

Introduction to Hospitality Marketing and Sales

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Designed as quick-reference notes for students, new hires, or anyone needing a clear overview.

1. Core Concepts

Term	Definition	Why It Matters
Hospitality Marketing	The process of creating, communicating, and delivering value to guests (travelers, diners, event attendees) to satisfy their needs and build loyalty.	Drives brand perception, occupancy, and revenue across hotels, restaurants, resorts, cruise lines, and other service venues.
Hospitality Sales	Direct, revenue-focused activities that convert prospects into paying guests (room bookings, banquet contracts, group tours, etc.).	Generates the cash flow that sustains operations; often works hand-in-hand with marketing to nurture leads.
Experience Economy	Modern consumers buy <i>experiences</i> rather than just products.	Hospitality must design memorable, shareable moments to differentiate itself.
Revenue Management (RM)	Data-driven pricing and inventory control to maximize RevPAR (Revenue per Available Room) or RevPASH (Revenue per Available Seat Hour).	Aligns marketing & sales tactics with optimal pricing strategies.

2. The Hospitality Marketing Funnel

Awareness ? Interest ? Consideration ? Purchase ? Experience ? Advocacy

Funnel Stage	Primary Goal	Typical Tactics
Awareness	Make target market aware of the property/brand.	SEO, social media ads, PR, influencer partnerships, travel trade shows.
Interest	Capture attention & gather contact info.	Content marketing (blogs, videos, virtual tours), email capture forms, retargeting ads.
Consideration	Nurture leads & showcase unique value.	Email drip campaigns, personalized offers, virtual concierge, reviews & testimonials.

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Funnel Stage	Primary Goal	Typical Tactics
Purchase	Convert leads into bookings or reservations.	Online booking engine, OTA (Online Travel Agency) listings, group sales outreach, limited-time promotions.
Experience	Deliver the promised service.	Staff training, on-property technology (mobile check-in, keyless entry), guest feedback loops.
Advocacy	Turn satisfied guests into promoters.	Loyalty programs, referral incentives, user-generated content campaigns, post-stay surveys.

3. Key Market Segments

Segment	Characteristics	Marketing Angle
Leisure Travelers	Vacationers, families, couples.	Emphasize experience, amenities, local attractions, package deals.
Business Travelers	Corporate guests, meeting planners.	Highlight Wi-Fi, workspaces, fast check-in/out, loyalty points, flexible rates.
Group & MICE (Meetings, Incentives, Conferences, Events)	Large bookings, multi-day stays.	Offer meeting rooms, banquet services, customized catering, group pricing.
Millennials & Gen Z	Digital natives, value authenticity.	Mobile-first booking, social media storytelling, sustainability credentials.
International Tourists	Diverse cultures, language needs.	Multilingual website, localized SEO, partnerships with foreign travel agents.
Local Residents	“Daycation” diners, spa users, event attendees.	Promote F&B specials, spa packages, event space rentals.

4. Marketing Mix (4P's) in Hospitality

P	Hospitality Application	Example
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Product

The *experience*: rooms, food & beverage,
events, wellness, technology.

Sales

Boutique hotel with a rooftop garden
and curated local art.

**Price