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**Title: -A comparison of the marketing methods of
two multinational hotel chains.**

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Introduction

Hotels, like any sort of business, must invest heavily in advertising. This research aims to examine and contrast the marketing tactics and methodologies employed by two major global hotel chains: Raffles and Novotel. Although both are well-known brands, their markets and marketing strategies could not be more unlike. We will compare and contrast the two companies' methods of marketing to distinct customer segments. we'll compare how traditional and cutting-edge marketing, such as social media and digital advertising ,match up. This study aims to compare Raffles and Novotels's marketing techniques through time to see how they have evolved. Finally, we'll review their marketing materials to see if they highlight sustainability or environmental conscience.

(Jelassi et al.,2020).

We argue that the two organisations' differing consumer bases need different tactics for reaching those customers. Novotel caters to a younger, more budget- conscious audience that values accessibility and convenience above elegance and exclusivity.In contrast, Raffles caters to an older, more affluent demographic favouring the latter. We shall assess their marketing techniques in light of the insights supplied by market segmentation theory. We will also explore how environmental concerns have influenced their advertising approach (Demirciftci et al., 2016. The purpose of this study is to compare the marketing techniques of two leading hotel firms through time and space. studying these tactics may improve the hotel industry's approach to consumer segmentation.

Main Body

situational internal/ external Analysis

Two of the most well- known worldwide hotel chains are Raffles and Novotel. Each company's advertising will focus on a specific demographic. The wealthy luxury traveller will feel more at ease at the Raffles Hotel than at the Novotel. Each guest's unique experience at Raffles Hotel is critical to the hotel's advertising strategy's success. This is achieved by offering excellent

facilities such as butler services, faster check-in and check-out, and other VIP services. As a result, one of their slogans “Embrace Every Moment, A Dawn Awaits.” The hotel caters to wealthy customers who can afford the most costly rooms at Raffles Hotel (Dumoulin et al., 2020).

The Novotel Hotel, on the other hand, bills itself as “affordable luxury”. To that end, they provide facilities like High speed internet, comfy mattresses, and exercise centres. Most of the hotel’s customers are from the middle class, including tourists, business people, and their families. Both the Raffles Hotel and the Novotel Hotel have modified their marketing tactics to emphasise digital and social media more than they previously did. Customer support on digital channels like Facebook and Twitter is inexpensive. The Raffles Hotel and Novotel Hotel use social media to keep in touch with their customers (Katsikeas et al., 2020).

Both the Raffles and the Novotel have altered their marketing methods over time to better meet the demands of their respective clientele. In recent years, the hospitality business has prioritised sustainability and environmental preservation. The Raffles and the Novotel have enacted green measures to lower their carbon footprint. Promoting responsible tourism, shifting to renewable energy, and minimising plastic waste are all part of this (Nadanyiova et al., 2020). When comparing the scenarios at the Raffles Hotel and the Novotel Hotel, there are significant distinctions in the benefits and drawbacks offered to each establishment. While the Raffles Hotel is well-known for its excellent service, the Novotel Hotel is an excellent choice for individuals who do not want to spend a fortune on their comfort. However, they are facing increased competition in the hotel sector from well-known names and newcomers such as Airbnb. Furthermore, the Raffles Hotel and the Novotel Hotel cater to two distinct clientele in two distinct corners of the world. Raffles Hotel is located in Asia-Pacific due to the region’s rising preference for luxury tourism. In comparison, the Novotel Hotel chain operates globally, particularly in places where the mid-range category is more common, such as Europe, Asia, and North America (Munsch, 2021). To summarise, the Raffles Hotel and the Novotel Hotel serve distinct categories of clientele and employ various marketing strategies. In order to lower their carbon footprint, both companies have turned their attention to internet and social media advertising and have implemented green policies and practices.

To overcome particular problems and fully capitalise on exceptional possibilities, each firm has its distinct strategy for advertising.

The Marketing Mix

These companies have been considered the pinnacle of luxury hotels for decades and remained popular due to their cutting-edge service and facilities. This article will evaluate and contrast the marketing methods of both the Raffle and Novotel hotel brands. Marketers use a “marketing mix” of seven strategies to spread the word about their products. Reviewing products, pricing, promotions, shops, people, procedures, and guarantees is possible. The Raffles Hotel and the Novotel Hotel employ distinct marketing methods to entice their target groups (Desai et al., 2019).

The Raffle Hotel Group is well-known for its opulent accommodations. The marketing strategy for the company revolves around the themes of exclusivity, excellent service, and one-of-a-kind Experiences. Raffles’ advertising approach emphasises the hotel’s historical legacy to attract and retain customers. Raffles Hotel guests who are rich and intelligent are prepared to pay a premium for the experience (Dangelico et al., 2017).

On the other hand, visitors to the Novotel Hotel come from all walks of life, from families to business executives. Novotel’s marketing strategy is based on accessibility, convenience, and cost. The device’s advertising underlines its modern appearance and user-friendly features, Positioning it as a sensible alternative for budget-conscious visitors who don’t want to sacrifice comfort or elegance. Raffles and Novotel employ two distinct approaches to segmentation and targeting in their marketing.

Raffles Hotel caters to the elite who can afford to stay in opulent hotels.

While the Novotel Hotel succeeds in catering to corporate guests, it also attempts to cater to those on a tighter budget and those travelling with children (Jelassi et al., 2020).

There are also significant contracts between Raffles and Novotel hotels’ online and social media marketing methods. The Raffles Hotel’s promotional materials stress the hotel’s storied history, Distinct character, and outstanding service. The brand utilises social media to attract attention to what makes its goods unique.

On the other hand, Novotel Hotel employs digital marketing and social media to reach a bigger audience, particularly younger generations who are more inclined to use these channels while making travel plans and booking lodging (Gheribi, 2018).

Hotels such as the Raffles and Novotel have modified their marketing techniques to cater to a broader spectrum of customers. The new Raffles will offer a “green” experience emphasising environmental conservation and preservation. The Novotel Hotel has included eco-friendliness into its marketing approach, emphasising its dedication to environmentally sensitive policies and practices. Closing Remarks International hotel chains as Raffles and Novotel use a variety of marketing strategies. Raffles values privacy, luxury, and special events, whereas Novotel values affordable pricing, ease, and transparency. Raffles exclusively accepts the most affluent Guests, but the Novotel invites everyone from families to business travellers. Both companies’ advertising techniques have evolved to include more environmentally friendly solutions.

We may learn about their brand’s strategy and views about their target audience by opposing and studying their advertising techniques (Keegan et al., 2017).

Segmentation, Targeting and Positioning

Because of pricing, location, and other considerations, different groups of people stay at Raffles and Novotel hotels. Raffles Hotel caters to wealthy guests who can afford a more Premium stay. The Novotel Hotel, on the other hand, caters to the middle class by giving cheap rates without sacrificing service quality. The Raffles Hotel has a multi-pronged marketing approach, focusing on different demographics with various amenities. The Raffles Hotel also offers the Raffles Residences brand for those looking for a more extended stay.

The Novotel Hotel, on the other hand, has a more focused approach, concentrating on a smaller proportion of possible visitors. The Novotel Hotel welcomes business tourists, honeymooners, and families with small children (Liu et al., 2019).

Both Raffles and Novotel employ distinct positioning strategies. The Raffles Hotel is a premium hotel business noted for its outstanding service and amenities. The organisation’s objective is to make each customer feel like a VIP by giving once -in-a-lifetime experience.

The Novotel Hotel, on the other hand, advertises itself as an economically feasible choice for families due to its central locations and pleasant accommodations. According to the French (2017), the purpose of the Novotel Hotel is to create a “sensible connection” with its customers by giving exceptional value. The Raffles Hotel and the Novotel Hotel could hardly be more unlike in terms of marketing. The “four Ps” of Raffles Hotel’s marketing strategy are product, location, and promotion. The Raffles Hotel has a spa, fine dining, and customised concierge services, among other amenities. Its high pricing is a marketing tool to attract wealthy clients. The Raffles Hotel is ideally situated to provide guests with a magnificent experience. It advertises on social media channels such as Instagram and Facebook and in periodicals targeted at wealthy readers (Pomeroy, 2017).

In contrast, the Novotel Hotel prioritises all seven Ps of marketing, not just the traditional four. The Novotel Hotel’s courteous, experienced staff is dedicated to offering outstanding services. We have simplified the check-in and check-out processes for your convenience.

The clean, well-maintained rooms and cutting-edge facilities provided at Novotel back up the hotel’s claims. It advertises its products using targeted commercials and through online and social media marketing. Both the Raffles and Novotel have made ecologically aware advertising selections. The Raffles Hotel has made various environmentally friendly efforts, including reducing energy use, improving its waste system, and reducing water waste. It promotes its environmentally friendly policies and actions via internet networking. The Novotel Hotel, on the other hand, has gone green by incorporating energy-saving equipment, reducing water use, and recycling garbage. The firm uses eco-friendly advertising and digital marketing tactics to spread the word about its eco-friendly practices (Talon et al., 2018).

To summarise, the Raffles Hotel and the Novotel Hotel cater to various consumer groups and position their brands in different marketing segments. Therefore they employ distinct advertising techniques. The Novotel Hotel caters to the middle class, whilst the Raffles Hotel caters to the rich. Both hotels have adopted green marketing tactics to attract eco-conscious visitors. By evaluating their distinct marketing mixes, we can study the similarities and contrasts between the marketing tactics of the Raffles Hotel and the Novotel Hotel (Gheribi, 2018).

Conclusion

This research evaluated the promotional techniques of two well-known hotels corporations, Raffle and Novotel, both well-known globally. According to Black et al. (2017), Novotel's marketing strategy focuses more on client segmentation and targeting than Raffles Hotel's. Furthermore, the marketing tactics of the two organisations mirrored their various eras, with Novotel prioritising social media and digital marketing and Raffles Hotel choosing more conventional digital marketing and Raffles Hotel choosing more conventional forms of advertising and promotion. The advertising techniques of both companies have developed over time. To appeal to environmentally sensitive clients, Novotel has included green marketing in its strategy (Gheribi, 2018), whereas Raffles Hotel has retained its exclusivity while growing abroad. These firms' advertising efforts have specific characteristics, but it's also evident that they all use slightly distinct tactics. This study also emphasises the need to know one's target audience and establishing marketing tactics appropriately. More study is needed to establish the influence of these firms' marketing methods on the attitudes and loyalty of their customers. This study demonstrates the complexities of marketing techniques used to compete in the hospitality business (Demirciftci et al., 2016).

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