

Marketing plan written for:

Marriot Hotel and Travelodge

Name:

Alexandra Beatrice Crisan

Student ID:

2208395

The module title:

Marketing Essentials BMIH4005

Lecturer's name :

Luciana Suardi

Table of contents

Introduction	3
Conclusion	6
Reference list	7

Introduction

The choices of customers and their purchasing ability are influenced by the force of marketing. Marketing can be defined as the management process that is accountable for recognising, forecasting and satisfying the needs of the customers in a profitable way (). Marriott is one of the pioneer brands in the UK hotel industry that has more than 30 brands and 8000+ properties across 139 countries that provide people with the opportunity to connect, expand and experience their world (Marriott). The company operates with more than 120 thousand people across the world with an approximate revenue of £ 11.98 billion in 2021 (Statista, 2022).

On the other hand, Travelodge is the first value hotel brand in the UK that has more than 590 hotels and 40,000 rooms across the world in places such as the UK, Spain, Ireland and others. The company has more than 11,000 employees in 2021 (Travelodge, 2022). The revenue of the company was £560 million in 2021 (Statista, 2022). Both the company is eminent in the travel and tourism industry of the UK thus, the impact of their marketing activities and changes after the pandemic can be clearly visible which the reason behind choosing them is. The study aims to identify how their marketing activities evolved with time along with their current market positions and strategies.

The marketing activities has been changed over the past few years due to digitalisation (Smith and Zook, 2019). For instance, in the past Marriott international has used television advertisement campaigns through different national aired TV and ranked #418 in spending for their advertisements in competition with other hotel chains such as Hilton hotels, Best Western and others. Before the pandemic, the company launched a global marketing campaign to advertise Marriott Bonvoy which is previously known as Marriot rewards (Marriott, 2019).

The campaign incorporates mediums such as Television, digital video, social media, mobile print, cinema and other special events serving the passion points of people such as through sports and others. This campaign promoted some of the great properties of Marriott international such as “The Ritz-Carlton”, “Kyoto”, “W Verbier”, “JW Marriott Nashville”, “The Westin Golf Resort & Spa Playa Concha” and many more across 22 countries throughout the year (Marriott, 2022). Marriott also targeted major cultural events to showcase the company to the world. In 2022 the company is using digital technology to market their brands and promote their core values including “pursuing excellence”, “embracing change” and “acting with integrity”, which are embraced in its unique marketing strategy. Marriott presently aims

to attract millennials and Gen Z customers through making short videos, especially user-generated content using new social media channels such as Instagram, Snapchat and others (medium, 2022).

On the other hand, Travelodge majorly focuses on traditional media marketing through television advertisements using slogans such as “Travelodge” in 2015 (Virtue, 2015). The company majorly focused to attract economy class people in the UK through advertising their budget hotels and the unmatched experience provided by them through their hotels. The company has spent £25 million on these advertisements and promoting their upgrade look (Michael, 2014). Presently, the company is using digital media websites such as YouTube to make short video content in order to promote their hotels across the globe.

To know their current market positions the segmentation, targeting and positioning of both companies can be discussed. Segmentation can be referred to as the process of dividing the market into small parts or segments that allow the companies to understand the needs of the customers closely and tailor products according to their needs, uses, desires and paying abilities (Huang and Rust, 2021). Segmentation is done mainly based on demographic, behavioural, psychographic and geographical segmentation (Bowie *et al.*, 2016). Marriott uses demographic segmentation based on occupation, income, age and others and has tailored different types of hotel brands to satisfy the different needs of the customers. Such as Ritz Carleton JW Marriott are for premium customers and W hotels, Edition and others are for Luxury customers (Marriott, 2022).

It also uses geographical segmentation as the company aims to expand the number of hotels across the popular travel destinations of the world. On the other hand, Travelodge also uses geographical segmentation as the company aims to open their hotels in the town centres, seaside, and vital roadside stops (Travelodge, 2022). The strategy of the company is to provide an affordable travel experience to every customer that suits every budget. The company also provides 200 bar cafe restaurants along with accommodation. Thus, it can be said that the company also segments their customers based on demographic and psychographic segmentation.

Through their marketing campaigns, Marriott mainly targets millennials and gen Z, customers (medium, 2022). It means that the target market of the company is mainly from the 10-41 age group of people. On the other hand, Travelodge primarily targets customers who travel for

business purposes there are more than 45,000 smaller companies that are the business customer of the company and the rooms are designed to satisfy their needs (Travelodge, 2022). Thus, the company aims to target customers of mid-age such as the 25-50 age group of people who mainly travels for business purpose.

The prime customers of Marriott are premium-class people who travel for leisure, business and other the company mainly deals in providing a premium experience to the customers, falling in high price high-quality genre. On the other hand, travelodge majorly focuses on business-class people and aims to provide affordable accommodation options curated with premium equipment meeting the needs of business people. Thus they can be positioned in the low-price high-quality genre. The positioning map to identify their market positions has been provided in the appendices.

The marketing strategy of both companies can be identified through 4p's of marketing (Jobber and Ellis-Chadwick, 2019). Product: presently, Marriott deals in luxury and premium customers through their 30 brands such as classic Luxury brands such as Ritz Carlton, JW Marriott and others. Distinctive luxury brands such as Ritz Carlton reserve for forests, and W hotels with their bold design Edition hotels with innovative designs with food beverages and entertainment experiences (Marriott, 2022). On the other hand, Travelodge designs their hotel rooms distinctly as per the needs of the customer such as extraordinary Bed ad features for good sleep, and super rooms for added comfort with equipment to provide customers with premium economy options. Another range called Travelodge Plus is designed to keep both leisure and business travellers in mind (Travelodge, 2022).

In the case of pricing, it can be said that based on the hotel portfolio of Marriott the company follows a premium pricing strategy. On the contrary, as most of the customers of Travelodge are business travellers the company follows economic pricing strategy. As Marriott targets Leisure travellers most of the hotels of Martott are situated in tourist destinations such as England, Birmingham, London and others. On the other hand, as Travelodge deals with business travellers, most of the hotels of Travelodge are near airports, vital road spots and others such as in central London, Marlow, Brighton and so on (Travelodge, 2022).

Both the company promotes their brands by demonstrating their sustainability strategy and green messaging. For instance, Marriott has employed innovative technologies to use renewable energy to reduce waste and carbon footprint (Marriott, 2022). On the other hand, the

company is promoting their brand through a “Better Future” plan under which Travelodge is using green energies in its hotels and reconstructing its structures from “award-winning consulting specialists in ESG and sustainable business”.

Since the covid 19 pandemic both the company has faced challenges in gaining revenue in the market. For instance, the revenue of Travelodge was only 284 million during the pandemic in 2020 (statista, 2022). After the pandemic, the company is promoting their cleaning measure to gain trust and attract customers. Such as the company emphasises the use of anti-viral disinfectant that is certified to European standards. Use of linen towels that can be thermally disinfected along with promoting social distancing, use of hand sanitiser, contactless measures and others (Bennett, 2020). On the other hand, Marriott is promoting their brand through the cleanliness council that redefined the safety standards and actively evolves solutions to ensure a continuous focus on the associates and guests. Such as the company has added detailed cleaning practices in the guest's rooms using hospital-grade disinfectants using technology such as electrostatic sprouts and others (Mariott, 2022).

Conclusion

To conclude it can be said that, Marriott and Travelodge are the big players in the UK hospitality and tourism industry. It is found from the essay that Marriott deals in luxury customers whereas Travelodge deals in business travellers. Marriott follows premium pricing however, Travelodge keeps its pricing affordable. Both companies follow demographic and geographical segmentation. Hpoweer, in terms of marketing Marriott, is promoting its brand through digital and social media campaigns and they are strong in marketing in comparison to Travelodge. In terms of green messaging and sustainability, Marriott is superior to Travelodge thus, the strategies of Travelodge need to be improved further.

Reference list

Bowie, D., Buttle, F., Brookes, M. and Mariussen, A., (2016). *Hospitality marketing*. Routledge.

Cim.co.uk. (2022). *A brief summary of marketing and how it works*. [Online] Available at:<<https://www.cim.co.uk/media/4772/7ps.pdf>> [Accessed on 28th October 2022]

Clean.marriott.com. (2022). *Commitment to Clean*. [Online] Available at:<<https://clean.marriott.com/>> [Accessed on 28th October 2022]

Graeme Virtue, (2015). *The new Travelodge advert: meet your Travelodgical Mini-Me*. [Online] Available at:<<https://www.theguardian.com/tv-and-radio/2015/jun/13/new-travelodge-advert>> [Accessed on 28th October 2022]

Huang, M.H. and Rust, R.T., (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49(1), pp.30-50.

Jobber, D. and Ellis-Chadwick, F., (2019). *EBOOK: Principles and Practice of Marketing*, 9e. McGraw Hill.

Marriott.co.uk. (2022). *Green Initiatives*. [Online] Available at:<<https://www.marriott.co.uk/hotels/hotel-information/details-3/bcnmd-le-meridien-barcelona/>> [Accessed on 28th October 2022]

Marriott.com. (2022). *Our Story of Innovation*. [Online] Available at:<<https://www.marriott.com/about/culture-and-values/history.mi>> [Accessed on 28th October 2022]

Marriott.com. (2022). *We're Thrilled to Introduce Our Unparalleled Collection of Brands*. [Online] Available at:<<https://www.marriott.com/marriott-brands.mi>> [Accessed on 28th October 2022]

Medium.com. (2022). *Marriott Hotels*:. [Online] Available at:<<https://medium.com/digital-society/marriott-hotels-c841d2642784>> [Accessed on 28th October 2022]

Melodie Michel, (2014). *Travelodge pumps up rebranding effort*. [Online] Available at:<<https://www.bighospitality.co.uk/Article/2014/05/07/Travelodge-launches-TV-campaign>> [Accessed on 28th October 2022]

Neil Bennett, (2020). *The big changes guests will see in Travelodge when doors reopen*. [Online] Available at:< <https://www.dailypost.co.uk/whats-on/whats-on-news/big-changes-guests-see-travelodge-18446684>> [Accessed on 28th October 2022]

News.marriott.com. (2019). *Marriott Bonvoy Kicks Off Global Marketing Campaign to Introduce New Travel Program*. [Online] Available at:<<https://news.marriott.com/news/2019/02/20/marriott-bonvoy-kicks-off-global-marketing-campaign-to-introduce-new-travel-program>> [Accessed on 28th October 2022]

News.marriott.com. (2022). *Marriott International Introduces Travel Media Network, Powered by Yahoo*. [Online] Available at:<<https://news.marriott.com/news/2022/05/16/marriott-international-introduces-travel-media-network-powered-by-yahoo>> [Accessed on 28th October 2022]

Serve360.marriott.com. (2022). *Sustain responsible operations*. [Online] Available at:<<https://serve360.marriott.com/sustain/>> [Accessed on 28th October 2022]

Smith, P.R. and Zook, Z., (2019). *Marketing communications: Integrating online and offline, customer engagement and digital technologies*. Kogan Page Publishers.

Statista.com. (2022). *Travelodge revenues 2013-2021*. [Online] Available at:<<https://www.statista.com/statistics/429089/travelodge-total-revenue-united-kingdom-uk/>> [Accessed on 28th October 2022]

Statista.com. (2022). *Number of Marriott International employees worldwide 2007-2021*. [Online] Available at:<<https://www.statista.com/statistics/297269/number-of-marriott-international-employees-worldwide/>> [Accessed on 28th October 2022]

Statista.com. (2022). *Revenue of Marriott International worldwide 1999-2021*. [Online] Available at:<<https://www.statista.com/statistics/266279/revenue-of-the-marriott-international-inc-hotel-chain/>> [Accessed on 28th October 2022]

Statista.com. (2022). *Travelodge revenues 2013-2021*. [Online] Available at:<<https://www.statista.com/statistics/429089/travelodge-total-revenue-united-kingdom-uk/>> [Accessed on 28th October 2022]

Travelodge.co.uk. (2022). *10 best places to wake up in the UK*. [Online] Available at:<<https://www.travelodge.co.uk/blog/things-to-do/10-best-places-wake-uk/>> [Accessed on 28th October 2022]

Travelodge.co.uk. (2022). *Our company*. [Online] Available at:<<https://www.travelodge.co.uk/about/our-company/>> [Accessed on 28th October 2022]

Travelodge.co.uk.2022. *Travelodge launches its new sustainability plan - 'Better Future'* [Online] Available at:<<https://www.travelodge.co.uk/press-centre/press-releases/Travelodge-launches-its-new-sustainability-plan-%E2%80%98Better-Future%E2%80%99>> [Accessed on 28th October 2022]

Travelodgesustainability.co.uk. (2022). *We're committed to three key aims in our Better Future sustainability plan*:. [Online] Available at:<<https://www.travelodgesustainability.co.uk/>> [Accessed on 28th October 2022]