One of the leading introductory books in hospitality and tourism marketing; used by universities and colleges worldwide.

Hospitality and Travel Marketing
by Alastair M. Morrison
A systematic approach to understanding the industry sets *Hospitality and Travel Marketing* apart as a unique resource. A focus on destination marketing and the hospitality business—along with examples drawn from around the world—addresses the need for a global perspective on the industry.

The content draws upon the author’s extensive practical and academic research experience in the hospitality and travel marketing as well as his outstanding teaching and training experience in the U.S., Canada, Europe, Asia, and Australia.

What sets Hospitality and Travel Marketing apart from its competitors?
The hospitality and travel marketing system is a unique concept that structures this book.
Defines hospitality and travel marketing

Explains the differences between marketing products and services

Describes the 5-step hospitality and travel marketing system
PLANNING: RESEARCH AND ANALYSIS

- Examines customer behavior
- Reviews situation, market and feasibility analyses
- Discusses how to do research for hospitality and travel marketing
Reviews market segmentation and trends
Explains the components of a marketing strategy
Describes how to do a marketing plan
Identifies the 8 Ps of hospitality and travel marketing
Reviews the procedures for product development, people management, packaging and programming.

Explains the traditional travel trade intermediary channels and online distribution.

Details the planning steps and implementation approaches in promotion.

Discuss pricing in hospitality and tourism.
Reviews different approaches to setting marketing budgets.

Describes the steps that should be used to monitor a marketing plan as it is being implemented.

Explains how to evaluate the success of a marketing plan.
What are the unique features of Hospitality and Travel Marketing?
Profile of interactive travelers

In 2003, Tourism New Zealand announced its intentions to pursue “interactive travelers” as its major international target market. In the New Zealand Tourism Strategy 2015, they are defined as regular international travelers who consume a wide range of tourism products and services. They are travelers who seek out new experiences that involve engagement and interaction. Other characteristics of these customers are that they:

• Seek out new experiences that involve interacting with nature, social and cultural environments
• Respect the environment, culture, and values of others

Marketing Goals and Objectives of CTC

The Canadian Tourism Commission (CTC) is widely recognized as one of the best in the world. CTC invests heavily in market research and carefully plans its marketing for each of its key targets. In its document, Strategy 2008–2012: Transforming vision into reality, the CTC identified its major marketing goal as “to grow tourism export revenues for Canada.” This goal was articulated into four marketing objectives for 2008–2012:

1. Convert high yield customers;
2. Focus on markets of highest return on investment;
3. Maintain brand consistency; and
4. Research new market opportunities.

The CTC explains its marketing planning approaches to these four objectives as follows:

“The CTC’s approach to growing export revenues is based on deepening the relationship with high-yield consumers in an effort to

Integrated Marketing Communications in the Hotel Business

The Hong Kong and Shanghai Hotels, Limited

http://www.peninsula.com
http://www.peninsulaboutique.com/
Travel Trade Show Promotion

The Charterhouse Hotel, Hong Kong
http://www.charterhouse.com/

Most hospitality, travel and tourism organizations put significant investments into the advertising and promotion of their brands, services, and products. Although online and offline advertising serve the purpose of creating awareness, image building and reinforcement, they are not sufficient for creating an interactive platform for both sellers and buyers.

To meet travel trade partners from different places means substantial travel and spending on transportation and accommodation. Moreover, the sales and marketing managers in travel trade companies have to invest much time to fly to different countries and cities to identify and find the right supplier and destination partners.

The Charterhouse is a privately-owned hotel with 294 rooms, conveniently located between Causeway Bay and Wan Chai in Hong Kong. It is not affiliated with any hotel chain; it’s considered to be an “independent” hotel. Therefore, its marketing team needs to work harder to promote the hotel’s brand.

Implementing the Hospitality and Travel Marketing System

Tourism Jiangsu (Jiangsu Provincial Tourism Bureau)
http://www.tastejiangsu.com/

The province of Jiangsu is located in eastern China, next door to Shanghai and with an extensive coastline on the Yellow Sea. Jiangsu is a major tourism destination for domestic Chinese travelers and for international visitors. In particular, the World Heritage-listed Chinese classical gardens in Suzhou and the capital city of Ningbo are popular with foreign visitors.

Marketing Plan for Europe and North America

In late 2006, Tourism Jiangsu retained the services of Bell Tourism International Consulting (BTI) to prepare a marketing plan for Europe and North America. The consulting company researched around the world in completing it approximately one year. The five steps of the marketing system, as described in this chapter, in preparing the plan.

Cases and examples from China

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Marketing Research at the LVCCA

Later in Chapter 9, you will see the organization chart for the LVCCA. Some 534 staff were expected to be employed in fiscal year 2008. However, each year LVCCA spends very large amounts on marketing and advertising: about $36 million on marketing and another $87.6 million on advertising in fiscal 2008. It also invests a large sum of money in marketing research.

The marketing research function is the responsibility of LVCCA’s Marketing Division and specifically is administered by its Internet Marketing and Research department. The department has seven staff members. According to LVCCA, “the department’s wide range of research projects and programs tracks the dynamics of Las Vegas and Southern Nevada, as well as the nationwide competitive gaming and tourism industries. Among the research programs administered by the department are monthly executive summaries of tourism and convention industry indicators, annual visitor profile studies that track visitor demographics and behaviors, quarterly marketing bulletins, and a variety of programs to monitor local, national and global travel trends.”

The annual Las Vegas Visitor Profile Study is the centerpiece of LVCCA’s marketing research efforts. Conducted by a private research company, 300 visitors are personally interviewed each month, or approximately 3,600 each year. The results of the 2007 Visitor Profile Study had some interesting highlights:

- Eighty-eight percent of the visitors were from the USA; 12 percent were from other countries;
- Fifty-two percent of all the visitors were from the Western states; 14 percent were from the Midwest;
- Eighty-one percent were repeat visitors to Las Vegas;
- Average number of visits to Las Vegas in the past five years was 63;
- Average age of visitors was 49;
- Seventy-nine percent were married; 80 percent had annual household incomes of $40,000 or more;
- Average length of stay was 3.5 nights and 4.5 days;
- The proportion of visitors whose primary purpose was to gamble was just 11 percent; but 84 percent actually gambled while visiting Las Vegas;
- Twenty-five percent used the Internet to book their accommodations;
- The average nightly spending on accommodation was $108.87;
- Visitors who gambled budgeted an average of $555.64 on their trips for gambling;
- The average trip expenditures on food and drinks were $254.49 and shopping expenditures were $114.50.

LVCCA digs deeper into the data gathered from the annual Las Vegas Visitor Profile Study. For example, a special sub-analysis is prepared that divides all the respondents into four market segments: (1) convention visitors, (2) package purchasers, (3) general tourists, and (4) casino guests. Each of the four market segments are analyzed in detail and all four are compared. Another special sub-analysis is completed on Internet Travelers; people who used the Internet to plan their trips to Las Vegas. These visitors are analyzed in detail and compared with those who did not rely on the Internet. Other analyses are done on those who arrived by air and by geographic region and by location of lodging.

LVCCA conducts other studies and analyses. Special visitor profile studies are conducted for the communities of Laughlin and Mesquite, and a Clark County Resident Survey was done in 2006. The department also publishes monthly and year-to-date visitor statistics and maintains a Hotel/Casino Development Construction Bulletin.

Discussion Questions

1. In such a well-known and popular destination as Las Vegas, do you think it is really that necessary to spend a large amount on marketing research? Why or why not?
2. What can other destinations and DMOs learn from the LVCCA example and its dedication to doing thorough marketing research?
3. What other types of marketing research might a DMO consider doing?
**KEY TERMS**

- carriers
- contextual differences
- co-production
- destination marketing organizations (DMOs)
- destination mix
- experience clues
- generic differences
- inseparable (inseparability)
- intangible (intangibility)
- packaging and programming partnership (cooperative marketing)
- perishability
- service industries
- services marketing
- suppliers
- travel trade intermediaries
- variability
- word-of-mouth (W-O-M)

**OBJECTIVES**

*Having read this chapter, you should be able to:*

- Define market segmentation.
- Explain the importance of segmentation to effective marketing.
- Explain the benefits and limitations of market segmentation.
- List and describe the eight criteria used to determine the viability of market segments.
- List and explain the characteristics of segmenting hospitality and travel markets.
- Describe the major demand and supply trends influencing lodging hospitality and travel industry distribution.
- Describe the recent trends in segmentation practices of the hospitality and travel industry.

**INTERNET MARKETING**

*Maintaining Ongoing Customer Communications Via Email and E-newsletters*

- Before the Internet, keeping in touch with customers was quite difficult, and mostly made use of the postal services. This was fraught with problems as people moved their homes and had a tendency to quickly “toss out” non-essential mail.
- The Internet now has introduced a set of new ways of “keeping in touch” or maintaining communications with customers. This must be founded on the principle of permission marketing, that is customers must give their permission before receiving these online communications.

**Did You Know?**

*Why is so much tourism marketing power “Down Under”?

- Tourism Australia (TA) is responsible for marketing Australia worldwide as a tourism destination. Many experts consider TA to be one of the best destination marketing organizations in the world.
- TA’s mission is to stimulate sustainable international and domestic demand for Australian tourism experiences through industry leadership and coordination, and to influence the actions of the industry’s tourism and travel marketing by:
  - championing a clear destination marketing strategy;
  - articulating and promoting a compelling tourism destination brand;
  - facilitating sales by engaging and supporting the distribution network;
  - identifying and supporting the development of unique Australian tourism experiences, especially indigenous;
  - promoting Australia as a desirable destination for business events;
  - gathering and communicating reliable market intelligence and insights for improved decision making; and
  - working with partners who can extend Tourism Australia’s influence.

### SUPPLIER SECTORS
- Lodging
- Restaurant and Foodservice
- Cruise Line
- Car Rental
- Attraction and Event
- Casino and Gaming

### CARRIER SECTORS
- Airline
- Railway
- Ferry
- Bus and Motor coach
- Canal

### TRAVEL TRADE INTERMEDIARY SECTORS
- Retail Travel Agency
- Tour Operator and Wholesaler
- Corporate Travel
- Incentive Travel Planning
- Convention/Meeting Planning
- Online Travel Company
- Global Distribution System (GDS)

### DESTINATION MARKETING ORGANIZATION (DMO) SECTORS
- National, state, provincial, and territorial DMO
- City and county DMO

The groups and sectors of the hospitality and travel industry

Outstanding color illustration program

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Glossary

Accountability research: Research done to measure the results of a marketing plan, particularly to determine if marketing objectives were achieved.

Accreditation: The recognition of travel agencies, DMOs, or other hospitality and travel organizations by specific associations as meeting certain criteria.

Advertising: Any paid form of non-personal presentation or promotion of ideas, goods, or services by an identified sponsor. (1) The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals (who seek to inform or persuade members of a particular target market or audience about their products, services, organizations, or ideas, American Marketing Association definitions).

Advertising agency: A specialized company that provides advertising services to hospitality and travel organizations. Also may now be called creative service agency.

Ad copy: An advertising message that is presented in an exhibit format and is usually larger than standard advertisement.

Affinity card: Credit card issued by a bank or other financial institution that are linked with a specific hospitality and travel company, attraction, or tour destination or non-profit organization.

Affinity group packages: Vacation/holiday packages or tours arranged for groups that share some form of affinity, usually a close social, religious, or ethnic bond.

Affordable budgeting: A method of budgeting for marketing, often used by small businesses, in which only what can be afforded, is spent.

AIDA formula: An acronym for attention, interest, desire, action. This is a formula approach to personal selling. It is also used to describe the functions that advertisements need to play (get attention, create interest and desire, and cause action).

AIOs: Activities, interests, opinions.

All-inclusive packages: A generic term for packages that include all or nearly all the elements that travelers require for their trip, including airfare, lodging, ground transportation, taxes, and gratuities.

American Plan (AP): A rate that includes accommodation and three meals per day—typically breakfast, lunch, and dinner.

Appointed: An agency that is designated by an association, airline, cruise line, or other supplier to render services on its behalf.

Approach: This is part of the second step in the sales process. It includes various activities leading up to the sales presentation, including making appointments with prospects, establishing rapport, and checking out preliminary details.

Arbitrarily budgeting: Allocating a marketing budget of approximately the same size in successive years.

Attitudinal: Preposition to evaluate some symbol, object, or aspect of the world in a favorable or unfavorable manner.

Appendix 1: Industry Profile

Appendix 2: Industry Resources

Great support resources
What is new to the 4th edition of Hospitality and Travel Marketing?

- Increased global coverage in materials, cases and examples
- New *Internet Marketing* feature demonstrating effective examples of e-marketing
- Extensively updated
- Now in full color
Covers all industry sectors of hospitality and tourism
Having read the book while taking the class from the author, I feel Alastair did a great job of taking a topic that could be dull and lifeless and putting a little fun in it. It’s one of the few text books that has applicable use after the class is over. The topics are well researched and presented in a way to keep you going to the next chapter.

Always a fan of this textbook, I have been using it to teach my hospitality and tourism marketing class for the last 6 years. This is an excellent hospitality and travel marketing textbook with its student very friendly orientation and excellent instructional support. One of the best aspects of the book is its unique and systematic coverage of the major principles of hospitality and travel marketing with a practical, applications oriented approach. This book provides great up-to-date cases and examples to illustrate how marketing is at work in the hospitality and travel industry.

The book comes highly recommended for people who are in the hospitality industry.
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786 pages
Instructor’s Manual also available

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