CHAPTER 1

WHAT IS HOSPITALITY MARKETING?

LESSONS

1.1 MARKETING BASICS
1.2 HOTEL MARKETING: A COMPETITIVE INDUSTRY
1.3 THE IMPORTANCE OF HOSPITALITY MARKETING
NEW-CENTURY AMENITIES

It has only been a few years since consumers started making hotel room reservations and paying bills via the Internet. Now that method of reserving a room is considered routine. The latest technological development for hotels is wireless Web access in rooms, essentially doing away with the need for dataport connections.

Many hotels are now updating to wireless networks to satisfy the needs of technology-oriented guests. Starwood Hotels and Resorts Worldwide has launched business hotels, referred to as “W” hotels, in Silicon Valley and San Francisco. In addition to innovative Internet services, these W hotels offer network printing, allowing guests to print from their laptops to anywhere in the hotel. All guest rooms have cordless phones. Not everything is strictly business, however. Guests get plush terry-lined bathrobes and pillow-top mattresses for relaxation.

High-tech amenities are advancing, yet other “softer” benefits are important to guests as well. “Boutique” hotels offer extras and frills that may or may not be free, but are often sought by guests with luxury tastes. Soft down comforters and down pillows, Belgian linen bed sheets, and well-stocked gourmet mini-bars are among amenities offered at luxury hotels. The Ritz Carlton in Washington D.C. has a rolling soap tray similar to the dessert tray offered at fine restaurants. Guests select the soap they want to use.

Today’s business travelers want more than sleeping space when they reserve a room. Hotels are living up to these high expectations by providing both high-tech extras as well as lavish comforts.

THINK CRITICALLY
1. List at least three technological or luxury extras that a hotel might consider offering business travelers.
2. Why are hotels continually upgrading amenities for customers?
What is Marketing?

Marketing is a vital function of business. If you have a job right now, you are involved in marketing. If you purchase any goods, items that are tangible, you are participating in marketing. If you purchase something intangible, a service, you are participating in marketing. In fact, about half of what you spend on goods or services pays for the cost of marketing. Marketing is far more than just promoting and selling. Marketing also involves research, product development, pricing, financing, distribution, and managing the product or service.

What is Hospitality Marketing?

In the year 2000, Hilton Hotels announced plans for the first luxury hotel in space. Although it’s hard to guess what type of room service might be available, the idea of a space hotel is just an example of the forward thinking of successful hotel marketing. The lodging industry is continually seeking innovative ways to provide a comfortable place to stay for those who are away from home.

Just a century ago, in 1900, there were fewer than 10,000 hotel rooms in the United States. Then, a first-class hotel offered steam heat, gas burners, electric call bells, baths and closets on all floors, barbershops, and liveries. The Lenox Hotel in New York charged $2 and up for a room. In 1990, there were 3,065,685 hotel rooms in the United States, and the average room rate was $58.70 per night. Modern amenities include things unimaginable in 1900.

Work with a group. List at least 15 inventions or technological advances in the last 100 years that have brought major changes to the hospitality industry.
determine and satisfy the needs of the customer as well as the company involved.

The hospitality industry blends the marketing of goods and services in a unique way. Not only do travelers seek a clean and comfortable room, they also want someone to keep it that way. Not only do restaurant customers want quality food, they want someone to prepare and serve it well. Hotels, restaurants, and other businesses involved in travel and tourism balance basic marketing elements to meet the needs of customers while making a reasonable profit at the same time. This balance is known as the **marketing mix**.

The marketing mix is the way a business combines the marketing elements of product, price, promotion, and distribution.

**Product** is what a business offers customers to satisfy needs. In the hospitality industry, products include specific items such as double or single rooms or continental breakfasts, and services such as wake-up calls, valet parking, and in-room computer dataports.

**Price** is the amount that customers pay for the products. In the hospitality business, prices are highly negotiable and often based on supply and demand as well as what consumers consider to be a fair price for the product.

**Promotion** is a combination of methods used to inform the customer of the business and to encourage the customer to purchase the products or services. Promotion involves advertising, as well as publicity, personal selling, and public relations.

**Distribution** is the method used to get the product or service to a customer. In the hospitality industry, examples of distributors are travel agents and tour wholesaling companies who put travel packages together.
KEY MARKETING FUNCTIONS

There are seven major functions involved in marketing. Those functions are marketing-information management, financing, pricing, promotion, product/service management, distribution, and selling. At least one of these functions is involved whenever a product or service is marketed.

EXAMPLES OF THE KEY MARKETING FUNCTIONS

Whenever a customer arranges an event or conference at a hotel or restaurant, all of the marketing functions take place. Every time an agent reserves a room for a customer, all of the marketing functions are involved. Because key marketing functions are fundamental to the hospitality industry, examples are abundant.

Marketing-Information Management is gathering and using information about customers to improve business decision making. Many hotels use guest-tracking systems as a means to keep guests happy and ensure their return. The Balsams Grand Resort Hotel in the White Mountains of New Hampshire uses an extensive guest-tracking system to maintain a history of guests’ preferences and special requests. The system stores information such as individual guest food and beverage selections, choice of activities, favorite tee times or ski runs, and even the preferred arrangement of furniture in rooms. As a result, the ratio of return guests to this off-the-beaten-path location is exceptionally high.

Financing is acquiring and budgeting financial resources to stay in business. It also means that companies must offer different payment methods to customers for purchasing goods and services offered. Many airline companies team up with hotels and financial services such as American Express to offer benefits and upgrades for their frequent customers. Customers reap extra rewards while companies receive a reliable stream of earnings and revenues.

Pricing is determining the value and cost of goods and services offered to customers. In the travel and tourism industry, supply and demand play a significant role in pricing. Airline prices are usually high during peak travel times. A hotel that caters to business travelers on the nights of Sunday through Thursday will often decrease room rates on Friday and Saturday nights when business is slow. The practice of varying the price of a room based on current demand is known as yield management.

Promotion is informing customers about a company's products, services, images, and ideas through advertising, personal selling, publicity, and public relations. In addition to mass media advertising, many hotels
offer promotional rates during holiday seasons to increase future business. Many hotels participate in local charity events to publicize their efforts as community benefactors.

**Product/Service Management** involves designing, developing, maintaining, improving, and acquiring products or services to meet the needs of customers. In order to stay competitive, hospitality managers and owners must continually update the goods and services offered. In an effort to provide privacy, entertainment, and space for vacationing parents and children, some Holiday Inns in Orlando, Florida, developed Kidsuites. Kidsuites have a room specially designed for children within the regular room for the parents. Hoteliers and restaurateurs not only need to modernize equipment they use, but they must maintain and/or redo exteriors and interiors of buildings they occupy. The owner of the Royal Palms Hotel and Casitas in Phoenix, Arizona, brought in 20 interior design teams to assist in an extensive two-year renovation project. The renovation resulted in higher occupancy and higher average room rates.

**Distribution** is the means of getting a company's products and services to customers in the best way possible. Although many products are critical to the hospitality industry, providing services brings in the majority of a hotel's or restaurant's business. Unlike merchandise, services are not shipped from a warehouse or stored in a back room. Instead, travel and reservation agents, sales personnel, and Internet travel services are the major distribution channels in this business.

**Selling** is the process of communicating directly with customers to determine and then satisfy their needs. Selling can occur in many different locations. A front desk agent might tell a guest of the availability of a more expensive or larger room than the one originally reserved, a practice called **upselling**. A wait-staff person in a restaurant might use **suggestion selling** when he or she relates the daily special to an undecided customer.

Understanding the seven functions of marketing is fundamental to any successful marketer. Whether you are the CEO of a large company, beginning a dot.com business, or managing a family-owned restaurant, you will be frequently and directly concerned with these functions.
TEACHING STRATEGIES
Attention Deficit Disorder
Students
Provide paper or poster board in seven colors. As an entire class, determine one color to represent each marketing function. Let each student (or small group) create one poster that includes a large print headline of one marketing function and a list or photo collage of examples. Have students present their finished poster to the class.

TEACHING STRATEGIES
Print Learners
Have students look through magazines, newspapers, or on the Internet for examples of advertisements for hotels, restaurants, or airlines. Ask them to describe the type of promotion being used, and label examples of the product, price, and distribution system.

ASSESS
Reteach
Give students two minutes to list the seven marketing functions. When time is up, have students compare lists, then correct or add to their lists. Ask each student to give an example of one marketing function as seen in hospitality marketing. Have all students write the examples next to the function on their paper.

Enrich
Have students create a software presentation or large poster puzzle illustrating the four aspects of the marketing mix.

CLOSE
List the marketing functions on the board, or group the previously prepared colored posters according to marketing function. Give examples and have students determine which function is being described.

UNDERSTAND MARKETING CONCEPTS
Circle the best answer for each of the following questions.

1. In the hospitality industry, marketing is
   a. purchasing food and restaurant supplies
   b. suggesting fries to go with that burger
   c. doing what it takes to satisfy the customer and the company
   d. advertising and promoting special room rates to increase business

2. The marketing mix
   a. involves a delicate balance of all seven marketing functions
   b. combines product, price, promotion, and distribution
   c. is the same for every type of hotel or restaurant
   d. involves location, selling, manufacturing, and services

THINK CRITICALLY
Answer the following questions as completely as possible. If necessary, use a separate sheet of paper.

3. Communication  Think of a recent time when you had a meal at a restaurant, took a flight on a commercial airline, or spent at least a night and a day at a hotel. Describe how each of the seven marketing functions were involved in the activity you selected.

4. Technology  Find an advertisement for a major hotel chain in a newspaper or magazine, or use the Internet to find a web site of a major hotel. Identify specific ways the elements of the marketing mix are applied in the advertisement or on the home page.
HOTEL MARKETING: A COMPETITIVE INDUSTRY

TARGET MARKETING

A strong economy, a mobile population, and more disposable income have increased profit potential for the hotel and motel industry. These trends have also increased the competition to secure hotel and motel guests.

Travelers have a wide array of choices for lodging. From metropolitan hotels with fine restaurants and personal service to discount motels offering clean, basic rooms and continental breakfast for a reasonable price, places for consumers to spend their dollars vary widely. Advertising campaigns use radio, television, newspaper, and now the Internet for slogans like “We’ll leave the light on for you,” and “Never underestimate the importance of a good night’s rest,” to stay in the minds of consumers.

Attracting hotel guests takes more than a catchy slogan, though. First, the lodging establishment must determine a target market or a specific group of people who share similar characteristics as its hotel clientele. What type of hotel serves what type of client? This is a fundamental decision that determines the basic nature of the hotel. Who will stay in a given place? How much are they willing to pay? What do they expect from their lodging? Hotels may cater to repeat business travelers, vacationers and families in particular places, or transients, guests who visit an area or stay in a lodging property for only a few

CHECK IN

The hotel industry is a competitive business that must keep up with the latest trends for survival. Attracting and pleasing the customer is the prime motive of hospitality marketing.

How do you make decisions about which hotel you choose? What are the factors that lead you to consider, evaluate, and select one lodging facility over another?

Work with a group. Identify five advertising campaigns of hotels. Discuss ways those hotels are meeting the high expectations of the modern consumer in their marketing material.

GOALS

Define service marketing and how it relates to the hospitality industry.
Describe hotel amenities and explain why they are important to guests.
WHAT IS HOSPITALITY MARKETING?

Understanding the Customer

In order to compete for those dollars, a lodging establishment must know what its customers want. It can then determine what extras it will offer guests and what prices must be charged to pay for them. Most hotels and restaurants conduct marketing research to determine what customers expect. Hyatt Hotels contracts the Gallup Organization to conduct random surveys of recent guests. The Waldorf-Astoria and Hilton Hotels ask guests to complete a 30-second quality-quiz either at check out time or in the restaurant. The surveys are received and scored daily, with special attention given to customer concerns or complaints. Hotel management pays close attention to demographics. Demographics are the characteristics of a target market such as age, income, gender, and level of education. These factors are directly related to choices that hotel management makes about pricing, amenities, and services.

Services with a Smile

The hospitality industry involves service marketing because an intangible product is sold to the ultimate consumer. It is true that guests are in direct contact with tangible products as they stay in a room, watch the television, and use the courtesy products provided for them. However, they are not purchasing those products for later use. The intangible “product” that they are really purchasing is the comfortable feeling of the warm, safe, clean room as well as the individual attention given to each guest by the hotel staff. In the restaurant industry it is often put this way: “Sell the sizzle, not the steak.” It is usually not just the meal that brings customers back, but the people who present it. Service marketing frequently gets only one chance to make a good first impression. The hospitality industry must maintain high standards to meet the expectations of consumers and ensure repeat business.

Competition is brisk among the different types of lodging establishments. Whatever the type of hotel, the services offered, or the price range, there is another one like it nearby perfectly willing to try a little harder to earn the customer’s dollar. Hotel managers are keenly aware of this fundamental economic principle, and pay close attention to service, customer preferences, and staff training.

CONFIRMATION

How do lodging establishments benefit from gathering information about customer preferences?
PLUGGED-IN HOTELS

Technology has found its way into hotel amenities, those services or items offered to guests for convenience and comfort. With the addition of cable television and movies-on-demand, full-size desks, two-line phones, and modem hook-ups at most hotels, many guest rooms have become "branch offices" for the convenience of the highly profitable business traveler. Guests at dozens of Holiday Inns, Embassy Suites, and Hilton Hotels no longer have to worry about long-distance charges or sweat out software glitches and connection hassles. Pay-per-view companies such as On Command already supply almost 1 million hotel rooms, including those at big chains like Hyatt and Marriott, offering movies and other entertainment whenever the guest desires.

ELEGANT EXTRAS

Some hotels believe that an upscale image and impressive extras gain the loyalty of guests—especially in the higher price ranges. Although luxury amenities cost hotels more, they also attract customers willing to pay the added price. The new Hilton Stress-Less room includes a small gurgling “calming pool” rock fountain. A high-tech desk chair waits to deliver massages to stiff backs. Ferns and spider plants dangle from the ceiling to add a feeling of familiarity and warmth. Suites are now packed with PowerBars, exercise equipment, and celebrity videos for fitness buffs. Earplugs and sound boxes that simulate heartbeats are provided for fitful sleepers. These gadgets allow hotels to charge more for the extras that appeal to road-weary business and leisure guests.

Holiday Inn’s Fitness Suites have recumbent bikes, abdominal benches, a VCR with exercise tapes, and even flashy mirrored walls. Guests can pay $25 over the standard $125 suite rate for the privilege of a private workout. New York’s Fitzpatrick Grand Central Hotel goes a step further by offering a personalized yoga instructor who will work with you for $80 an hour.
1 WHAT IS HOSPITALITY MARKETING?

**UNDERSTAND MARKETING CONCEPTS**

Circle the best answer for each of the following questions.

1. A target market is  
   a. a nationally known mass merchandiser  
   b. a group of potential customers with similar characteristics  
   c. a professional organization of business travelers  
   d. none of the above  

2. The hospitality industry involves service marketing because  
   a. all employees are trained to be courteous and friendly  
   b. extra benefits are provided at luxury hotels  
   c. management is concerned with customers’ preferences  
   d. intangible products are sold to the ultimate consumer

**THINK CRITICALLY**

Answer the following questions as completely as possible. If necessary, use a separate sheet of paper.

3. **Communication**  Assume you have been asked to design a comment card for guests to complete as they check out of a hotel. List below the questions you would include on the card.

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   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
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   ________________________________________________________________

4. **Marketing Math**  Design a scoring system to tally the results of a comment card that guests complete as they check out of a hotel.

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THE IMPORTANCE OF HOSPITALITY MARKETING

Hospitality marketing is part of a larger industry known as travel and tourism. According to the Travel Industry Association of America (TIA), travel and tourism is the largest services export industry in the nation. In fact, in 29 of the 50 states, travel and tourism is either the first, second, or third largest employer. TIA estimated that more than $582 billion was spent in the travel and tourism industry in 1999. That figure translates to 18 million jobs for Americans. About 7.7 million jobs were directly related to travel and tourism, and 10.3 million employees were indirectly related. As a result of those jobs, $159 billion in payroll income was generated. That's billion, not million.

In the hospitality marketing sector, travelers spent over $50 billion on rooms in lodging establishments in 1999 and more than $23 billion on food while traveling. When you add in shopping, entertainment, and miscellaneous items, travelers dropped a total of more than $235 billion into the accounts of the hotel industry.

You may not be a typical business traveler making about ten trips a year, but chances are you will probably eat out sometime this week. More than four out of ten people ate at a restaurant on a typical day in 1999. In 1999, 11.3 million people worked in some type of restaurant, making the restaurant industry the nation's largest private-sector employer.

WHAT IS HOSPITALITY MARKETING?

1. **Check In**

   Travel and tourism is the third largest retail industry in the United States, behind only the automotive and food-supply industries. In fact, travel and tourism is one of America's largest employers.

   There are at least 15 types of businesses involved in travel and tourism, including lodging, airlines, restaurants, cruise operations, car rental agencies, travel agencies, and tour operations. In 1999, one of every seven Americans was directly or indirectly employed because of travel to or travel within the United States.

   Work with a partner. Develop a list of companies who are major organizations in the travel and tourism industry. Identify the business area of each company.

2. **Goals**

   Explain why travel and tourism is critical to the U.S. economy.

   Distinguish between “front-of-the-house” and “back-of-the-house” operations in a hotel or restaurant.

3. **The Financial Impact of Travel and Tourism**

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WHAT IS HOSPITALITY MARKETING?

GROWTH IN TRAVEL AND TOURISM
Travel and tourism is good for the economy. Not only do people in the United States travel within the States, called **domestic travel**, but many international travelers come to America and consequently spend money. United States’ travelers spent $81.4 billion while traveling in foreign countries, but international travelers spent more money in America than Americans spent abroad, resulting in a travel trade surplus of $14.2 billion.

Why are more people traveling? With the advent of Internet-based travel services such as Priceline and Travelocity, many travelers are organizing and booking their own travel arrangements. Deregulation of the airline industry often translates to lower airline ticket prices. Because travel agents can no longer depend on ticket sales commissions to support their business, they seek to increase revenue by booking other types of trips such as cruises, motor coach travel, or escorted tours.

Travel has a universal appeal to all ages, and several trends are emerging. An aging Baby-Boomer generation has begun to travel often and book tours. People take their children or grandchildren on trips more often. Young people travel more extensively, often as part of a growing number of families who take shorter, but more expensive, vacations.

Business travelers bring their families along and combine business with pleasure. The business traveler is no longer predominantly male. Female executives make up almost half the executive traveler market.

Travel and tourism is truly beneficial for the economy. During 1999, domestic and international travelers in the United States spent an average of $1.42 billion a day. If that figure seems hard to comprehend, consider it this way: $1.42 billion a day equals $59.4 million an hour, $989,300 a minute, and $16,400 per second.
Hotel employees are responsible for providing a comfortable and enjoyable stay for their customers. Lodging facilities operate 24 hours a day, seven days a week. Large hotels may employ hundreds of people to see to the needs of customers or to maintain efficiency in running the establishment.

**MANAGEMENT OPPORTUNITIES**

There are many management positions in a hotel.

- **General managers** have the responsibility of overseeing the operations of the hotel.
- **Front office managers** coordinate reservations and room assignments and manage the front desk staff.
- **Executive housekeepers** supervise the work of the housekeeping staff to ensure guest rooms, meeting rooms, and public areas are clean and inviting.
- **Food and beverage managers** oversee all activities involved in planning, preparing, and providing meals and drinks for hotel guests in the hotel's restaurants, banquet or meeting areas, and lounges.
- **Sales directors** supervise the sales staff who may handle corporate accounts, social or special events, conventions and conferences, and exhibits.
- **Human resource managers** not only deal with recruiting and hiring the hotel staff, but are responsible for training and coordinating employee benefits as well.
- **Operations managers** keep the hotel running, literally. They take care of security, heating and air conditioning, electrical and power systems, groundskeeping, safety, and maintenance.
- **Financial managers** supervise procedures involved in tracking a hotel's receipts and expenditures and daily audits.

Keep in mind that entry-level jobs exist in all of the areas listed above as well as management positions.
WHAT IS HOSPITALITY MARKETING?

A HOUSE DIVIDED

A typical hotel or restaurant has two divisions: the front of the house and the back of the house. The front of the house involves any area of the hotel to which the general public or a hotel guest has access. That would include guest rooms, meeting rooms, business center, public restrooms, gift shop, pool, and restaurants on the property. The back of the house includes those vital departments not usually seen or frequented by a guest or patron. Those departments include areas such as human resources, management, accounting, reservations, operations, housekeeping, and banquet operations.

CONFIRMATION

Name two front-of-the-house and two back-of-the-house departments. What are some of the responsibilities of each department?  Answers will vary.

CAREER SPOTLIGHT

Tom Parsons may become a hero as big as any sports or entertainment star. He is one of the forces changing the travel industry. He’s a marketer, but he’s selling discounts, not huge profits.

Parsons got his start in the mid-1980s when he discovered that a co-worker had paid $100 less than he for a ticket on the same flight. From that moment, he has spent his life digging up travel bargains that most other people can’t find, and he’s glad to tell everything he knows.

Parsons is the publisher of Best Fares Discount Travel Magazine and the author of magazine articles as well as a new travel-tips book. He is also a frequent guest on many radio and television talk and news shows. You can also check out his web site at www.bestfares.com to learn more about travel deals and travel savvy.

THINK CRITICALLY

1. Look at Tom Parsons’ web site, and find costs for two different airline flights to the city of your choice. Then call the toll-free number of the same airlines and ask for their best rates.

2. What did you learn? What would you advise friends and family to do before they travel?
1.3 THE IMPORTANCE OF HOSPITALITY MARKETING

TEACHING STRATEGIES

Kinesthetic Learners

Divide the front of the classroom into two sections and designate one side as the "front of the house" and the other side as the "back of the house." Have students write the name of a department on paper using letters large enough for the class to see. Have individual students show which department they wrote, describe one responsibility of that department, then hold the sign in front of them and walk to the front-of-the-house or back-of-the-house section previously designated.

ASSESS

Reteach

Divide the class into groups no larger than two or three students per group. Have students review the lesson and tell their partners at least three new items of information they learned as a result of this lesson.

Enrich

Have students look through newspapers or travel magazines to identify and list at least 20 different travel and tourism businesses.

CLOSE

Have students look up web sites of different travel and tourism businesses and write brief descriptions of chosen companies.

UNDERSTAND MARKETING CONCEPTS

Circle the best answer for each of the following questions.

1. Hospitality marketing is one aspect of which industry sector?
   a. business and marketing
   b. travel and tourism
   c. construction and manufacturing
   d. recreational and sports marketing

2. Hotels and restaurants are generally divided into which two sections?
   a. expenditures and receipts
   b. goods and services
   c. income generation and supportive servicing
   d. front of the house and back of the house

THINK CRITICALLY

Answer the following questions as completely as possible. If necessary, use a separate sheet of paper.

3. Identify five different types of travelers. For each type that you list, name two amenities or services that would appeal to that traveler.

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   __________________________________________________________
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4. **Communication** The advertising manager of a small local newspaper has asked you to write an ad for a new restaurant opening in the community. Tell what type of information you would include.

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   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
WHAT IS HOSPITALITY MARKETING?

CHAPTER 1

REVIEW

REVIEW MARKETING CONCEPTS

Write the letter of the term that matches each definition. Some terms will not be used.

1. Providing intangible products
   a. amenities
   b. back of the house
   c. demographics
   d. domestic travel
   e. front of the house
   f. marketing
   g. marketing mix
   h. service marketing
   i. target market
   j. yield management

2. Area of the hotel to which the general public or a hotel guest has access

3. Characteristics such as age, income, gender, or education level

4. Group of people who share similar characteristics

5. The balance of products, price, promotion, and distribution

6. Services or items offered to guests for convenience and comfort

Circle the best answer.

7. Assisting in the design and development of new products is
   a. financing
   b. marketing-information management
   c. product/service management
   d. none of these

8. Offering reduced room rates in order to increase future business is an example of
   a. promotion
   b. financing
   c. product/service management
   d. none of these

9. Keeping track of guests’ preferences or special requests is an example of
   a. selling
   b. courtesy information
   c. marketing-information management
   d. all of these

10. A target market is
    a. a specific group of people you want to reach
    b. people who have something in common
    c. people who might buy the same services or products if they knew about them
    d. all of these
THINK CRITICALLY

11. You are the general manager of a newly renovated hotel in a large metropolitan area, just across the street from an internationally known luxury shopping center. Who is your target market? Why? Name ways you will appeal to your customer.

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12. You are the manufacturer of a new wireless Internet access system. Whom will you contact to sell this product in the hospitality industry? Choose a hotel corporation to endorse your product. Which one did you choose? Why?

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13. Using the Internet or travel magazines in your library, find and briefly describe three popular hotel properties. To whom and how are these hotels being marketed?

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MAKE CONNECTIONS

14. Marketing Math  You are a celebrity who has endorsed a new line of bottled water featured only in restaurants. You will receive 5 percent of the sales of this product. One 12-ounce bottle sells for $1.25. Last month, 6,000 bottles were sold. How much will you earn from the sale of this water?

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\begin{align*}
\text{Sales} & = 6,000 \text{ bottles} \\
\text{Price per bottle} & = \$1.25 \\
\text{Percentage earned} & = 0.05 \\
\text{Earnings} & = 6,000 \times 1.25 \times 0.05 = \$750
\end{align*}
\]

15. History  You are a travel marketer in 1849 America. Your job is to promote migration to the West. Research such a trip and write a sales feature describing how your clients will travel, what they will take with them, how long the trip will take, and the dangers they will face.

Answers will vary.

16. Communication  You are a travel marketer in the twenty-first century, and you want to praise modern travel. Using the information you learned in question 15, compare the pioneers’ trip with a modern-day trip to the same destination. How will your clients travel now? What will they take with them? How long will the trip take by car? By plane? What dangers might they face?

Answers will vary.

17. Technology  Imagine you are a travel marketer in the year 2080. As part of your promotion, tell your client about the technological advances your ancestors had at the beginning of the twenty-first century that made travel safer and easier. List at least ten.

Answers will vary. Answers might include cell phones, the Internet, in-room dataports, and wireless networks, to name a few.
HOSPITALITY MARKETING

You are the manager of a nationally recognized fast food restaurant. Your restaurant chain takes pride in serving high quality food and excellent customer service. One of your best customers saw a commercial while vacationing in another state that advertised a new food item for your restaurant. The advertisement was regional and the new product was only being test-marketed in some states. After standing in line for 15 minutes, the cashier informed the customer that the new item was not being offered at your restaurant. It is your responsibility to satisfy the customer in order to not lose their business. The customer is not only unhappy about waiting in line, but has also suggested that false advertising has taken place.

Write down the strategies you will use to keep a good customer relationship. You will be explaining these strategies to the angry customer in this role play.

Your travel marketing firm has been asked by a multimillionaire to create “the adventure trip of a lifetime” for her husband who is turning 50 this year. She will go with him on the trip. Her husband has always wanted to go to Madagascar, but your client is unsure and wants to be sold on that destination. Your boss will give you a large bonus if you can successfully promote this trip.

Work with a group and complete the following activities.

1. With your town or city as a beginning point, discover the quickest route to Madagascar. Include the means of transportation necessary from point to point. For example, if you live in a small town, the first leg of the journey will probably be by car to a city with an airport.

2. Create a map of the world showing the travel route and time for each part of the trip. Use mapmaking software if you have it. Or use a large piece of paper or poster board. Use different colors, and be sure to create a legend.

3. Write an exciting five-page report about Madagascar. Include descriptions of unique plants and animals, delicious foods, scenery, and languages spoken. Be sure to include a section on accommodations and activities available. Do advise your client of necessary vaccinations and other health issues. Include a section on local customs along with any precautions your client needs to take.

4. Provide a simple spreadsheet showing complete costs for the trip, including major transportation (car, plane, train, bus), hotel, tours, and meals. Include recommendations for tips.

5. Write an enthusiastic two-page cover letter telling your client why she’ll be glad she and her husband made this trip.