

A marketing research on the segmentation



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Analyze the segmentation the company used and the markets they targeted. Compare the different hotels of variable brands; describe the positioning used for them. Research on the promotional strategies they used. Limits of research Distance Confidentiality of information Language difficulty Methodology Official company website Course related text and notes Internet research Literary Books Personal Experience SEGMENTATION Market Overview As the fast expansion in economy of Asia-Pacific, the hospitality industry has a bright perspective in this region.

Especially in China, we can say that the hospitality industry during the past 30 years is a prime example of how the nation's economy has also sharply developed (Ding Qingfen, 2008). In recent years many big hotel chains coming to aware that seizing the market in Asia-Pacific is pretty important for their development. Marriott International is one of them. Since 1989, Marriott International has grown from one property in Asia-Pacific to over eighty properties. Over the past 16 years, Marriott has expanded its resort portfolio to include 15 resorts across the region.

And in China since 1989, Marriott has grown from one property in Hong Kong to 32 hotels throughout the country (Marriott International, Inc.

Corporate Headquarters, 2008). Market Segments For the hospitality industry today, customers don't just need a place to stay and to eat; people choose a hotel for more complex reasons like the location, hotel category and services provided. Given that the needs and wants became more and more unique, the target marketing for all hotel chains became micromarketing.

It's not only a local marketing for hotels have to adjust in different location and cultural, but also an individual marketing for they provide tailoring services to special guests and VIPs. For segmenting the consumer markets, we have to involve the geographic segmentation and behavioural segmentation.

Hotels normally segment their markets by region and then by other means like behavior. So we need to use multistage segmentation. [pic] [pic]

TARGETING After analyzing the market opportunities, the company has to evaluate the segment attractiveness and company fit.

The market Asia-Pacific did develop but obviously not all the segments are profitable. The main reason which makes the industry increase could be described as the Asia-Pacific became more and more western.

The hotel developing trends turns to the guest who demands the international hotels which have better service, higher theology of facilities and delightful amenities. Add that many developing countries change their policy to foreign investors to a better climate, China joined WTO is an example of this. The big hotel chains have good chance to develop their middle-luxury market segments.

As Marriott already entered the market over 16 years, we believe it obtained many resources to develop itself in these middle-luxury segments. **Segment Strategy** As the hospitality marketing is micromarketing, and the Marriott hotel group is a big chain, this company used differentiated marketing to target the market segments. It has 4 different brands in Asia-Pacific: The Marriott, JW Marriott, Renaissance and Courtyard.

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[pic][pic][pic][pic] They targeting in different segments: The Marriott is an all-service hotel and resorts brand for the achievement guest who seeking for inspiring performance.

JW Marriott Hotels ; Resorts is Marriott Hotels ; Resorts' luxury brand extension. The target guest also is achievement people but demand a higher level of personal service. Renaissance Hotels & Resorts targets the Enjoyment Guest—guests who cherish the life well-lived which means the Tech-savvy consumers like Gen X and Y. Courtyard is a brand designed to meet the needs of business travelers who desired a high-quality lodging experience along with the basic needs they valued most in a hotel, at moderate pricing.

To sum up the hotel chain chooses to cover the Asia-Pacific market by the segment strategy as the following chart: [pic] POSITIONING Product and branding strategy Marriott's brands are leaders in their respective segments and enjoy a high level of customer and owner preference. Around the world, each Marriott hotel distinguishes itself with exceptional amenities, individualized attention to guests, and careful reflection of local surroundings. While individually distinctive, Marriott hotels also reap substantial collective advantages from being a part of the world's lodging leader.

The hotels outpace the competition because they draw strength from Marriott's global portfolio, premium collection of brands, vast knowledge of consumer preferences, and three-quarters of a century's best practices.

Collectively, the Marriott family of brands forms a powerful alliance—one that allows Marriott and owners and franchisees to effectively capitalize on profitable business opportunities, a diverse lodging portfolio, and economies of scale. [pic]Marriott Hotels & Resorts Brand differentiation

It's a flagship brand of quality-tier, full-service hotels & resorts and provides consistent, dependable, and genuinely caring experiences to guests on their terms. The Marriott brand has become synonymous with exceptional quality, service, and value, which has led to consistent growth in Marriott properties throughout the Asia-Pacific region. As the brand continues to expand worldwide, the strategy to achieve an even greater brand preference is centered on the brand positioning of Inspired Performance and the goal to win over Achievement Guests with experiences that reflect and respond to their priorities.

By combining this experiential strategy with the brand's unwavering commitment to operational excellence, Marriott Hotels ; Resorts will continue to solidify its leadership position as an industry innovator. Brand Positioning: Inspiring Performance Target Guest: Marriott Hotels and Resorts focuses on the Achievement Guest, individuals who are driven to perform, who thrive in excellence, whether it's for their company, their family or their own sense of accomplishment.

Brand Pillars: The three brand pillars provide the foundation for the services, features, and amenities our hotels provide to inspire the Achievement guest. Achieve: The professional, performance-driven side of our guests and hotels, for example, large, well-lit ergonomic work-desks that pivot to enable the

guest to create a conducive environment in their rooms. Revive: Purposeful luxury and more personal elements of the guest's stay, for example, aromatherapy bath products, connectivity panels on a high-definition TV to enable guests to connect personal entertainment devices such as iPods, and 300-thread count sheets.

Culture: Warm, friendly, sincere service built on our Spirit to Serve and providing a refreshingly human touch in today's hectic world. [pic]

Marriott Hotels & Resorts Product and service differentiation Features include:

Complimentary in-room fitness kits Work space that's as smart as it can be Express Check-in & Video Checkout Multifeatured phones with data ports & voice mail Lightweight desk on casters Ergonomic chair Bright, even light from no-glare lamps Electrical outlets at the base of the lamps

Personal-care products, hair dryers, irons & ironing boards Business centers for faxing, printing, making copies & express shipments Hosted events in ballrooms & meeting rooms Meeting-service professionals Pool, whirlpool & fitness center Spacious rooms Luxury bedding: down comforters, cotton-rich linens, fluffy feather pillows In-room pay movies, free HBO, ESPN & CNN The finest meals (without leaving the hotel) Marriott's restart breakfast Marriott's replenish room service, available late at night In-room coffee with morning newspaper

Concierge or Executive Level room upgrades with complimentary continental breakfast, afternoon snacks & honor bar The New Guest Room: Marriott Hotels and Resorts newly designed room includes the signature bed from Marriott including full-sized headboards, quilted top mattresses, upgraded

down blankets (some locations), oversized down comforters, 300-thread-count linens and down and feather pillows-amenities that help the Achievement Guest revive to perform at their peak the next day.

The artwork in the room reflects the local environment.

Some hotels will offer a flat-panel, high definition television that serves as more than just a television—it's a monitor for laptops and the built-in split-screen capability allows guest to work and watch their favorite program at the same time. Well-lit desks with large work space, task lighting, ergonomic seating, high-speed internet access, and connectivity panels for iPods, Blackberries, and other personal entertainment devices support the guests' need to achieve their business goals. (Marriott International, Inc. , 2008: travel) pic]Courtyard by Marriott Brand Differentiation Moderately priced lodging brand “ Designed by business travelers for business travelers. ” This lodging brand has recently increased its number of downtown locations, often through conversions of historical buildings.

Courtyard by Marriott® was created by Marriott in the early 1980s to meet the needs of business travelers in the United States—travelers who desired a high-quality lodging experience along with the basic needs they valued most in a hotel, at moderate pricing.

Now a global brand, Courtyard is redefining the moderate tier in other parts of the world by reinventing product and service offerings based on guests' needs. Courtyard is the brand guests trust to consistently create a “ business traveler's oasis on the road,” and place guests of all types in command of their travel experiences. Recognizing that guests' needs vary by country,

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Courtyard is growing rapidly in international markets by building on its core heritage—understanding the distinct needs of business travellers and designing a hotel that combines hallmark services with flexible, customized options.

Thus, Courtyard is a global brand, developed to meet regional customs and lifestyles while still consistently satisfying customer needs. [pic]Courtyard by Marriott Product and service differentiation Courtyard by Marriott delivers the services, products, and amenities most valued by business travelers, while maintaining a selective service strategy to drive a positive economic impact on the bottom line.

Courtyard is quickly redefining the moderate tier segment in the Asia-Pacific region—enabling guests to enjoy a superior guest experience at a price point providing good value for their money.

Features include: Large work desk with no-glare lighting ; an ergonomic chair Fax, copy ; print at the front desk and in some public areas One or more small meeting rooms with audiovisual service available Fresh, modern design ; decor King-size beds with thicker, more comfortable mattresses Rich new linens ; fluffier pillows The Market—a new feature in Courtyard hotels, offering 24-hour food, snacks ; refreshments, including beer ; wine in many locations Inviting outdoor spaces with seating to relax ; unwind TV with a wide selection of channels, including HBO In-room movies Cozy lounge with big-screen TV

Bountiful breakfast served daily with a complete selection of hot ; cold items, including cooked-to-order eggs, Belgian waffles ; French toast Convenient

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dining options on-site or nearby, including take-out taxi (available at most locations) Swimming pool ; whirlpool Exercise room Electronic locks ; double-locking mechanism on each door In-room smoke detector ; sprinklers Newspaper delivered daily Complimentary in-room coffee ; tea Iron ; ironing board Hair dryer Guest laundry The Restaurant: In the Asia-Pacific region, Courtyard hotels feature a restaurant designed to reflect local architecture and menu items.

The restaurant is open for three meals a day. In some Asian markets, an additional specialty restaurant serving lunch and dinner is a desirable feature. Based on local need, guests may have the dining option of 24-hour room service.

The Lobby: The lobby responds to the guest's most important needs—to work, relax, and socialize in a conducive environment. Courtyard hotels are well known for creating enabling spaces—such as an area where guests can check email, or where they might meet casually with colleagues—allowing for multipurpose use throughout the day.

Meeting rooms, swimming pools, whirlpools, and exercise rooms are available at most locations. The Guest Room: The Courtyard product focus is the guest room—a revitalizing sanctuary—which features distinctly defined areas for sleeping, relaxing, working, and grooming. The Courtyard guest room demonstrates an understanding of the traveler's need for a “ business traveler's oasis on the road,” a soothing ambiance that offers comfort, while enabling productivity and connectivity. (Marriott International, Inc.

, 2008: travel)

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