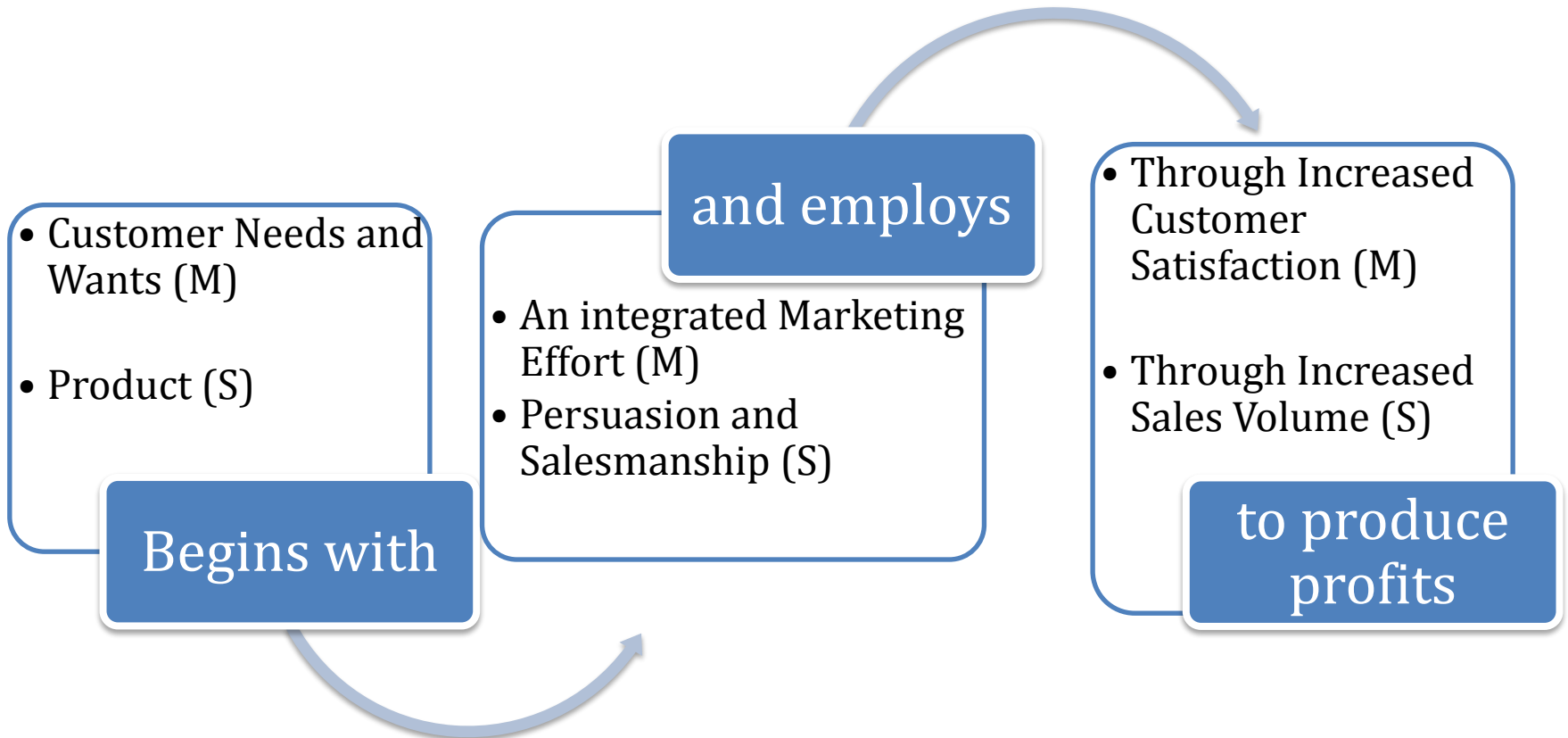




РАНХиГС
РОССИЙСКАЯ АКАДЕМИЯ НАРОДНОГО ХОЗЯЙСТВА
И ГОСУДАРСТВЕННОЙ СЛУЖБЫ
ПРИ ПРЕЗИДЕНТЕ РОССИЙСКОЙ ФЕДЕРАЦИИ

HOTEL MANAGEMENT
MARKETING

MARKETING vs. SALES



STEPS IN MARKETING

IDENTIFYING
THE MARKET

DEVELOPING
THE PRODUCT

MATCHING THE MARKET
AND THE PRODUCT



STEPS IN MARKETING

IDENTIFYING THE MARKET

MARKET SEGMENTATION

SELECTING
TARGET MARKETS

CUSTOMER ANALYSIS
AND RESEARCH



IDENTIFYING THE MARKET

MARKET SEGMENTATION

HOTEL SIZE

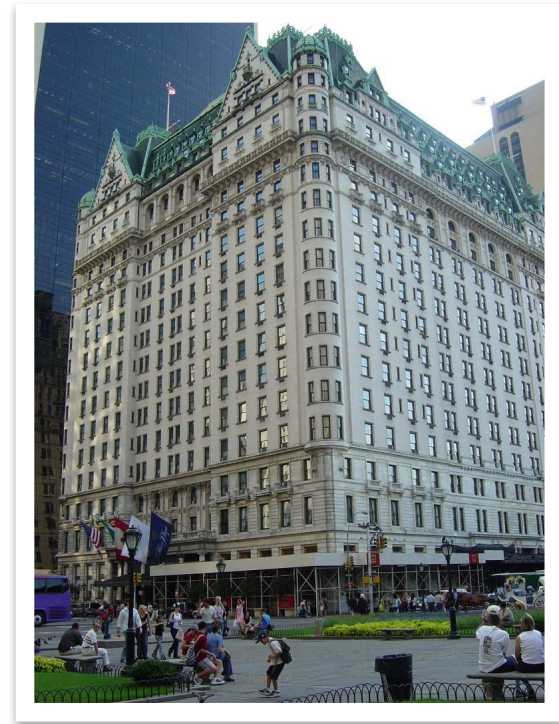
TARGET AUDIENCE

LEVEL OF SERVICE

AFFILIATION TO HOTEL CHAIN

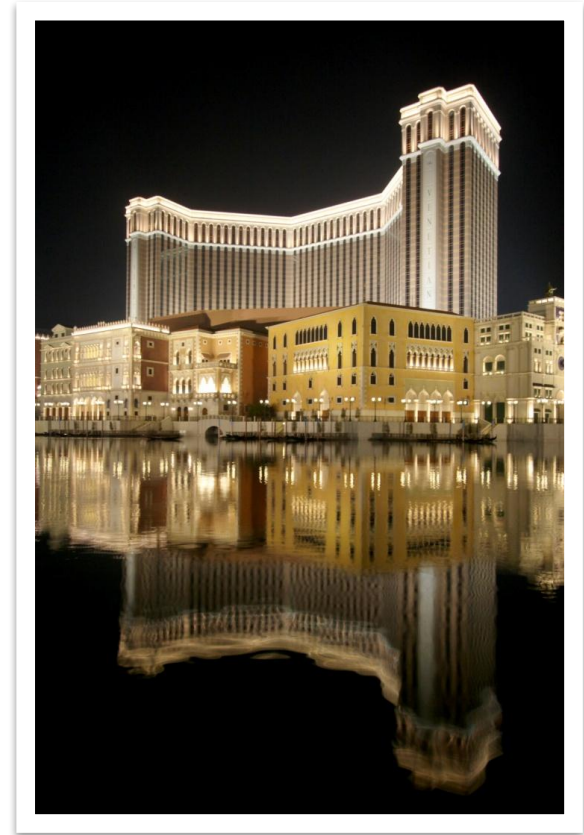
HOTEL SIZE

- UNDER 150 ROOMS
- 150 TO 299 ROOMS
- 300 TO 600 ROOMS
- MORE THAN 600 ROOMS



TARGET AUDIENCE

- BUSINESS HOTELS RESORT HOTELS
- AIRPORT HOTELS
- APART-HOTELS / RESIDENTIAL HOTELS
- CONFERENCE CENTERS / CONVENTION HOTELS
- CASINO HOTELS
- MOTELS
- TIME SHARE / CONDOMINIUM HOTELS
- BED AND BREAKFAST (MINI HOTELS)



LEVELS OF SERVICE

❑ WORLD - CLASS SERVICE

- TOP LUXURY
- UPPER UPSCALE
- UPSCALE

❑ MID-RANGE SERVICE

- UPPER MIDSCALE
- MIDSCALE

❑ ECONOMY \ LIMITED



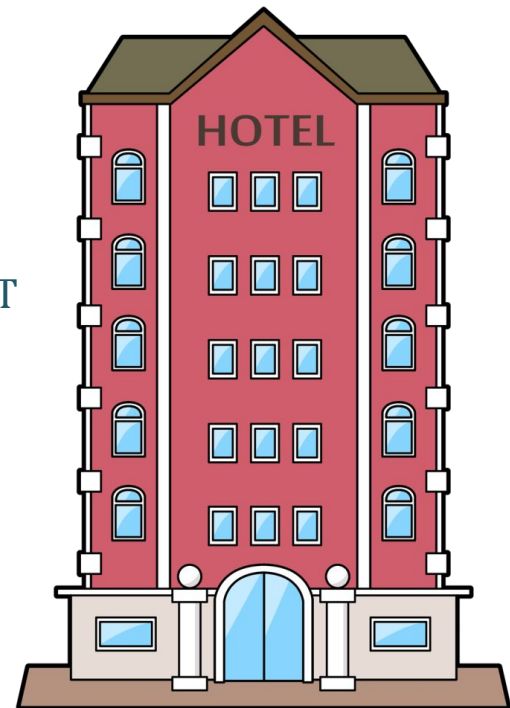
IDENTIFYING THE MARKET

MARKET SEGMENTATION

#	BRAND	LUXURY	UPPER UPSCALE	UPSCALE	UPPER MIDSCALE	MIDSCALE	ECONOMY/ LIMITED	BUDGET
1	Marriott International	Ritz Carlton JW Marriott St Regis Bulgari Hotels	Renaissance Sheraton Le Meridien Marriott		Courtyard by Marriott	Four Points by Sheraton	Moxy	
2	Hilton Worldwide	Waldorf Astoria Conrad Hotels	Hilton Double Tree by Hilton	Embassy Suites by Hilton	Hilton Garden Inn		Hampton by Hilton Tru by Hilton	
3	InterContinental Hotel Group	Inter Continental	Crown Plaza	Hotel Indigo	Holiday Inn	Staybridge Suites	Holiday Inn Express	
4	Accor Hotels	Sofitel	Pullman Swissotel	Mercure	Novotel	Adagio	Ibis	Ibis Budget

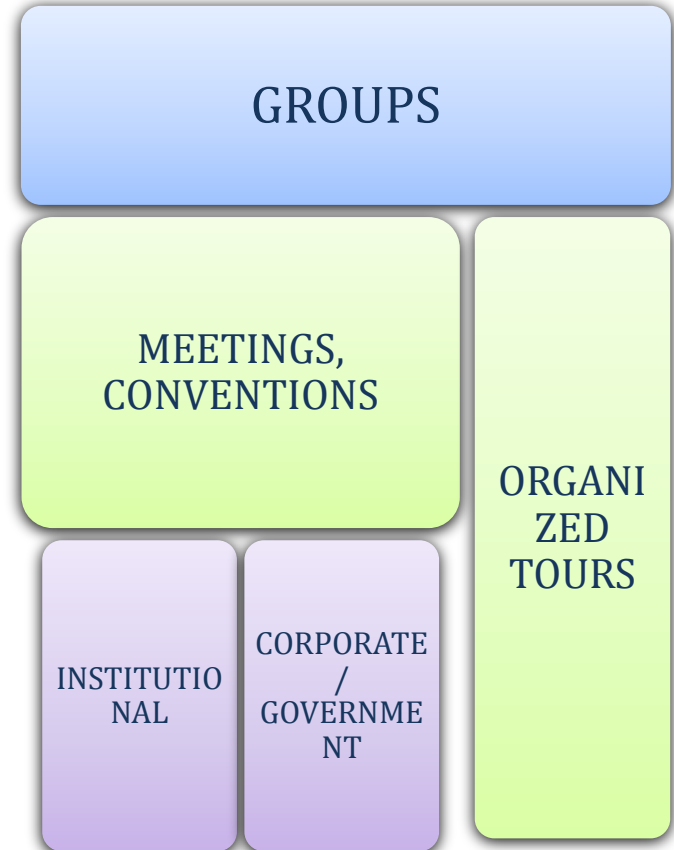
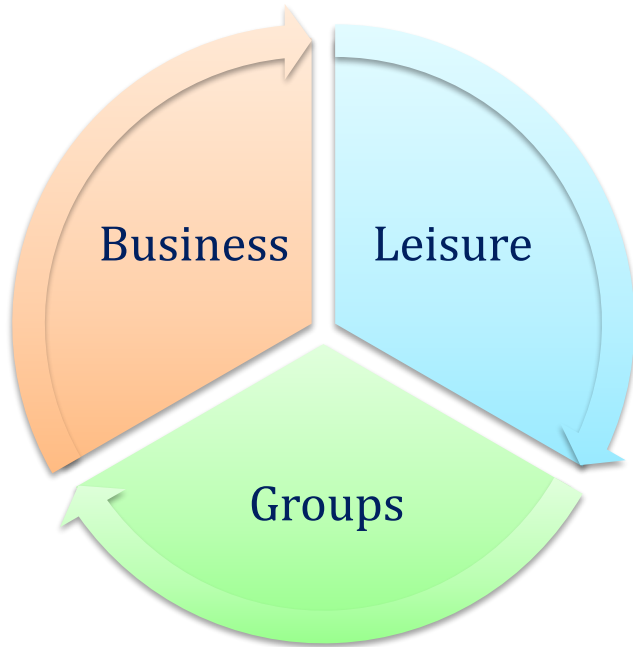
AFFILIATION

- INDIPENDENT HOTELS
- CHAIN HOTELS
 - CHAIN HOTELS / MANAGEMENT CONTRACT
 - CHAIN HOTELS / FRANCHISE
 - REFFERAL GROUPS



IDENTIFYING THE MARKET

REASONS FOR TRAVEL



IDENTIFYING THE MARKET

CUSTOMER ANALYSIS AND RESEARCH



CUSTOMER PROFILE

GUEST HISTORY

QUESTIONNAIRE

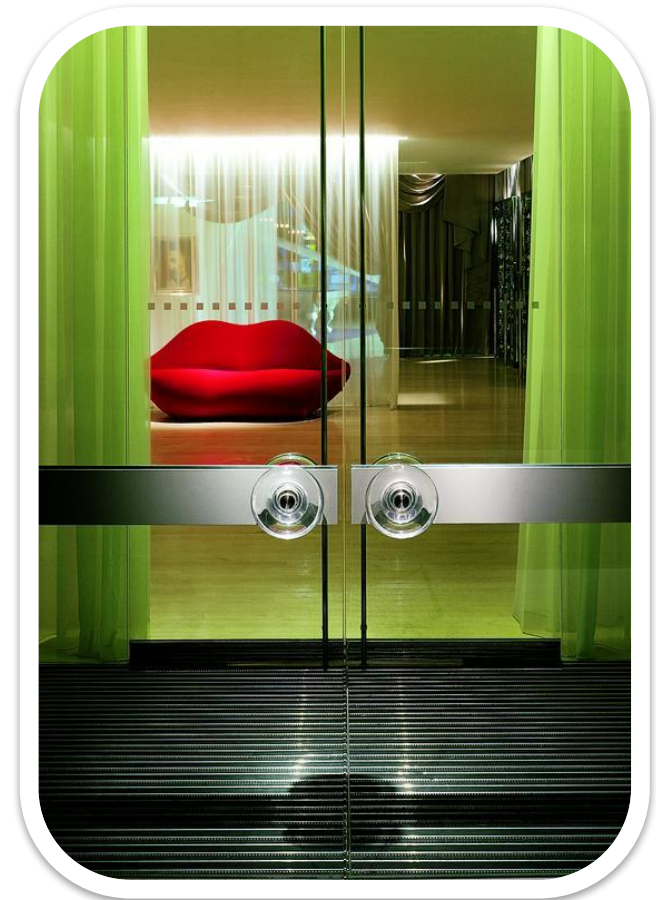
STEPS IN MARKETING DEVELOPING THE PRODUCT

IDENTIFYING THE UNIQUE SELLING POINTS

- PRODUCT ANALYSIS
- COMPETITIVE ANALYSIS
- MAKING THE MOST OF UNIQUE FEATURES

POSITIONING THE PRODUCT

- APPROACHES TO POSITIONING
- DEVELOPING THE IMAGE



STEPS IN MARKETING

MATCHING THE MARKET AND THE PRODUCT

ADVERTISING AND PROMOTION

- INTERNAL
- EXTERNAL

PUBLIC RELATIONS AND PUBLICITY

- NEWS
- COMMUNITY RELATIONS



SALES & MARKETING ORGANIZATIONAL CHART

