

Travelodge analysis and pest analysis

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Travelogue operates more than 500 hotels with over 37, 000 rooms located in major cities and regional centers in the I-J; 11 hotels in Ireland and four hotels in Spain. It operates hotels under the Travelogue brand. The company serves around 17 million customers every year. The hotels also have bar cafe and restaurants which offer breakfast, lunch and dinner with varied cuisines. It serves over two million breakfasts every year. Furthermore, the company provides online and mobile reservation applications services.

Travelogue is headquartered in Theme, Exosphere.

With being a budget hotel chain, the rooms and facilities are low priced and most branches are located, in many town and city centers across the United Kingdom and Ireland, with other locations purposely laced near all United Kingdom major tourist attractions, for example many of the major cities have more than one Travelogue within the city, specifically located to suit the customer needs, for example, Birmingham has 10 Travelogue branches with a 10 mile radius of the city centre. According to the ACORN categorization of I-J consumers stated in Dib, S (2012) the main category of customers would be in the 'Comfortably Off category.

The town and city centre hotels target many demographic variables of the target, with the main customers being families and group holidays on itty/weekend breaks. The low price appeal mainly to these segments as most families in the lower-middle/working class cannot always afford to stay at more premium higher end hotels, while for group bookings it is just a much easier option due to the central locations and the lower prices, an example of a type of group would be hen/ stag parties with ages varying from 18 to over

60 on a weekend break in one of many of the Auk's lively nightlife destinations.

The hotel is also good for business groups or individual business partners having an overnight stay. The Behaviorist's variables of how that the brandloyaltyof Travelogue Word count 502 Political Travel lodge created a policy statement in order to demonstrate their commitment to the privacy of their customers.

By using Travelogue hotels, their website, their travelogue analysis and pest analysis By Matt-Whittle dedicated telephone reservations line and any line or any other service to Travelogue Hotels Ltd, the customer is agreeing and giving their consent to the practiced outlined in the statement issued in the privacy policy stating that they will always handle information in compliance with the Data Protection Act (1998). In April 2011, Travelogue launched the Auk's First budget hotel management apprenticeship programmer for school leavers.

The scheme, JuMP, is a fast track route into management and provides Level students with a real alternative with the chance of going to university. The programmer provides a chance for the school leavers to continue their education, obtain work experience, receive a salary and become a manager by the age of 21 . To date, travelogue has over 80 apprentices participating on the course in hotels across the I-J. The Economical Factors UK tourism has weathered the double dip recession but 18% fewer people are holidaying abroad than before the downturn, a new study shows.

The number of trips taken by Britons overseas has declined by 12.6 million, from 69.4 million to 56.8 million between 2007 and 2011, according to the research by Travelogue. This means that 5.9 million holidays and trips have come out of the market altogether when the number of domestic holidays and trips are factored in. This is shy of the government's stated ambition for domestic trips to replace the number of missing overseas trips, the report says. However, the analysis shows that 'stagnation' breaks were up by 5.6% as the recession proved that holidays are an essential rather than a luxury.

UK city breaks account for 23% of domestic tourism but seaside towns are in decline by 5%. Total tourism revenue was up 12.6% to £126.6 billion between 2007-2011 against the general economy up 8%. Employment numbers in tourism have bucked the wider trend, thanks to strong growth in 2011 when 120,000 new jobs were created. The UK's appeal as a tourist destination endured during the double dip, with overall visitor numbers up by 3.1% to 157 million, the report shows. Citations form the backbone of the tourism economy, with domestic trips and holidays increasing by 5.6% to 126.6 million.

Social Factors Travelogue is seen as a socially acceptable hotel regarding to trust pilot, although there are many mixed reviews from that site and other sites such as TripAdvisor. The use of social media can help attract customers but also put some customers off as one negative review can have a bigger effect than 10 positives combined. Travelogue has given its £1m media planning and buying account to Interruptible Initiative as part of its Emma brand investment programme. Initiative has been tasked with overseeing

the media planning and buying ahead of a major campaign which will launch in spring 2014.

The programme, announced earlier this year, is the biggest marketing push for the company to date and has involved the roll out of a new room design as well as an extensive refurbishment programme across all of the company's hotels. Technological Statistics brain stated that in 2012 57% of all hotel reservation bookings were made online, with 65% of same day bookings made on a smartened. With online bookings coming more and more popular as technology, Travelogue have set up a very easy and understandable booking system online and a specially designed mobile compatible page.

When making an online booking, like many other booking websites, Travelogue have tactically placed multiple add-ons in a last attempt to gain more profit from the booking customer, these include breakfast & dinner, Wi-Fi, early check in and also some hotels offer pet facilities. The six-month, 'Travelogue Future of Sleep' study, carried out by award-winning futurologist Ian Pearson, has investigated the impact of new technology on sleep and how the hotel room of the future will respond to helping us sleep better in 2030.

Within the next two decades, the hotel room will be so technologically advanced that it will almost be alive - fulfilling guests' needs like a personal concierge, lifestyle coach, fitness trainer, psychologist and doctor. Cutting-edge technology will monitor customers' energy levels, physical well-being, emotions and mood to help ensure they achieve a good night's sleep. The Sleep Revolution Key findings from the study revealed that by 2030, a good

night's leap will provide recreation, training and medical monitoring, as well as rest and rejuvenation. By 2030 we will be able to manage the contents of our dreams as in the movie 'Inception'.

Video, audio, smells and tactile experiences produced using our bed or bed linen will play a key role in helping to make our dreams feel real. We will be able to replay our favorite dream from a menu just like choosing a movie. Also, we will be able to link into dreams with our partner or family and friends and enjoy a shared dream experience. Word count 940 Strategic analysis of Travelogue & recommendations Of the four sections of the marketing mix: price, product, place and promotion, Travelogue capitalizes on price. Its leadership in putting the price at a low level is its competitive edge.

This is how the hotel chain attracts budgets and practical travelers. For the well-heeled tourist, Travelogue's service is a disadvantage. Its weakness lies in the cutting frills the well-off tourist looks for in a comfortable hotel stay, but while the hotel chain does away with the Class A and B tourist, it has opened a falsehood of markets from the C and D category. Premier Inn is the main competitor to Travelogue although they offer a price that is £5 dearer than Travelogue's EYE. Aside from the price Premier Inn makes it a point that it's a hotel with a restaurant or pub either attached or in the vicinity of the location.

Considering that the UK has a culture of drinking alcohol, Premier Inn has an advantage over Travelogue in this field, although most city centre and airport hotels now serve alcohol and food. At the current Travelogue is still behind Premier Inn with the latter having a 41% share in 2012 to the 31% of

Travelogue. Travelogue with its aggressive price strategy and customer friendly and convenient website the company is gaining upon its rival with claims that the Premier inn are over relying on their unreliable website.