

# Analysis of Marketing Strategy Innovation in Hotel Management under the Digital Background

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**Abstract:** With the continuous improvement of people's living standards, important changes are taking place in their material and spiritual lives. As an important way for people to relax in their lives and work, tourism industry has also achieved rapid development. As an important component of the tourism industry, the development of hotels has also attracted widespread attention. Therefore, how to innovate hotel marketing strategies in the digital context, continuously improve hotel service quality, and increase hotel revenue is the content of this article.

## 1. Introduction

As China enters the digital era, digital technology is playing an increasingly important role in people's work and life. Many of the content that people come into contact with in their work and life can be presented in digital form. Digital technology not only improves work efficiency, but also brings many conveniences to people's lives. A hotel is a scene that people often encounter, and it is generally involved in activities such as travel, conferences, and exhibitions. With a large number of hotels, how to attract consumers' attention and let them choose their own hotel to stay in is a core issue that hotel marketing personnel need to consider. Digital technology has brought new ideas to hotel marketing, and marketers can use marketing technology to innovate marketing strategies to attract more consumers to stay. Based on this idea, this article analyzes the innovation of hotel management marketing strategies.

## 2. Overview of Hotel Marketing Strategies

### 2.1. The Connotation of Hotel Marketing Strategy

Hotel marketing strategy belongs to the category of hotel management. It takes the needs of consumers as the starting point, obtains information related to consumers through legal channels, and carries out targeted business activities. The content of marketing strategies specifically includes multiple aspects such as products, prices, channels, promotions, services, and so on. Hotel management personnel should implement specific marketing strategies to improve hotel management activities based on the actual needs of their main business, thereby enhancing the effectiveness of hotel management. Unlike other portable consumer goods, hotels cannot be visually presented to consumers. Some consumers who are far away from the hotel can only understand the basic information of the hotel through relevant online advertisements or evaluations on some online media platforms. However, if they want to gain a service experience in the hotel, they can only consume it in person. The experience consumers experience after personal consumption largely determines whether they will consume again. Therefore, hotel management personnel should develop comprehensive marketing strategies to gain consumers' recognition of hotel services and attract them to continue their stay next time. However, in the digital era, consumers can use digital technology to perceive hotel service levels in advance. With the help of digital technology, hotel managers can present scenes inside the hotel in the form of VR, allowing consumers to more intuitively view the hotel's internal environment, thereby improving the effectiveness of hotel marketing.

## **2.2. The Importance of Hotel Marketing Strategies for Hotel Development**

Firstly, helping to position core consumer groups. By formulating scientific marketing strategies, hotel managers can accurately locate the core consumer groups of the hotel, understand the distribution of consumer groups, and then allocate major resources to the core consumer groups, centralize the main forces of the hotel service team, and provide services that satisfy major consumers. After determining the main consumer groups, hotel managers can analyze and understand the lifestyle and interests of core consumer groups, sort out their requirements for hotel services, and then formulate marketing strategies based on these data to improve the quality of hotel services and achieve higher economic benefits.

Secondly, helping to accurately position the hotel image. Comprehensive marketing strategies can help hotel marketers accurately position the image of the hotel, thereby clarifying what position hotel services need to occupy in the hearts of consumers, and what strategies to adopt to meet consumer requirements. Under the guidance of the marketing plan, hotel marketing personnel can analyze the hotel's architectural specifications, service performance, decoration types, etc., and make corresponding reforms based on consumer feedback, so as to approach the psychological expectations of consumers as much as possible, imprint the hotel's image in the hearts of consumers, and win a good reputation for the hotel.

Finally, promote the formulation of scientific marketing plans. Under the guidance of marketing strategies, hotel marketing personnel can clarify the direction and focus of hotel marketing activities, develop comprehensive marketing plans, and effectively carry out marketing activities. Under the framework of the marketing plan, hotel managers can promote hotel related information on a broader scale through media promotion, character exchange, exhibition activities, word of mouth promotion, etc. Establish direct contact with target consumers, and when the hotel launches new products, it can timely push relevant information to consumers to gain their favorable impression on the hotel.

## **2.3. Problems in marketing strategies in current hotel management**

First, hotel pricing strategies are highly arbitrary. At present, the pricing strategies adopted by some hotels are highly arbitrary, affecting the effectiveness of hotel marketing. Many hotels use different pricing methods for room prices in the off season and peak season, with prices higher in the peak season and lower in the off season. In addition, in the fierce competition among hotels, hotel managers will deliberately use lower prices than their competitors to attract consumers to stay and obtain more customers, but this pricing model can easily disrupt the market pricing model. When facing group and individual guests, hotel management personnel will also give different prices based on the number of people staying and the length of stay. This highly arbitrary pricing model lacks a fixed pricing mechanism.

Secondly, hotel marketing channels are relatively single. At present, some hotels have relatively single marketing channels, basically using traditional marketing methods, while using relatively few new marketing methods. Specifically, the most commonly used booking methods are online booking, telephone booking, etc. The sales models used are basically cooperative distribution by travel agencies, self promotion and sales by hotels, etc. Currently, driven by digital technology, some new sales channels have emerged, such as GDS (Global Distribution System). However, hotel management personnel are not fully aware of the important role of new marketing channels and have not actively adopted these new marketing channels, but stick to traditional marketing channels.

## **3. Innovation of Hotel Marketing Strategy in the Digital Background**

### **3.1. Developing Scientific Pricing Strategies**

In hotel marketing activities, price is always an important influencing factor. Under different space-time conditions, consumers' sensitivity to price varies, so hotel marketing personnel need to adopt multiple pricing strategies to meet the needs of different consumer groups. Specifically, the following types of objects need to be considered when formulating a pricing strategy.

First, price strategies for individual and tourist customers. Individual and tourist customers attach great importance to the content of price strategies, and they will focus on comparing hotel price strategies before choosing hotels to stay. After multiple comparisons, they will choose hotels with favorable price strategies to stay in. Therefore, hotel marketing personnel need to analyze consumer groups and formulate differentiated preferential policies around individual and tourist customers. For example, a lottery can be held among individual customers, and individual customers who win the lottery can receive free breakfast and lunch. This can not only increase individual customer satisfaction, but also increase the consumption income of catering. For tourism customers, it is possible to provide a free one night stay discount for first time travelers, while providing them with a good experience through high-quality services, which is conducive to attracting them to stay again.

Second, the price strategy of network channel customers. Many hotels adopt a bundled consumption approach when setting prices, which means that consumers need to pay food and beverage fees, parent-child park fees, and so on when paying room fees. This pricing strategy has been resisted by some consumers. Therefore, hotel marketing personnel can innovate around the practice of bundled consumption, offering discounts to consumers who pay through online channels, allowing them to pay room fees separately, without having to pay additional fees in other areas. Through such pricing strategies, the effectiveness of hotel marketing can be improved.

Third, providing catering prices with greater discounts. It is necessary to combine the consumption habits and payment abilities of different consumer groups to provide catering prices with high discounts. For example, for group banquets, the price can be appropriately lowered on the premise of ensuring no loss, and room rate discounts can be provided as well. For individual customers, the amount of food they can enjoy can be appropriately increased.

### **3.2. Expanding Marketing Channels**

Channel is a very important element in hotel marketing strategies. Creating smooth marketing channels can effectively enhance the effectiveness of hotel marketing and achieve better economic benefits. Currently, the most commonly used marketing channels in the hotel industry are direct sales channels, online channels, and distribution channels. With the development of digital technology, hotel marketing activities are facing a new environment, which requires expanding marketing channels and improving marketing effectiveness. Specifically, expanding hotel marketing channels can be started in the following aspects.

First, innovating the reservation system for room occupancy. Most hotels have their own reservation systems, but these reservation systems take a long time to use and are difficult to meet the booking needs of consumers in the digital era, requiring innovation. In the digital era, hotels need to introduce advanced digital platforms to provide consumers with a convenient choice platform based on the advantages of the platform. For example, GDS (Global Distribution System) can be used to provide consumers with a convenient hotel query platform to better book hotels.

Second, establishing interactive digital marketing channels. With the development of digital technology, people are using social media more and more frequently, and both work and life are inextricably linked to social media. Social media has the characteristics of interactivity and nodes. Hotel marketing activities need to combine these characteristics of social media, and promote interactive digital marketing activities with the help of continuously developing digital technology, so that hotel brands can be continuously promoted in social media communication.

Third, strengthen contact with network distributors. Network distributors can effectively improve the visibility of hotels and increase the occupancy rate of hotel customers. Hotel marketing personnel need to strengthen cooperation with distributors to promote the hotel through online distributors. Network distributors include various websites, such as Ctrip and Qunar.com, as well as various search engines, such as Baidu Encyclopedia and Sogou Encyclopedia.

### **3.3. Developing Appropriate Product Strategies**

Product strategy aims to address the needs of consumers. Hotel marketing personnel need to formulate appropriate product strategies based on the actual needs of consumers. Before

formulating product strategies, hotel marketing personnel need to conduct a detailed analysis of consumer groups, understand the preferences of different consumer groups, and provide differentiated products. Specifically, when formulating hotel product strategies, it is necessary to analyze the needs of core consumer groups and individual customer groups.

First, product strategies for core consumer groups. The core consumer groups in the hotel industry are commonly found in government reception and business meeting scenarios. For the former, hotel service personnel need to understand the needs of leaders in advance, conduct careful observation when performing services, and do not carry electronic transmission equipment into the venue. They should cooperate with security personnel to conduct inspections. For the latter, it is necessary to fully communicate with customers, provide necessary equipment, such as sound equipment, projection equipment, etc., and provide corresponding catering services and emergency security measures.

Second, the product strategy of individual customer groups. Hotel marketing personnel need to create exclusive products and provide necessary services for individual customers. Provide them with readable books and parent-child entertainment venues (as shown in Figure 1), allowing them to have a comfortable mood during their stay in the hotel.

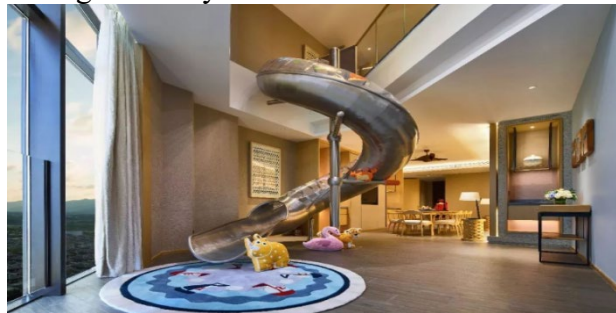


Figure 1 Parent-child Suite at Crowne Plaza Renheng, Haitang Bay, Sanya.

#### 4. Conclusion

In short, in the digital era, there have been many new changes in hotel management activities, and the existing hotel marketing strategies have also exposed some problems that require innovation. Driven by digital technology, hotel marketing innovation has many new opportunities, and hotel marketing personnel need to make full use of digital technology to innovate in hotel marketing.

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