

Hilton Hotel Marketing Plan

Company Overview

We have over 540 Hilton Hotel locations in 78 countries. We have been around since 1919 and we are the most recognized name in the industry.

We are here to help make traveling easier. We are continually growing and expanding across the globe. We want to make our guests' stay at a Hilton Hotel the best experience they have. Our employees are ready to provide friendly, individualized service to our guests. We offer a range of services to meet our guests needs.

Market Potential in the US

We target people who are traveling, on honeymoons, business people, etc. If we meet the needs of our travelers we can take about 60 % of our competitors guests to say at our hotels. If we lower our prices to meet our guests' needs they will want to stay with us. If we give our guests the best experience they've had they will want to come back and stay with us again. I believe that we could market more to college students who travel on spring break and young newly-weds wanting to stay at a resort. I think that if we go that route we could take some guests from our competitors as well. I also believe that the more we focus on family and business people we can help grow our revenue and take away our competitors customers as well.

Integrated Marketing Communications Plan

We have a website for everyone to see. Our website shows several features that our guests can look at to get to know more about Hilton Hotels. Our website is easy to use for anyone of all ages. We have the website available at all times and it is there to answer all of the questions our guests have. The message we want our guests to receive

from our advertising is to stay at our hotels and enjoy their experience. If someone has viewed our site or has stayed with us before they have the opportunity to include their email in their information so we can send them offers. This will cost us about \$50,000 for emails. These email offers will include offers for our guests so they can stay at our hotels for a discounted price or stay longer for a lesser price. We also advertise on websites, which include, Facebook and other websites people visit. This will cost us \$40,000. We also advertise in magazines, which show a picture of one of our hotels with a quote, "Stay Hilton". Our advertisements online are similar to the ones in magazines. The cost of advertising in magazines is \$30,000. We want our guests to stay at hotels and be comfortable as if they were staying in their own home.

Break-Even Analysis

Fixed costs – \$1 million for each hotel

- Fixed costs include: Land, Building to government, wages to employees, hotel employees health premium, out sourced services contracted for fixed amount in month, yearly maintenance contract fees for all equipments, machineries and softwares, fixed internet/telephone plans, advertising cost, yearly external auditing cost, payroll, provision, in house moves/satellite TV, music entertainment, reservation expenses, subscription – newspaper, magazine, etc., human resources, sales/marketing, interest on loan.

Variable Costs - \$2 million for each hotel

Variable Costs include: Food, beverages, house keeping cleaning supplies, flower arrangements, guest room amenities, guest room, restaurants and banquet linen, Stationary used in front desk, chemicals for laundry and water

treatment plants, decorations, guest supplies, relations, printing supplies,
entertainment, transportation, management fees, other operating supplies.

Average price per unit - \$200/room/night at Hilton Hotels

$$\$1,000,000 / (\$400 - \$200) = \$5,000$$