

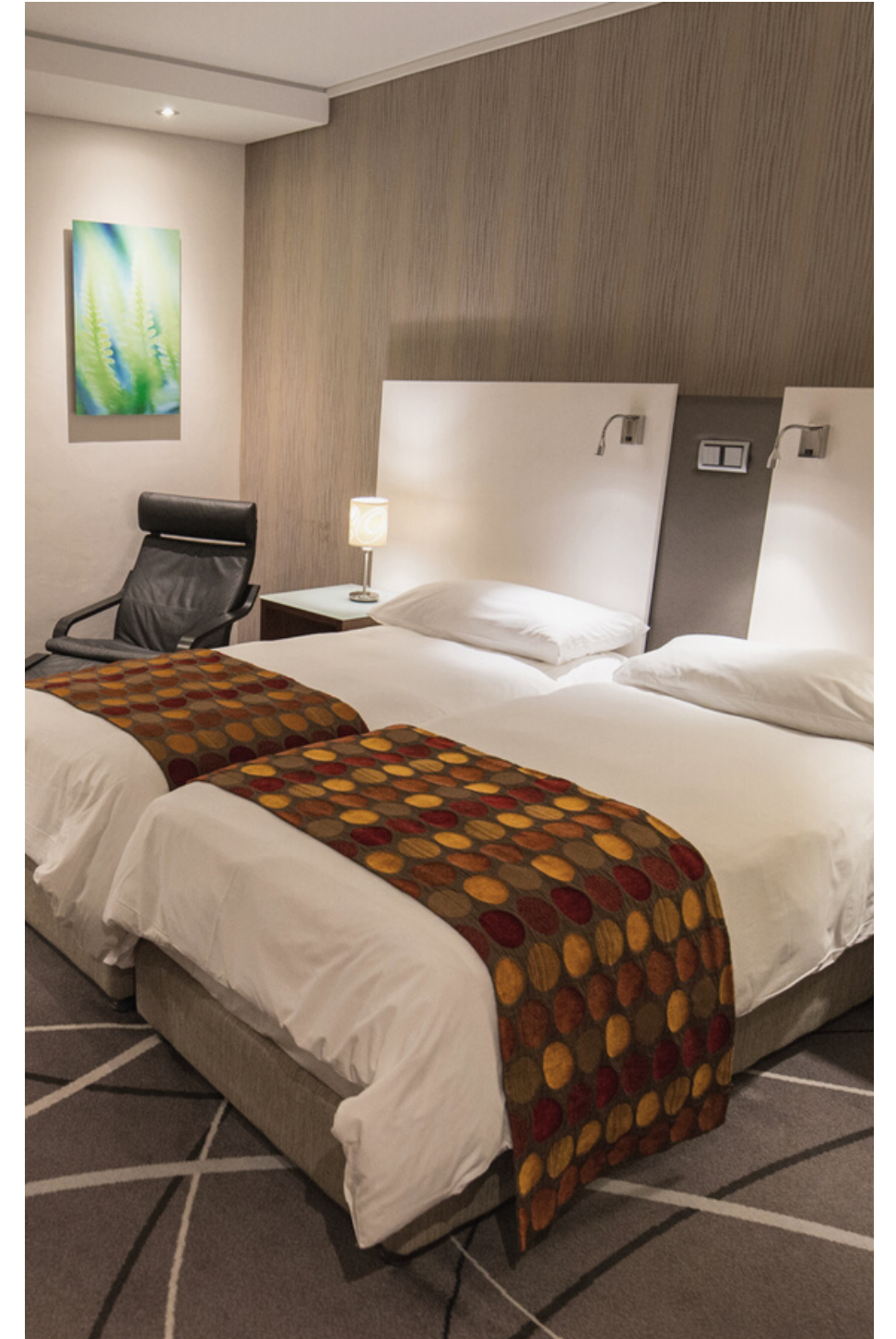
Hotel Verde | *Africa's
greenest hotel*
CAPE TOWN AIRPORT

MARKETING INTRODUCTION

HOTEL VERDE

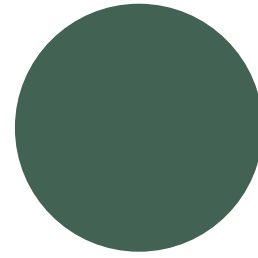
TODAY'S AGENDA

1. Executive Summary
2. Vision & Mission Statement
3. Market Analysis
4. Pricing Strategy
5. SWOT Analysis
6. Historical Data
7. Guest Profile
8. Market Segmentation
9. Marketing Objectives
10. Marketing Channels
11. Marketing Tactics by Channel
12. Marketing Metrics & S.M.A.R.T. Goals
13. Marketing Budget



01

EXECUTIVE SUMMARY

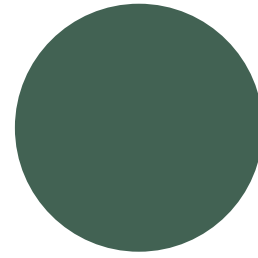


An executive summary is a broad overview of everything you're about to present in your wider marketing plan.

Introduce the “big idea” or “big objective”

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VISION & MISSION STATEMENTS

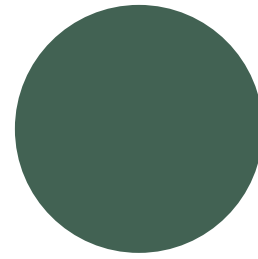


Hotel vision statement looks ahead to the future, focusing on what your hotel wants to do or become long-term.
Hotel mission statement is about who you are and what you do right now, today.

When you write a hotel mission statement, you're thinking about your immediate objectives, instead. What do you do now? Who do you serve and how do you serve them? Clear mission statements give your hotel a sense of purpose for the present, while a vision statement is your direction for the future.

03

MARKET ANALYSIS



Company

What's happening at your hotel company which could impact your business? Are you changing up your product or service offering? Rebranding?

Competitors

Who are the key players and what are they up to?

Customers

What is your guests' perception of your hotel? Are you seeing less interest from certain groups or more from an emerging niche? Are they communicating with you in a new way?

Collaborators

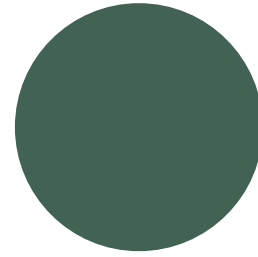
Who are your partners and what's going on with them?

Climate

How is the economy doing? Are there any new laws or regulations that impact your business or the hospitality industry?

04

PRICING STRATEGY



Economy pricing strategy

for hotels is about filling as many rooms as possible. That means selling rooms at the lowest rates, with the least amount of promotion necessary.

Penetration pricing strategy

for a hotel means selling high quality rooms and services at prices lower than your competitors. This is how many new hotels increase their slice of market share.

Skimming pricing strategy

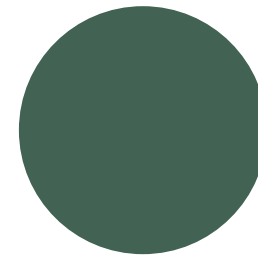
for hotels is the opposite of penetration. Hotels offer their product at a higher price level than their competitors, usually to signal exclusiveness or quality to customers.

Premium pricing strategy

for a hotel means charging high prices for a room and/or service product that's already perceived as high value or excellent quality. This can include "abstract" benefits like the sense of status that comes from staying at a Four Seasons hotel, for example.

05

SWOT ANALYSIS



Strengths

What are our unique selling points (USPs)?

Weaknesses

What could be hindering the hotel's growth?

Opportunities

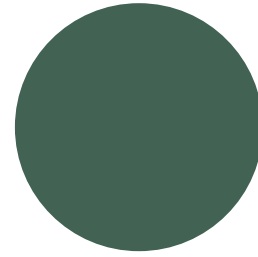
Two areas to look for opportunities are market trends and guest feedback. Research to get ideas for new markets to engage or revenue-driving products to launch.

Threats

What external factors could negatively impact your hotel? This could mean changes to OTAs or a sudden boom in Airbnb listings nearby. Other potential threats include new hotel openings, negative press coverage, even a recruitment or staffing shortage. Anticipating these threats early gives you more time to take action!

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HISTORICAL DATA



Rooms Available/Sold

Market Share

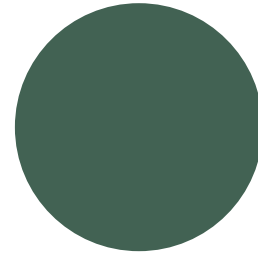
Average Rate

RevPAR

Occupancy

07

GUEST PROFILE

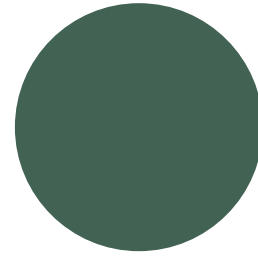


As in, who are they?

Existing and Potential

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MARKET SEGMENTATION



Public/Best Available Rate

Discount/Promotions -

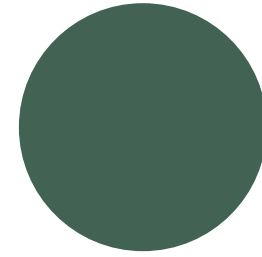
Negotiated

Wholesale

Groups

09

MARKETING OBJECTIVES



Brand awareness

Service/reputation

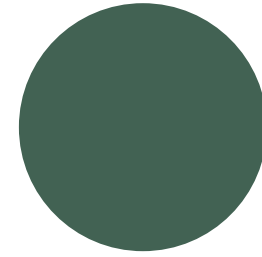
Event business

Retention/loyalty

Bookings

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MARKETING CHANNELS



Content Marketing

Search Engine Optimization (SEO)

Social Media

Public Relations

Paid Advertising.

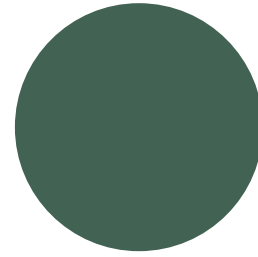
Email Marketing

Online Travel Agencies

Global Distribution System

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MARKETING TACTICS BY CHANNEL



Awareness

Interest

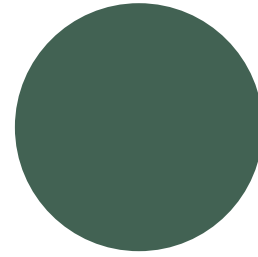
Consideration

Booking

Experience

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MARKETING METRICS & S.M.A.R.T. GOALS



Specific

What exactly do I want to accomplish here?

Measurable

How will I know when I've achieved this goal?

Achievable

Do I know how to accomplish this goal or can I learn how?

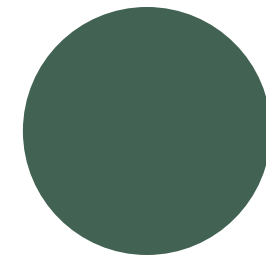
Realistic

Is this goal really possible, or even worthwhile?

Time-Bound

Can I accomplish this goal within one year?

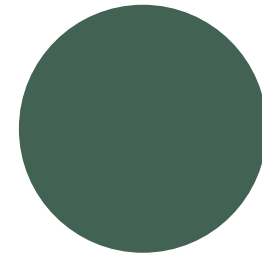
MARKETING BUDGET



What do we need, budget-wise, to accomplish the marketing objectives laid out.

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UNDERSTANDING THE BRAND



Hotel

Marketing for Sales, bookings and room occupation.

Sustainable Hotel

Marketing for Brand Awareness.