

Good example of hotel marketing plan business plan

[Business](#), [Marketing](#)



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This paper from its onset is construed towards the analysis of Washington and the investment potential within the region. Accordingly, the paper is directed towards the analysis of the tourism sector coupled with the immense potential that may be evidenced within the region. Accordingly, through a steadfast analysis of the region, a proper path of operation will be evidenced. As such the creation of a proper way out, the formidable mandate of operation will be laid out.

Executive summary

Washington's resort marketing plan entails a written document that is construed towards setting decisions in regards to what to achieve coupled with the path to be taken. Fundamentally, the marketing plan will be sought towards the creation of goals intertwined to the strategies and tactics to be utilized in accomplishment of goals. As such, Washington resort will be directed towards the setting up of a strategic marketing plan. Admittedly, the strategic marketing plan will be aimed at the accomplishment of long term goals for the next three to five years. Hence, this paper will set up a marketing plan for Washington resort with an aim of capturing and

maintaining customer base.

Problem

The premise of incorporating a marketing plan for the Washington best resort is construed towards the inculcation of credible data which is construed towards the analysis of the company situation. As a startup business, the main aim of the plan is to assess the current market situation through an analysis of both the internal and external framework (Hax, 2013). As an analysis of the external environment, I will make an analysis of the aspects that the resort is bound not to have control over within its operation mandate. On the other hand, the internal analysis will mainly be construed towards the analysis of the issues that the Resort has a controlling mandate. As such, through a SWOT analysis, competitive advantage that the resort is bound to enjoy will be manifested. Accordingly, a SWOT analysis is as follows;

SWOT ANALYSIS

Strengths

The Washington resort will operate within an environment whereby tourists numbers are ever on the high considering the varied wild scenery evidenced within the area. As such, the prospect of increased tourists forms an effective strength for increased customer base. Additionally, resort is bound to enjoy the increased demand for nature walks within the Washington county area which is evidenced by proximity to Willamate valley (Hax, 2013). Accordingly, the region is manifested by plausible agricultural experiences coupled with quality sporting regions.

Weaknesses

However, from the analysis of the prospects of the resort, there prevail significant weaknesses that are bound to ensue. As the first aspect of concern, the hotel resort is bound to grapple with the seasonality nature of the visitors within the region. Accordingly, the prospect of reduced anchor city prevalent within the region is a notion of imperative analysis (Hax, 2013). Furthermore, the resort will have to grapple with the notion of reduced or minimized RV parks. As such the RV parks are highly important for the generation of increased tourist visit within the region.

Opportunities

There are various opportunities for the sustenance of operation within the region. Accordingly, the first opportunity entails the continued region market focus. As such the cooperative environment in regards to marketing among cities has been plausible for the growth of any resort (Caleb 2013). An additional aspect of concern, there has been witnessed a development of various emergent markets within the tourism frontier. Among the emergent markets have included the multi-generation travellers coupled with the individuals who seek wedding resort centers as possible regions for enjoyment.

Threats

Among the various threats that are bound to face the resort are three in number. Firstly, the resort has to grapple with the notion of a weakened economy within the tourism sector. Additionally, the dominance of Portland which is construed towards high-end facilities has become an aspect of concern.

Background

In the general sense, the tourist industry in which Washington County will operate has been faced by the economic issues prevalent. However, as at 2010, there was evidenced a steadfast increase in regards to economic growth. As such, as at 2010, the tourist industry was evidenced by increased gains. The various states that have witnessed an upswing include Washington, California and Oregon. As such, the significant growth has been quite impactful on the setting up of a resort. Admittedly, the economic frontier has been quite positively construed towards the operations of a given resort.

Discussion of findings

However, from the analysis of the tourism sector it is evident that the growth of the market has mainly been directed towards varied aspects of attraction. As such, throughout the analysis of the sector, the various attractions evidenced include;

- Sporting teams
- Wine enthusiasts
- Golfers
- Nature lovers
- Birders

Hax (2013) asserts that throughout the five years of growth the new attractions have been evidenced. Accordingly, the visitor experience has been seen as an imperative aspect for the growth of the resort. Events, festivals and concerts have become an ongoing trend that requires significant investments. As such, through the analysis of the resort industry, it is important to note that investment into plausible strategies in tourist

acquisition ensures growth. Hence from the analysis of the sector, it is important that investment into high caliber art performance and concerts. Through the investment into youthful visitors, significant steps will be made in the growth of the sector will be made.

Conclusion

The tourism sector is highly expanding and growing with the call for strategy incorporation ever important for successful operations. As such, investments into proper and plausible measures of operation are bound to ensure success. From the analysis of the Washington county resort, the growth of the business will be pegged on incorporation of the right strategies that will instill plausible operative models. Accordingly, through the incorporation of proper tactics performance will be highly catapulted aimed at mitigating the various weaknesses and threats prevalent.

References

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