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Module: Marketing Essentials BMIH4005

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Word count: 1657 words

A Comparison of the Marketing Methods of Two Multinational Hotel Chains

Introduction

The purpose of this task is to undertake a comparison of marketing methods of two multinational hotels. In this regard, the strategy and the marketing methods being implemented by these hotels will be considered. As a result, the two hotels that are being chosen are Marriott International from Group A and Premier Inn from Group B. Thus, along with resort hotels, a new segment of city hotels has appeared and the chain has expanded significantly due to a focused entry into new profitable geographic markets and niches. These hotels were chosen due to their high reputation and significant growth across International markets.

Marriott International

Marriott International was founded in 1993 when Marriott Corporation split into two companies: Marriott International and Host Marriott Corporation (Lee and Kwag, 2017).

Marriott International operates a model of maintaining and developing the brand of the hotel chain by investing in software and developing internal marketing - a model of dividing hotel customers into external and internal (Lee and Kwag, 2017). The Marriott brand portfolio also includes the Marriott Executive Apartments brand of a hotel chain for top managers who come to any country for business purposes for more than 30 days. The main direction of the development strategy of the Radisson SAS network is expansion into all major geographic markets, striving to cover all world capitals, tourist and business centres. This system leads to a tangible annual increase in the occupancy rate of the chain's hotels (Nyangwe and Buhalis, 2018).

The strategy is based on the presence of a strong network brand, recognizable in different countries of the world. Consecutive focused expansion strategies are strategies: □focus expansion of sales; □creation of local management companies; creating a portfolio of brands; □creating a portfolio of real estate; □purchase and reconstruction of hotels (Slootweg and Rowson, 2018).

Internal orientation strategies include strategic plans for the development and implementation of service standards and integrated quality management (Songur,

2018). In the Marriott International network, approximately 25% of managers' working time is spent on quality issues. In a hotel restaurant, these can be the atmosphere, air temperature, lighting, music, the behaviour of each employee on his site (Toma and Grădinaru, 2018).

Selective segmentation provides for the presence of hotels in the hotel chain in the most important, "popular" market segments in a given geographic area (Auguścik, 2019). Marriott is doing consistent selective segmentation. In the mid-1990s, the chain changed its development strategy and began active construction of business hotels in Eastern Europe (Lee, 2020). The leadership strategy in the selected segments assumes that the hotel chain, regardless of the geographic region, strives in every possible way for leadership in these market segments in terms of sales volume, brand awareness, and quality of offer. This is the strategy of Marriott International.

Along with utilising its presence on social media platforms like Facebook, Twitter, and Instagram for marketing, the brand collection strategy of Marriott International (real estate as a brand) involves the implementation of the idea of promoting the unique brands of the hotels themselves, united in the network, on the market, when a stake is placed not only on the advantages, for example, geographic location, but also on other characteristics of real estate (number of rooms, business opportunities) (Jiang and Yu, 2021). events, seminars, exhibitions, etc.), and in fact is closely related to the strategies of the story as a brand, geographic brand and metropolitan brand. This strategy assumes the presence of a well-known corporate

brand, however, each hotel of the chain, due to its uniqueness, is a separate brand, reflecting the characteristics, history, culture, atmosphere of the geographical point in which it is located.

One of the important areas here is the creation of a unified reservation system, information transfer through automated network databases (KURGUN et al., 2021). Regularity of interactions is maintained based on the Internet and Intranet through which all hotels are connected. This also includes strategies related to investing in hotel software. The quality of the hotel product depends on how qualified the staff is and how fine-tuned the hotel's internal work processes and procedures are (Wu, 2021). The hotel personnel play a priority role in the quality offer of hotel services.

Premier Inn

Whitbread, on the other hand, founded the Premier Travel Inn chain in 1987 as a competitor to the Forte Travelodge brand, originally called the Travel Inn (Lee and Kwag, 2017).

Premier Inn's network strategic branding is designed to create and maintain a stable image of the hotel chain and its member hotels. This is a marketing policy aimed at increasing customer loyalty and, therefore, the level of repeated returns, which is one of the most important (along with uniform occupancy of the room stock) strategic objectives of any hotel company (Gupta and Sharma, 2021). This group of strategies combines external and internal marketing tools and includes

subgroups of one brand, brand development, the combination of chain hotel brands and a national brand.

Premier Inn uses social media for promoting its brand. In this regard, platforms like Facebook, Instagram, and Twitter are highly effective. Premier Inn constantly monitors the compliance of the hotel rooms of the UK chain with brand hospitality standards (Knutson, 2017). In this particular case, the experts studied the interior design of the pilot rooms. They paid attention to all the details of the hotel rooms, thanks to which the recognition of this brand is preserved. The interior design, colour palette, even the number of chairs in the breakfast area were taken into account by Premier Inn experts (Filimonau and Magklaropoulou, 2020). Of the three pilot rooms presented to them, they chose one, which will have to correspond to all the rooms of the future hotel that have not yet been built.

The dominant colour of the Premier Inn will be turquoise (George, 2021c). The executives of the company believe that by such strict standards they guarantee the guests of their hotels the necessary set of services expected by them. Premier Inn is successfully developing the UK hotel market.

Further, we can highlight the strategies associated with finding new external sources of funding. In the latter case, many chains use hotel leaseback as an alternative method of financing. The capital freed up due to leaseback is used by companies for further expansion and development of networks (George, 2021b). An example is the Premier Inn, which used a leaseback in the formation of funds

for the expansion of its chain. Equally popular are development funds and joint ventures to finance hotel projects.

Premier Inn follows a concentrated segmentation strategies that are aimed at focusing efforts on one market segment and achieving leadership there in terms of costs or through image (or through both together) (George, 2021a). Using a concentration strategy, it is important to ensure a sufficiently deep penetration into the selected market segment. Otherwise, competitors can refine the segmentation process, highlight even narrower areas within the segment, and increase the level of specialization.

The umbrella brand strategy followed by Premier Inn implies a variant of the repeated corporate brand name in the names of brands of various hotel groups, which can focus on different segments of the hotel market in terms of price-quality ratio or on different hotel concepts (George, 2021). This strategy allows the hotel chain to target diverse market segments with a differentiated hotel product, based on an association with a strong and well-known corporate brand.

For Premier Inn, there are seven main types of assets that are important for its successful development: financial, physical, human, technological, unique location, organizational (quality control systems, corporate culture, etc.) and reputation. For the hospitality industry, human, organizational and reputational assets are key to building long-term competitive advantage (Knutson, 2017). These types of assets are intangible in nature and therefore difficult to identify and measure using quantitative measures. It should be noted that a wide range of

strategies for the development of international hotel chains is determined not only by the characteristics of the hotel product and the hotel industry, but also by the very nature of competition in the hotel business (Knutson, 2017). It can be argued that the hotel business is characterized by the multi-level nature of competition among international hotel chains (Filimonau and Magklaropoulou, 2020).

Premier Inn also follows product mix strategies that provide for the continuous improvement of the range of services and the search for new points of sale that increase the value of the final hotel offer and develop differentiation (Filimonau and Magklaropoulou, 2020). The strong point of the Premier Inn is the wide range of services within the walls of the hotel, where there are a variety of unique points of sale, which makes the hotel and its brand attractive to guests and creates sources of additional profit. Such points of sale are unique in the sense that they are not always available from competitors.

Conclusion

The purpose of this task was to undertake a comparison of marketing methods of two multinational hotels for which, Marriott International from Group A and Premier Inn from Group B were chosen. In the Marriott International network, the interaction of hotels is based on the regular exchange of strategic information to make improvements in the overall work process, find new ways to improve the final offer. In the past year, both the brands have focused on user generated content and prize promotions. During advertising campaign, users selected a point on the

map and then upload their own photos, videos and tips. With over 5 million views, it proves that the audience is truly engrossed in conversations about travel, accommodation and entertainment at the travel destination. Only with the right combination of all parts and control over them is a high level of service possible or otherwise, the strategic advantages of the hotel are diminished. The corporate identity of Premier Inn, in particular, is that the rooms in their hotels around the world are similar to each other. The only difference is in the colour scheme of the apartments.

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