

Marketing mix: westin hotels and resorts

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



The service package that Westin Hotels and Resort wishes to offer its market is one that involves a quieter lifestyle. Its style includes more of a relaxed kind of fun that is in extremely distant from the noise and the pressure of a city life filled with diverse groups of people. The ad, though does not show the cost of being able to enjoy such a kind of atmosphere, implies simply that the target market may not spend as much to be able to experience such a serene atmosphere. Westin Hotels and Resorts sell its products directly to its customers through its ads. Utilizing the publishing industry as its channel upon reaching its potential customers is one way.

Thus, it can be inferred from these company's ads that Westin Hotels and Resort's target market are those who wish to commune with nature, to find serenity and relaxation. This market involves people who are probably tired of life in the city - the noise and the pressure of interaction with a diversified group of people. The opposite then applies to the other's target market. MGM Grand wishes to attract customers who are looking for an exciting lifestyle in the city where there are lots of different people and loud and deafening music.