

# Jumeirah beach hotel marketing mix analysis



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Hospitality industry is one of the fastest growth areas in UAE economy and Dubai market also. There are a lot of hotels, which provides wide range of products in Dubai. In which, Jumeirah Beach Hotel is well-known because of its luxury and high ranking.

To understand Jumeirah Beach Hotel success, we focus on analyzing its marketing mix with four main elements such as product, price, place – distribution and promotion.

Secondary data such as internet sources, reports and primary data such as reviews of customers through survey are collected to analyze Jumeirah Beach Hotel marketing mix.

In additional, three other elements (process, people and physical evidence) of extended marketing plan are also mentioned in analysis summary to expanding our understanding about this hotel’s performances and success.

## **Jumeirah Beach Hotel in Dubai introduction**

Jumeriah Beach Hotel, opened in 1997, is a luxury hotel and premium family destination in Dubai. This hotel is one of Jumeirah group’s projects, whose

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want to be a world class luxury international hotel and hospitality management company, committed to be the industry leader in all of activities through dedication to stakeholders, colleagues, customers, business partners and owners. After completion in 1997, the Jumeirah Beach Hotel became the 9th tallest building in Dubai and offer exclusive accommodations in the unique city in Dubai.

Jumeirah Beach Hotel is located seaside on Jumeirah Beach and have total of 33, 800 square metres (364, 000 sq ft) of beach for visitors use. Beside the hotel is the Wild Wadi Water Park, which is unlimited for guest in the hotel access to. The beachfront area where the Burj Al Arab and Jumeirah Beach Hotel are located was previously called Chicago Beach. In addition, Jumeirah Beach Hotel is not far from the international airport and only about 25 km from the downtown Dubai.

For construction style, this hotel is built as a dynamically shaped 26 storey curved design built in the shape of a breaking wave; the building stands 93 meters high and 275 meters long. As a beach resort that is completely given to the pleasures of life, Jumeirah Beach Hotels in Dubai provides to customer:

598 rooms and suites

19 private beachside villas

Over 20 restaurants and bars

Conference and Banqueting facilities

Talise

Complimentary access to Wild Wadi Water Park

The Hub

Sinbad's Kids Club

As many its success during development process, we can review main key results from 2006 to 2009 as follows (Picard F. )

Increase the overall hotel revenue by 10% by conducting an aggressive revenue management strategy

Maintain a colleague turn over at 18 %

JD power guest satisfaction index 800 points

Increase the Dubai Holding Health and Safety audit by 28% within a year

Manage to Achieve the highest Health and Safety score since 3 years

Hotel HACCP certification

Meet and Greet all new colleague's and host a quarterly lunch with all new promoted to a management role

And its awards received since September 2006:

TripAdvisor. com Traveler's Choice Awards 2006 - Best Luxury Hotel - World

Dubai Quality award 2007, award recognize by the government of Dubai

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Jumeirah Beach hotel, rank 70 out of 100 hotels as results of Institutional investor survey, the world best hotel survey.

Daily Telegraph Travel Awards, Jumeirah Beach Hotel ‘ Favorite resort hotels’

For the third year in a row, readers of one of Germany’s leading business travel magazines, Business Travelers, chose Jumeirah Beach Hotel as the ‘ Best Hotel in the Middle East’

In 2012, Jumeriah Beach Hotel in Dubai have got the award of Travelers’ Choice® 2012 Winner and been at Rank 13 of 452 hotels in Dubai (Trip advisors )

All of information shows that Jumeriah Beach Hotel in Dubai have been getting sustainable development and becomes one of the successful hospitality business in Dubai.

## **Marketing mix analysis**

Product:

The analysis focuses on explaining how the Jumeirah Beach Hotel’s products are developed to sustain competitive advantage

Jumeirah Beach Hotel in Dubai gets successfully because of its sustainable competitive advantage although it has only launched in 1997. Main keys of its sustainable competitive advantages are identified as follows:

First, Hallmarks, Guiding principles and core standards of Jumeirah group is applied in its day to day activities. Jumeirah Beach Hotel in Dubai promotes for integrity, teamwork, recognition, innovation, continuous growth, people

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focus as its culture and core competencies. With all of its performances, based on primary and secondary data collected, Jumeirah Beach Hotel in Dubai gets 5 star rating with 5 criteria such as cleanliness, Facilities, Services, Location and Pricing. Thousands of reviewers have wonderful experience with this hotel because of its services and products.

Second, Making customers its first priority and striving constantly to exceed their expectations. Jumeirah Beach Hotel in Dubai provides premium family destination for customers with plenty to do for all ages. For example, it offers the standard room categories, which will sleep up to 2 adults and 2 children. Other room categories will sleep up to 3 children also so all of family members can easily stay together and enjoy their moments in this hotel. They are always available for child offers. They always bring the extra values for customers as free entry to The Wild Wadi Water Park. In addition there's a selection of children's pools together with a climbing wall and extensive water sport options. About the meals, the resort also take care about children needs and requirements so they offer a choice of child-friendly restaurants with children's menus and dining offers available throughout the year. They also create very comfortable playground for children with its 1, 178 square meters of total play, chill and swim areas in Sinbad's Kids Club. There is a lot of great fun, fully supervised activities for children of all ages. Sinbad's Kids Club meets international standards of children services and also provide very fantastic world to play for children. For babysitting services, in-room babysitting can be arranged with 24 hours' notice. Charges will be made on an hourly rate basis plus travelling expenses.

Applying the approach of making customers its first priority in activities, Jumeirah Beach Hotel in Dubai has satisfied its customers and got very good reviews from them.

Third, Jumeirah Beach Hotel in Dubai performs its values by leading by example and role modeling a culture of excellence in everything it does. Evidence of this value is reflected by its customers. Based on primary data collected from a survey of Jumeirah Beach Hotel in Dubai, we can see many impressive comments about its services. Angela Chan commented that “ The hotel emphasizes guest services and be excellent at this. All of staff is very pleasant, knowledgeable, ultra – smiley and friendly “, “ Great service, fantastic facilities” as commented of Caroline Rodgers and “ The restaurant is perfect. The service and staff also fantastic” as commented of Anonymous.

Fourth, it always provides consistently superior and innovative products and services

As reviews of customers, Jumeirah Beach Hotel has very good services at rate 5 star because its services are efficient, welcoming and friendly in spite of the demand masses. In this hotel, we can find consistently superior and innovative product and services such as:

Nine premium types of room, including Ocean Deluxe Room, Ocean Deluxe Balcony Room, Ocean Club Executive Room, Ocean Junior Suite, One Bedroom Ocean Suite, Two Bedroom Ocean Suite, Three Bedroom Ocean Suite, Beachcomber Suite, Presidential Suite

Diversified types of Dining and bars such as 360°, Al Khayal, Beachcombers, Carnevale, Der Keller, Dhow & Anchor , Go West, La Parrilla, La Veranda, Latitude, Latitude Creations, Marina, Ocean Blue (Beach), Palm Court, Pool Bar, Uptown Bar, Villa Beach, Waterfront,

Fantastic facilities with Spa, The Gymnasium, Water Sports, Sinbad's Kids Club (Luxury world wide collection)

### Price

The analysis focuses on explaining how prices are set to reflect the organizations objectives and market conditions

Because Jumeirah Beach hotel focuses on luxury services and want to become leader of hospitality industry as Jumeirah group's vision, it set price quite high in comparison with other luxury hotels in Dubai. Its room rate is from 422 and up when it is ranked as the twelfth of 452 hotels in Dubai (Trip advisors)

We can compare its room rate with other luxury hotels as table below:

Hotels

Rank

Room rate \$

Al Maha Desert Resort

1



1059 and up

Grosvenor House Dubai

2

305 and up

Dar Al Masyaf at MadinatJumeirah

3

571 and up

One and Only Palm Dubai

4

608 and up

Le Royal Meridien Beach Resort & Spa

5

273 and up

Raffles Dubai

7

312 and up

Jumeirah Beach Hotel

12

422 and up

(Compare price of 19 hotels in Jumeirah Beach)

With room rate of 422 and up, Jumeirah Beach Hotel in Dubai achieve both of organizational objectives (luxury hotel and excellent services) and competitive advantage by pricing.

Distribution

This analysis focuses on explaining how distribution is arranged to provide customer convenience

As we know that, Jumeirah Beach Hotel in Dubai is one of Jumeirah group's project so it can get benefit from distribution channel of Jumeirah group.

First, this hotel joined in distribution channels of Jumeirah group with many online booking partners and sales agents such as Booking. com, Agoda, hotel club, Travel republic. co. uk, Hotel Pronto, Lastminute. com, viva stay, on hotel, vacenza. com, hotels4u. com ... These partners help this hotel provide customer convenience in booking and taking sales off.

Second, this hotel has own distribution channels by direct sales and its sales agents as netflight. com, Hayes & Jarvis, accorhotels. com ...

Jumeirah Beach Hotel also has best price guarantee for customers who book directly with it through its website.

With combination of distribution channels of Jumeirah group and Jumeirah Beach Hotel in Dubai distribution channels, customers are provided convenience to book room and taking sales off to save their money.

## Promotion

This analysis focuses on illustrating how promotional activity is integrated to achieve marketing objectives

Because of many competitors in market segmentation of luxury hotels, Jumeirah Beach Hotel performs sales off strategy to promote sales.

For examples, they always have special offers such as 4nts fr £949 – Includes Free Half Board per person based on two people sharing an Ocean Deluxe Room on a half board basis. Inclusive of private transfers, scheduled economy seats and all applicable taxes (Luxury worldwide collection)

Jumeirah Beach Hotel announced that they have many other offers for customers and speak daily to their hotels to source better prices.

In other ways, they have proper promotion strategy with partners to reach customers such as customers can save up to 70% if they booking through online booking partner.

## **Analysis Summary**

Marketing mix is very important for one enterprises and Jumeirah Beach Hotel is not out of this theory. Four P elements (Product, Price, Place – distribution, Promotion) this hotel have appropriated with its marketing

objectives, its market segmentation and become to very important elements of its success.

In additional, three other elements of extended marketing mix such as process, people and physical evidence also support to hotel's success.

About process, Jumeirah Beach hotel in Dubai has clear process, which is applied by teamwork and innovation theory as its statement “ we work towards common goals through open communication, mutual support and win – win attitude. We respect our differences and build upon our strengths” and “ we are open minded, challenging conventional thinking, improving our processes and implementing new ideas faster than our competitors (Jumeirah website)

About people, this hotel has very good staffs, which always satisfy customers and contribute to its excellent reviews. Rating of services is always at 5 stars

About physical evidence, we can easy find features for a luxury hotel as in room arrangement, scene, facilities, dining and bars and also equipment in types of room.

Rooms at the Jumeirah Beach Hotel offer panoramic views of the beach, the harbor and the park and are equipped with cable / satellite channels, a safe and a plasma / LCD TV. With the features of floor-to-ceiling windows and private balconies, rooms offer a DVD player, a private bathroom and tea and coffee making facilities. Internet access is also provided.

In conclusion, Jumeirah Beach Hotel marketing mix is evaluated as appropriated to its objectives, culture, marketing segmentation and vision.

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With its excellent performances, Jumeirah Beach Hotel will get higher ranking from its customers and become hospitality industry leader in Dubai as its vision and statement.

## **Appendices**

Types of room in Jumeirah Beach Hotel

Ocean Deluxe Room: have 2 main features

breathtaking views of the Arabian Gulf

spacious seating area and walk-in shower

Ocean Deluxe Balcony Room: have 2 main features

Beautiful views with the most breathtaking views of the Arabian Gulf

Equipped with a king size bed, a spacious seating area, walk in shower and a separate bath.

Ocean Club Executive Room: have five main features:

50 square meters (538 square feet) added

Priority check in/out in the comfort of the Club Executive Lounge,

luxurious amenities,

breakfast options at Beachcombers,

Latitude or in the comfort of the guest room. Guests with children have access to the Premium Leisure Club where breakfast is served.

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Ocean Junior Suite: have 2 main features

Relax in the privacy of your very own sun terrace, dine alfresco or entertain in the sitting/living area.

Can access to the Club Executive Lounge and breakfast is served in Latitude or in the comfort of own room.

One Bedroom Ocean Suite: have 2 main features:

Can access to the Club Executive Lounge and breakfast is served in Latitude or in the comfort of own room.

Guests with children have access to the Premium Leisure Club and breakfast is served in either the Premium Leisure Club, Latitude or in the comfort of own room.

Two Bedroom Ocean Suite: have 2 main features

Can access to the Club Executive Lounge and breakfast is served in Latitude or in the comfort of own room.

Guests with children have access to the Premium Leisure Club and breakfast is served in either the Premium Leisure Club, Latitude or in the comfort of own room.

Three Bedroom Ocean Suite: have 2 main features

Can access to the Club Executive Lounge and breakfast is served in Latitude or in the comfort of own room.

Guests with children have access to the Premium Leisure Club and breakfast is served in either the Premium Leisure Club, Latitude or in the comfort of own room.

Beachcomber Suite: have six main features

148 square meters (1, 593 square feet) added

Two bedrooms, kitchenette, 2 sun beds.

Direct and easy access to the main pool area and the beach.

Close access to the executive pool and Wild wadi Waterpark.

Can access to the Club Executive Lounge and breakfast is served in Latitude or in the comfort of own room;

Guests with children have access to the Premium Leisure Club and breakfast is served in either the Premium Leisure Club, Latitude or in the comfort of own room.

Presidential Suite: have four main features

160 square meters (1, 722 square feet) added c

Special Features: Two floors with separate living, dining and sleeping areas. Large bedroom on the upper floor with bathroom and whirlpool. Lower level living room with bar counter and terrace. Sea view.

Can access to the Club Executive Lounge and breakfast is served in Latitude or in the comfort of own room.

Guests with children have access to the Premium Leisure Club and breakfast is served in either the Premium Leisure Club, Latitude or in the comfort of own room

(Luxury worldwide collection)