

***A Comparison of Marketing Methods of Best Western and
Marriott***

Introduction

In business, "marketing" is promoting a company's products. Marketing includes advertising, sales, and distribution (Kotler and Armstrong, 2019). Marriott International's Bethesda, Maryland, headquarters operate Marriott Hotels & Resorts. As of June 30, 2020, the brand had 582 hotels and resorts with 205,053 rooms and 160 hotels with 47,765 rooms in development. The Marriott is chosen for its innovation, financial integrity and resilience, superior services and quality management of the service. Each Best Western hotel is hand-picked to deliver an exceptional experience for the most modern traveller. Guests at these intrinsically linked hotels can enjoy a boutique hotel experience that reflects each location. Best Western Hotels & Resorts offers a strong leadership team dedicated to customer service, a varied hotel portfolio, fees that maximise revenue, award-winning marketing programmes and partnerships, and operational programmes and services that produce brand excellence (Slattery, 2012). These are the reasons why Best Western is chosen. In this essay, there is a detailed marketing analysis of two selected hotels Best Western and Marriott.

The Essay

on

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By contrasting each firm's marketing mix, individuals gain insight into their overall marketing strategy. Hotel and restaurant services are Marriott's main products and services. The management of hotels is crucial to their product strategy. Among the more than 30 names available, customers will find the Ritz-Carlton, Sheraton, Renaissance, and more. The company's brands include Luxury, Premium, Select, and Longer Stays. This facilitates the search for suitable accommodations for vacationers. On the other hand, Hotels, resorts, and services are the products of Best Western. Best Western's services are client administrations; therefore, it is actually a system that offers numerous hotels, resorts and services that match the demand of its customers. Best Western's 4000+ hotels include hotel stays, dining, spa, gym, etc. Over half of these hotels are in North America and provide different accommodation types and amenities. Best Western offers a range of pricing alternatives. Value assurance refers to a variety of pricing approaches and exercises. To determine a fair price, consider total revenue. This technique takes into account the costs of similar items. Prices at Best Western vary by location. Best Western's pricing is designed to accommodate their customers while maintaining administration. In terms of pricing strategy, Prices at Marriott International vary by hotel, customer, and region. The company's objective is to provide clients with value that exceeds their expectations (Hancock, 2021). It has generally been successful because hotel brands have kept their brand promises and appeal distinct. The success of Marriott has depended on selecting the optimal location and distribution strategy. Since its inception, it has expanded to more than 131 countries, with hotels often placed in major cities and villages. In terms of placement and distribution strategy, Best Western is located in Canada, the United States, Australia, New Zealand, Burma, the United Kingdom, etc. The items of Best Western are in the proper location, time, quality, and quantity. Capacity, expenses, and inventory are all satisfactory. When selecting a service supplier, conveyance execution is crucial. After over a decade, "Marriott" has become synonymous with Marriott International's high-quality hotels. Word-of-mouth advertising has helped (Zarei, 2014). The company has shifted its advertising approach to compete with recognised brands. Best

Western's marketing focuses on the product's advantages rather than its characteristics. Primarily, it advertises on television, in newspapers, in magazines, online, etc., which are all classic promotional venues. Best Western promotes its hotels at conventions, travel fairs, and other events. This demonstrates customer service. These are the marketing approaches, strategies and marketing choices made by Best Western and Marriott and Best Western.

There are several distinct hotel brands owned by Marriott Hotels and Resorts. As a consequence of this, the organisation caters to all categories of customers. The company is able to cater to consumers who are looking for sophisticated establishments in addition to customers who are interested in inexpensive dining options. Marriott caters to the market segment of customers that are interested in obtaining the most bang for their buck (Lewis and Renn, 2010). The business has positioned itself as a hotel brand that provides the most value for the money to its clients by positioning itself in this way. This is the current market position of Marriott. Best Western hotels segmentation is based on geographically. Since this hotel operates more like a system where a lot of hotels join the system and have the same name of 'Best Western', the hotels of Best Western are available even if other major hotel chains are not available (Yusuf and Mambuhu, 2020). The company has positioned itself to be ubiquitous for the customers and to provide hotel services at a reasonable cost. Therefore, Best Western targets customers mainly who look for good quality hotel services at an affordable cost where other brands are not available. This is the current market position of Best Western. Marriott's strategy relies heavily on digital marketing. This means they focus on website and social media bookings. Create a discount code and post it on "promotion" or social media to attract more clients. They receive user-generated content like guest photos. This encourages wannabe influencers, bloggers, and online celebrities to create original material. Everyone wins. These are the current marketing considerations of Marriott and the current marketing strategy of Marriott. The marketing strategy of Best Western also places a significant emphasis on content marketing. When determining rankings, both the quality and relevance of the content are considered. We are able to reach our maximum level of efficiency by utilising channels in the appropriate combinations. YouMustBeTrippin.com is the hub for content marketing at Best Western, and it features a dedicated section of the website geared specifically toward the Hispanic community called Mi Gente (Reuters, 2020). On those platforms, customers can find videos and written content produced by influential people like Cesar Milan and Manny Ruiz, amongst others. Best Western is working hard to enhance the quality of the videos that they provide. The Best

Western Content Studio is the name of the brand-new division that was recently established. YouTube is another platform that the company utilises for promotional purposes. These are the current marketing considerations and current marketing strategy of Best Western.

Both Marriott and Best Western have taken marketing strategies to promote green and sustainable messaging. The Best Western Hotel President joined the Stay for the Planet network, which promotes environmental responsibility through its actions and policies. This sustainable management programme includes energy, water, refuses, purchases, and behaviours. Best Western Hotel President and comparable facilities aim to minimise CO2 emissions by 20% through energy-efficient practices and responsible actions (AKTAS and TEMİZ, 2020). More than 50 Best Western hotels in the UK offer charging stations for electric and hybrid vehicles. About 40 hotels within a kilometre have charging outlets. Best Western is promoting its green and sustainable activities throughout its marketing strategy. Marriott has agreed to reach the Business Ambition for 1.5 degrees benchmark, which sets a net-zero emissions target (Wang, Ban and Kim, 2022). As part of Marriott International's 2025 sustainability goals, the hotel chain's portfolio is reducing its carbon footprint. Marriott's numerous departments, hotel owners, and franchisees must work together to reach these goals. Long-term strategies may include using renewable energy sources, electrifying buildings to use renewable electricity, changing design standards for more energy-efficient structures, and installing automation systems and energy efficiency enhancements (for example, smart thermostats). These green initiatives are marketed by Marriott to its customers. Best Western was the first major company to announce that its Elite Status will be extended through 2022 during and after a pandemic as a sign of respect for its customers' dedication and an acknowledgement of the challenges they would encounter. The corporation kept its booking and advertising incentives for repeat consumers. Best Western is a customer-focused company and they have positioned itself in such a way after the pandemic and other major events. The hospitality business has been struck heavily by the COVID-19 outbreak, including Marriott. Marriott has shown fortitude and agility by grasping domestic food and beverage opportunities. Their plan for recovering is based on the realisation that hyper-localisation need not constitute a drastic revolution. To better anticipate and meet local consumer expectations, they develop relationships between firms in the same sector, technology domain, and digital partners. Therefore, Marriott has positioned itself in the post-pandemic by creating greater and stronger collaboration with its stakeholders.

Conclusion

Hotels, resorts, spas and other hospitality facilities are the main selling products of Best Western and Marriott. However, Best Western has differentiated itself by being more available all over the world. On the other hand, Marriott has differentiated itself by offering the best value for its customers. While Marriott has positioned itself by building greater collaboration with customers and other stakeholders, Best Western has placed a more customers centric approach to post-pandemic.

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