

Hotel brands Marriot hotel & Premier inn

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Introduction

This assignment is about 2 multi-international hotels

Marriot hotel and Premier Inn are well-known internationally, each has their own distinctive approach to serving guests, and both deal with lots of services. Premier inn has 800 hotels across the UK Even though the company has started to enter overseas markets, most Premier Inn's properties are in the UK (United Kingdom). In total, the brand has around 82 thousand hotel rooms.

Whereas Marriot Hotel, residential, and timeshare properties are all operated, franchised, and licenced by Marriott International, Inc., an American global corporation. Its head office is in Bethesda, Maryland. J. Willard Marriott and his wife Alice Marriott started the business. With more than 7,000 locations across 131 different countries, Marriott International is the home to 30 different hotel brands. These accommodations can be divided into five groups: Luxury, Premium, Select, Longer Stays, and Collections. All traveller's demands are met by each of the divisions of Marriott International. Along with the five categories, hotels can be categorised as Classic or Distinctive based on their overall design. While Distinctive hotels are more modern, those in the Classic group are more timeless. Edition Hotels - The more modern and fashionable Edition Hotels are spread over 11 locations, including West Hollywood and Miami. Ian Schrager, a well-known figure in the hotel business, also constructed these opulent boutique hotels.

Furthermore, hotels can be found in exotic locations like Santorini, the Seychelles, and Al Maha under the umbrella of the Luxury Collection. These hotels are renowned for having unique architecture and designs. The upscale lifestyle hotel chain "W Hotels" has locations in 36 different countries. The customised experiences that these ultra-hip hotels provide, including surfing lessons and skiing, are well-known.

Premier inn started 1987, the chain's operations as "Travel Inn" began. In Basildon, the first location to open was close to "The Watermill" Beefeater restaurant. Premier Lodge was another hotel brand that Whitbread purchased in 2004 for £536 million. The collection now includes 141 hotels as a result. All of Whitbread's hotels were renamed "Premier Travel Inn. In 2007, Whitbread abbreviated the name to "Premier Inn"; by 2009, the company was responsible for more than 70% of Whitbread's profits. Except for properties that were formerly Holiday Inn Express, which added cooking facilities to the hotel for breakfast-only operations, all Premier Inns include on-site dining establishments. Many hotels have a Whitbread restaurant on site,

such as a Whitbread Inn, Table, Brewers Fayre, or Beefeater. Thyme is a restaurant that is located inside most hotels in the town and city core. Bookings for the brand are now largely driven by online and digital marketing. The primary website and mobile app for bookings at Premier Inn have both received significant investments. Affiliate marketing, in which third-party websites direct traffic to the Premier Inn website, complements these expenditures. The first significant chain of low-cost hotels in the UK to make an investment in prime-time television advertising was Premier Inn. Animated advertisements were created to publicise the merger between Travel Inn and Premier Lodge. Late in 2007, the comedian Lenny Henry was chosen as the campaign's spokesperson and currently appears in every advertisement. The brand offers cheap rooms excellent value, and it is great for a quick trip or wonderful way just to get out of the city as it is expanding over the years and is worldwide known hotel brand Every Premier Inn has a restaurant on-site, with the exception of those that were originally Holiday Inn Express hotels, where culinary facilities were added to the hotel for use exclusively during breakfast hours. Most hotels come with a Whitbread restaurant, like Whitbread Inns, Table, Brewers Fayre, or Beefeater. A restaurant named Thyme is located inside most hotels in the town and city centre. The Slice or BarEst restaurant, which had a remarkably similar layout and cuisine, used to be in city centre hotels. Restaurants run by Spirit Pub Company, like Chef & Brewer and Fayre & Square, are available at hotels that were formerly Premier Lodges. Inns including Harvester, Toby Carvery, and Vintage Inns now stand where the Express by Holiday Inn once stood. Certain hotels have a restaurant operated by a third party that was formerly owned by Whitbread, like TGI Friday's. The Kitchen is a restaurant located in newer, more compact Premier Inns in inner cities.

Marriot hotel is a big brand know by many offers so much within this hotel industry has distinct types of hotels Without a doubt, most of us go for Marriott hotels when searching for the best accommodations in our travel destination. Due to their exemplary service and quality, they have been in the business for more than 90 years and are well-known among hotels. After acquiring hotel companies including Delta Hotels and Starwood Hotels and Resorts Worldwide, Marriott International became the largest hotel chain in the world,

With these acquisitions, Marriott International now has a plethora of hotel brands under its care, including some you might not expect. Understanding these brands is also beneficial, particularly if you want to increase the number of Marriott Rewards points you receive. The pinnacle of Marriott Hotels' luxury hotel portfolio is regarded as these establishments. The notorious Ritz-Carlton, St. Regis, and Bulgari Hotels, in collaboration with the Italian luxury brand, are among the well-known hotels in the premium category. The best services and amenities are available at Marriott's luxury hotels, despite their high per-night costs. Targeting wealthy travellers who demand the greatest services and amenities from a hotel, St. Regis Hotels & Resorts. There are 46 locations where St. Regis Hotels & Resorts can be found. Studies indicate that consumers are more discriminating than ever. They are aware of all their possibilities and are clear on what they desire. Travellers are aware of the variety of hotels available and that, in most cases, they can simply choose another one if they

do not like the first one. For this reason, it is essential for hoteliers to provide something unique for their potential customers. They raise the likelihood of bookings in this way.

Hotel JW Marriott - JW Marriott Hotels, a luxury hotel chain with more than 80 properties worldwide, is named after John Willard Marriott. Most beachside locations and major towns are home to JW Marriott Hotels, which are renowned for their luxurious spa facilities.

The Ritz-Carlton is one of the well-known brands when it comes to upscale accommodations. This upscale hotel brand, which has most of its locations in major cities, is renowned for its five-star amenities and services. Edition Hotels: Edition Hotels are more up-to-date and fashionable hotels with locations in 11 places, including Miami and West Hollywood. In addition, Ian Schrager, a well-known name in the hotel business, developed these opulent boutique hotels.

Santorini, the Seychelles, and Al Maha are just a few of the distinctive hotels that are part of the Luxury Collection, which is a collection of luxurious lodgings. The distinctive architecture and designs of these hotels are another thing they are well renowned for.

W Hotels - With locations in 36 nations, W Hotels is a chain of upscale hotels. These incredibly cool hotels are well renowned for providing specialised experiences like surfing lessons and skiing.

Resorts by Bulgari Hotels - The Bulgari Hotels are situated in some of the most prestigious locations in the world and were developed in collaboration with the Italian luxury brand. Business travellers are the target market for the upscale brand Delta Hotels. Large workplaces, conference rooms, and opulent amenities are available. Most Delta Hotels locations are in Canada and states like Florida, Virginia, and Michigan in the United States. and the UK. The challenge for hoteliers is to develop fresh strategies for bringing in more repeat visitors as well as attracting new ones. By providing customers with additional rewards to enhance their experience, you may achieve this goal.

Many hotels across the globe target different age groups. Some hotels target young adults as well as the elderly. This is shown through the facilities that are available within the hotel. The many hotels that have been mentioned, focus on the customer's needs. Some hotels are on the luxury side whilst others are focused on the basic needs of the customers. Breakfast included or free Wi-Fi could be important considerations when choose a hotel. Business travellers who want comfort and efficiency should pay special attention to specific benefits. What will entice new visitors to your establishment? Along with the price, your reputation online, and your evaluations, the facilities you provide are frequently regarded as one of the most crucial aspects.

What else can you give them besides an Internet connection to entice them? Free breakfast comes at second on the list of amenities. Nothing guarantees comfort more than not having to think about what to eat first thing in the morning. People

desire comfort. When is it free, too? That is the perfect circumstance. This helps bring in customer's

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Hotels & Resorts | Book your hotel directly with Marriott Bonvoy. Available at: [https://www.marriott.com/default.mi?scid=5d79e916-57d4-4192-a3b3-9f54bb6a23e4&gclid=daab9e14e6e11eed47a0fa7b437751e3&gclsrc=3p.d](https://www.marriott.com/default.mi?scid=5d79e916-57d4-4192-a3b3-9f54bb6a23e4&gclid=daab9e14e6e11eed47a0fa7b437751e3&gclsrc=3p.ds)
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