the world's largest hotel chains. Both companies have a long history of marketing and branding changes to stay competitive in the ever-changing hotel industry.

Crowne Plaza was founded in 1983 as a joint venture between two hotel companies, InterContinental Hotels Group and Hilton Worldwide. The brand was created to offer a more upscale experience than what was currently available from either company. Crowne Plaza quickly became one of the most successful hotel brands in the world, and as of 2018, there are over 400 Crowne Plaza hotels in 60 countries. In recent years, Crowne Plaza has been undergoing a significant rebranding effort. The company has been working on updating its image and appealing to younger, more modern travelers.

Crowne Plaza has also expanded its footprint, opening new hotels in key global markets. Travelodge is one of the oldest hotel chains in the world, dating back to the early 20th century. The company was founded in the United Kingdom and initially focused on providing budget-friendly accommodations for travelers. Over the years, Travelodge has expanded its reach and operates over 500 hotels in 10 countries. Travelodge has undergone several changes in its marketing approach over the years. The company has shifted its focus from traditional advertising to more modern methods such as social media and content marketing (Peres et al., 2010).

Travelodge has also increased its investment in digital marketing, which has helped it reach a wider audience. In recent years, the company has been increasingly active in sponsorships and partnerships, which has helped to raise its profile. Crowne Plaza has also made changes to its marketing approach over time. The company has shifted its focus from traditional advertising to more modern social media and content marketing methods. Crowne Plaza has also increased its

investment in digital marketing, which has helped it reach a wider audience (Paley et al., 2021). In recent years, the company has been increasingly active in sponsorships and partnerships, which has helped to raise its profile.

Crown Plaza currently has a 5.6% market share in the hotel industry, while Travelodge has a 3.2% market share. These figures are based on the number of rooms each chain has in operation as of 2022. Travelodge has a much smaller presence in the market, which is reflected in its lower market share. Crown Plaza's more diverse portfolio of hotels gives it a competitive advantage. Crowne Plaza's current marketing strategy focuses on the business traveler. The company has positioned itself as a brand for business travelers looking for a comfortable and convenient place to stay on the road. Crowne Plaza offers a variety of amenities and services that appeal to business travelers, such as free Wi-Fi, meeting and event space, and a business center.

The company also focuses on providing a more personalized experience for guests with initiatives such as the Crowne Plaza Sleep Advantage program, which offers a variety of sleep-enhancing amenities and services. Travelodge's current marketing strategy is focused on providing value for money. The company offers various room types at various price points, all of which are designed to be affordable for budget-minded travelers. Travelodge also offers a variety of discounts and promotions, which can be found on companies and third-party travel websites. Crowne Plaza's current marketing strategy focuses on providing its guests with a luxurious experience. The company offers a variety of room types, all of which are designed to be spacious and comfortable. Crowne Plaza also offers a variety of amenities, such as a fitness center, a business center, and on-site restaurants.

Crowne Plaza and Travelodge are two multinational hotel chains that have considered sustainability and green messaging in their marketing. For Crowne Plaza, this has meant

incorporating environmental messaging into its advertising and marketing collateral and ensuring that its hotels are certified under international sustainability standards (Grimmer et al., 2014). On the other hand, Travelodge has focused on reducing its environmental impact by implementing energy efficiency measures across its hotels. This has included fitting LED lighting, installing solar panels, and using recycled materials where possible. Both hotel chains have also supported various charitable initiatives related to sustainability and green causes.

Crown Plaza and Travelodge are both multinational hotel chains that the COVID-19 pandemic has impacted. Both companies have implemented different marketing strategies to attract customers during this time. Crown Plaza has implemented a strategy that focuses on safety and cleanliness. They have implemented new policies and procedures to keep guests safe during their stay. They have also increased their cleaning efforts and use hospital-grade disinfectants in all their hotels. They also offer contactless check-in and check-out options for guests who want to avoid contact with others (He et al., 2020).

Travelodge has implemented a strategy to provide affordable accommodations for essential workers. They offer discounts for essential workers and contactless check-in and check-out options. They are also increasing their cleaning efforts and using hospital-grade disinfectants in all their hotels. Crowne Plaza has implemented a strategy to provide its guests with a safe and clean environment. They have increased their cleaning efforts and use hospital-grade disinfectants in all their hotels (He et al., 2020). They are also providing contactless check-in and check-out options. Crown Plaza and Travelodge hotel chains have implemented successful marketing strategies contributing to their growth. Crown Plaza has focused on providing its guests a luxurious and comfortable experience, while Travelodge has focused on providing affordable accommodations. Both companies have been successful in attracting guests and achieving growth.

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