

# Marketing in hospitality management

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



Question reviews:

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1: Why do hospitality firms need to advertise? What factors should be considered when planning an advertising strategy? Hospitality firms advertise for a number of reasons:

Advertise reach a vast audience.

Advertising is relatively inexpensive.

Advertising prompts audience response

Advertising demonstrate competitiveness

2: what types of media are available for print advertising, and what are the advantages and disadvantages of each type? Print advertising:

A. Newspaper:

B. Magazines:

C. Directories:

4: what high-tech advertising options can be used with traditional methods, and what target markets can be most effectively reach with each?

5: why is direct email considered an effective way to reach prospects? What

factors should be considered to make the most of direct mail campaign? 6:

what are types of outdoors advertising and what role does each play in

promoting awareness of hospitality firms? 7: what are the types of collateral

material hospitality firm use, and what are the advantages and

disadvantages of each? 8: what methods do hospitality firms use to monitor

the effectiveness of advertising? 9: what is the difference between

advertising, public relation, and publicity? Why is it necessary to have

separate strategies for each? 10: how can lodging property or restaurant maintain good press relation, and how can hospitality firms counteract negative publicity?

## Chapter 8

1: what are some of the prime considerations of business travelers in choosing a hotel? 2: what are the three distinct groups of frequent business travelers and how are properties meeting their needs? 3: what factors are important to women business travelers and how are properties meeting their needs? 4: what types of amenities are usually included in a stay on an executive or business floor? What other types of amenities are expected by business travelers? 5: why are all-suite/extended-stay properties increasing in popularity? How do these properties meet the needs of business travelers? 6: what are some ways to locate local and national business travelers? What kinds of travel intermediaries generate business traveler bookings? 7: what strategies do properties use to reach business travelers? What kind of travelers intermediaries generate business traveler bookings? 8: what types of advertising are mostly likely to attract the attention of business travelers? 9: why types of public relations efforts would attract business travelers to a property?