

BMIH4005 Marketing Essentials

Premier Inn Marketing Plan

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Premier Inn marketing plan

Introduction

The marketing plan is for Premier Inn Hotel. The hotel has a global presence and an open expanded market. To analyze its marketing plan, different frameworks are used. A brief situational analysis is conducted that is comprised of analyses like SWOT, PESTEL, and 4ps. To define and execute SMART objectives, an Ansoff plan, and Gantt chart is also presented. Other elements include market segmentation, targeting, key performance indicators, etc.

Situational analysis

1. Company

SWOT analysis

- **Strength**

Premier Inn has a wide range of hotels all across the globe providing accommodation options for travelers.

The hotel has provided consistent quality ensuring customer satisfaction and loyalty.

It has strong branding and offers reliability to its customers.

- **Weakness**

Premier Inn is facing strong competition in some regions due to its low shares.

The hotel is dependent on online channels for most of its work. It has made it vulnerable to cyber threats (Avdimiotis, 2009).

- **Opportunity**

The hospitalist industry has provided Premier Inn with a continuous chance of expansion and development.

Premier hotels can use various discount offers and additional services to target their potential audience.

- **Threats**

The hospitalist industry is very competitive and demands a huge investment for modernization.

Shifts in customer demands and economic trends can alter Premier Inn's strategy at any time (Madsen, 2022).

2. Customer

Segmentation

- **Demographic segmentation**

Premier Inn focuses on all the demographic such as age, gender, and status. It provides facilities to every person irrespective of their demographic background. But a more reputed marketing strategy focuses on business personalities and budget-conscious people.

- **Psychographic segmentation**

Premier Inn Hotel consider the interest, attitude, lifestyle, and preferences of its customer while doing psychographic segmentation (KHAN, 2018).

- **Geographic segmentation**

Premier Inn is a global chain of hotels that targets customers according to the geographical region of operations. The expansion and marketing strategy depends upon the regional activities.

- **Behavioral segmentation**

Premier Inn targets customer buying behavior, brand loyalty, interaction, usage pattern, etc for behavioral segmentation. Premier Inn mostly targets frequent travelers and people who prefer online booking (Hwang, 2013).

Targeting

Depending upon the segmentation strategy, Premier Inn Hotel selects specific customers for the continuation of its revenue streams. These consistent customers include frequent travelers, business personalities, and meeting persons. It also provides offers to families for their annual holidays in moderate seasons (Yelkur, 2001).

3. Competitors

Premier Inn is working in a highly competitive industry. As it is present globally, so it has competitors from all around the world. Its key competitors are Hilton Worldwide Holdings Inc., Marriott International, Inc., InterContinental Hotels Group (IHG), Accor Hotels, etc (Ghandour, 2015).

4. Collaborators

For B2B marketing and enhancing its customer base, Premier Inn Hotel collaborates with various entities. Key collaborators of Premier Inn hotel are:

Travel agencies and travel agents

Corporate clients

Airlines (Tempest, 2008).

5. Climate

The climate of a particular company depends upon four distinct quadrants. For Premier Inn hotels, these quadrants are occupied by the economy, technology, regulatory elements, and social activities. Through various collaborations, Premier is making a balance between all four quadrants and strengthening its digital marketing strategy. Consumer spending power, environmental equipment, sustainability measurements, and advanced digital app make up the whole climate of the Premier Inn hotel (TUÈŠÄ, 2014).

PESTEL analysis

- **Political factors**

Premier Inn Hotel is under many government regulations like land laws, employment, safety regulations, etc.

Fostering a stable business culture for Premier Inn highly depends on the political stability of the countries in which it is operating.

- **Economic factors**

Economic conditions like GDP rate, inflation, employment rate, buying and selling power, etc directly hits the revenue stream of Premier Inn Hotel (Fallon, 2016).

- **Social factors**

Social patterns like community system, way of living, interaction, age distribution, demographics, etc cater to the preferences of people. These preferences decide the operational strategy of the Premier Inn hotel.

- **Technological factors**

Technological advancements like digital marketing, mobile apps, modern transactions, booking methods, etc have changed the hospitalism industry entirely. To plunge the competitive rivalry, Premier Inn is using all these technology channels

- **Environmental factors**

Neutralizing the emerging concerns about a healthy environment has increased Premier Inn's working. The hotel is now focusing on using more hygienic and less carbon print methods to adopt an eco-friendly practice.

- **Legal factors**

To survive and flourish in the hotel industry, Premier Inn should comply with the employment laws regarding wages, health, rights, duty hours, etc (Gregoric, 2014).

SMART objectives

Specific- Make use of renewable energy sources for reducing pollution by 5% in the surrounding vicinity in the next 6 months.

Measurable- increasing profitability up to 5% by increasing occupancy rate in the next 12 months.

Achievable- improving customer satisfaction up to rating 9 in the next 6 months.

Relevant- Reduction in carbon footprints and energy consumption by 20% in the next 8 months.

Time bound-introduction of employee training programs and workshops to increase their efficiency and output up to 10% in the next months.

Strategy

Ansoff's matrix

Market penetration	Market development
Premier Inn can increase its market share and expansion by attracting more customers through aggressive marketing campaigns, advertisements, customer loyalty programs, and a competitive pricing strategy.	Premier Inn Hotel is entertaining new markets with its existing services. It could expand its operations by penetrating new geographical locations and targeting consumer segments (Richardson, 2003).
Product development	Diversification
Premier Inn can expand its facilities and product by analysing the feedback of its consumers. It can incorporate premium and luxury hotel options to develop its product. They can add new facilities to the room such as a spa or personal treatments.	Premier Inn's core competency is in the hotel industry. It can diversify new markets by expanding into related areas such as vacation rentals, service apartments, and travel packages (Ahmed, 2002).

4ps of the marketing mix

- **Product**

The primary product of Premier Inn hotel is the accommodation facility. It has different room categories depending on customer preferences. It also provides dine-in, recreational amenities, and business options facilities to customers.

- **Price**

The pricing strategy of Premier Inn is comprised of customer buying power, completion, market proportion, demand, and the economic system of countries. most of the time, Premier adopts a competitive pricing strategy to withstand the market rivalry (Mariani, 2010).

- **Place**

Premier Inn hotel has around 800 hotels all around the globe. The hotel is managing various regions of the United Kingdom, Ireland, Qatar, etc. The placement strategy of Premier Inn depends on the transportation hubs, business districts, and customer count.

- **Promotion**

Premier Inn uses various marketing and communication channels for promotion and branding. These channels include digital marketing, influencer marketing, print media, public relationships, social media advertisement, etc (Rumambi, 2007).

Tactics

SEO strategies can be used for optimizing its online presence. Premier Inn can subject SEO strategies. These strategies will provide a seamless and user-friendly booking experience to the customers. green certification programs will help Premier Inn to adopt environmentally friendly practices that will in return provide stability to the company. guest feedback and surveys will help Premier Inn to make amendments to the ongoing marketing strategy. Through quality assurance strategies, Premier Inn Hotel can conduct audits and inspections to control and monitor cleanliness. energy efficient strategies such as smart meters, LED lights, occupancy sensors, etc will help Premier Inn to follow sustainable practices and waste management. Staff Training and Development strategies include training programs to improve staff skills in customer service, communication, and problem-solving. Empower employees to resolve guest concerns promptly and effectively. Foster a culture of continuous improvement and customer-centricity. Similarly, supplier collaborative strategies will assist in getting budget-friendly devices such as energy-efficient appliances, eco-friendly toiletries, and sustainable food options. Premier Inn must make use of these strategies to align overall business objectives and continuously monitor their progress towards accomplishing the SMART objectives. Regular evaluation and adjustments may be necessary based on market conditions and customer trends (Ghandour, 2015).

Action

Activities	M-1	M-2	M-3	M-4	M-5	M-6	M-7	M-8	M-9	M-10
Company analysis										
Customer segmentation										
Targeting										
Competitors analysis										
Analysis venture										
Environmental strategies										
Product development										
Price setting										
Place										
Promotion										
Execution										

Control

The success of Premier Inn Hotel can be measured through key performance indicators. These indicators include the average daily rate that will help in calculating the average booking of rooms per day. Through revenue per available room indicator, occupancy rate and net promoter score can be measured. NPS indicates customer satisfaction and loyalty by taking guest feedback about how likely they are to recommend Premier Inn to others. By tracking NPS, Premier Inn can gauge customer sentiment, identify areas for improvement, and assess the success of their customer service initiatives. Tracking the ROI indicator allows Premier Inn to analyze the profitability and result of these investments and make informed decisions about future projects (Srivastava, 2016).

Conclusion

The marketing strategy of Premier Inn requires high-performance strategies due to its global presence. In the UK dozens of hotels are providing budget-friendly services to customers. This factor has increased the competitive rivalry for the Premier Inn hotel. To compete with this threat, mass work in technology is required. This work demands a huge investment that is again generated by the customer. To make this whole cycle stable it is important to adopt versatile strategies that are defined briefly. In a nutshell, through concise strategies, Premier Inn can excel in the hospitalism and tourism industry.

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PREMIER INN MARKETING PLAN

SUBMITTED TO:

SUBMITTED BY:

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SITUATIONAL ANALYSIS

- Company
 - SWOT analysis
 - Strengths
 - Weakness
 - Opportunities
 - Threats

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Go to Settings to activate

CONTINUE

- Customer
 - Segmentation
 - Demographic segmentation
 - Psychographic segmentation
 - Geographic segmentation
 - Behavioral segmentation
 - Targeting

Activate Windows
Go to Settings to activate

CONTINUE

- Competitors
- Collaborators
- Climate
 - PESTEL analysis

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SMART OBJECTIVES

- Renewable energy sources
- Increasing profitability
- Improving customer satisfaction
- Reduction in carbon footprints
- Employee training programs

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ANSOFF'S MATRIX

- Market penetration
- Market development
- Product development
- Diversification

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4PS OF PREMIER INN HOTEL

- Product or service
- Pricing strategy
- Place
- Promotional strategy

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TACTICS

- SEO strategies
- Environmentally friendly practices
- Quality assurance strategies
- Staff Training and Development strategies
- Supplier collaborative strategies

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Go to Settings to activate

ACTION

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Activate Windows

CONTROL

- Average daily rate
- Revenue per available room
- NPS
- ROI

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CONCLUSION

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