

The good hotel marketing strategy

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



What Is the vision/Nilsson behind the Good Hotel concept? The vision/mission behind the Good Hotel concept is to maintain its identity as a " hotel with a conscience" - encompassing a positive attitude, environmental sensitive, and philanthropy. The intent of the vision is to inspire the " good in us all".

(Pearce, 2012 p. 10-1, 10-2) 2. What three alternatives Is Pam Cajuns considering for her recommendation to the new ownership of Good Hotel? Provide pros and cons of each.

General Manager of Good Hotel, Pam Cajuns has made great strides in getting to know her staff, guests, ND neighborhood over the last six months. She has beat financial forecasts for the first quarter 201 0 and guest service is on the rise. (Pearce, 2012, p. 10-2) With these accomplishments, Pam is faced with a challenge. Good Hotel, owned and operated by Joel De Veer Hotels has decided to sell and Pam Cajuns Is charged with preparing an evaluation and recommendation to the new ownership.

Pam's recommendation considerations are to continue, expand or discontinue the current concept of Good Hotel. Continue the current concept: Good Hotel branded as a boutique hotel, one which " provides personalized accommodations and services and facilities", (Pearce, 2012, p. 10-6) has established itself in the \$77-billion market. With demonstrated Increased occupancy and revenue from November 2008 through March 2010, Good Hotel has a positive track record to continue its current concept.

The downside to this decision Is Good Hotel's position as a green hotel may be perceived to be trendy and trends can change. Customers may no longer be willing to pay a higher price if the Green " wave" changes. To prevent

this, Good Hotel must strive for more innovative ways to attract customers. Judd senior vice president of operations and green committee chair, Carlen Holman, launched the company's GreenDreamsportal, a dedicated page on its Web site where consumers could track the company's ongoing efforts to preserve the environment. " (Pearce, 2012, p. 0-8, 10; 9) Ideas Like this are paramount in keeping the consumer base informed of Good Hotel's dedication to its mission and vision. Expand Current Operations: Because Good Hotel has demonstrated positive gains and performance I do not feel expansion is a wise decision. Though the current trends show increases, the data renders only 17 months, not long enough to support this decision. Discontinue Current Operations: Lastly, there is sufficient data to support continued operations therefore: to discontinue operations I feel would not be wise.

JDK has found a niche market who is willing to pay the increased cost to visit Good Hotel. 3. How would you characterize Good Hotel's target customers? American sociologist Paul Ray coined the phrase " Cultural Creative" or Lifestyles of Health and Sustainability (ALOHAS)". (Pearce, 2012, p. 10-5) This is a population of demonstrates the household income for the target audience at \$65, 700 (Brooks, S) not allowing enough expendable income to support frequent stays at Good Hotel.

However, this is only a segment of a customer base consisting of 38 million people with the spending power of \$209 billion annually according to the Natural Marketing Institute. (Pearce, 2012, p. 10-5) 4. What is Judd marketing strategy to promote Good Hotel? Joe De Viewer's marketing strategy for

Good Hotel is social media and word of mouth. The strategy of word of mouth is most effective through positive execution of the mission and vision. Effective execution results in enhanced customer satisfaction which yields positive word of mouth advertisement.

The use of social media is also an effective marketing tool when targeting this age group. The primary form of media for this age group is the computer. However, additional use of other forms of media (television and/or radio) would reach a larger market. 5. How would you competitively position Good Hotel relative to its rivals? Good Hotel has established itself as a Green hotel and targeted the correct audience. There exists a tremendous trend now with being environmentally conscious and leaving things better than the way we found them.