Hospitality Marketing and Branding

Duration: 5 Days

Language: en

Course Code: IND15 - 138

Objective

By the end of this course, participants will be able to:

- Understand the core principles of marketing and branding in hospitality.
- Develop strong brand identities that reflect guest expectations.
- Design marketing campaigns across digital and traditional channels.
- Leverage storytelling and content marketing to enhance brand visibility.
- Build customer loyalty through personalized marketing experiences.
- Analyze guest data and market trends to inform strategy.
- Manage brand reputation and online presence effectively.
- Align marketing goals with broader business objectives.

Audience

This course is ideal for:

- Marketing and communications professionals in hotels and resorts.
- Hospitality brand managers and strategists.
- Sales and business development teams in tourism.
- Digital marketing specialists and content creators.
- Guest experience and customer engagement managers.
- Entrepreneurs launching hospitality or tourism ventures.
- Hospitality consultants and advertising agencies.

Training Methodology

The course is delivered through a blend of interactive lectures, real-world case studies, brand audit exercises, and marketing simulations. Participants will work on developing actual brand strategies, content plans, and guest segmentation tools. The methodology encourages collaborative learning and practical application, ensuring participants leave with actionable strategies for immediate use.

Summary

In today’s competitive and experience-driven hospitality landscape, successful marketing and branding go beyond promotions—they shape perceptions, drive loyalty, and influence every guest interaction. This course equips participants with the knowledge and tools to develop compelling brand identities and execute effective marketing strategies tailored to the hospitality sector.

Participants will explore the fundamentals of hospitality marketing, including brand positioning, customer journey mapping, digital engagement, content creation, and reputation management. The course also covers how to adapt strategies to shifting market trends, consumer behaviors, and emerging technologies. By the end of the course, learners will be prepared to lead marketing initiatives that connect emotionally with guests and strengthen brand value.

Course Content & Outline

Section 1: Foundations of Hospitality Marketing and Branding

- Understanding the unique characteristics of the hospitality market.
- Introduction to service-based branding and emotional positioning.
- Elements of a strong hospitality brand: vision, voice, values.
- Overview of the marketing mix (7Ps) in a hospitality context.
- Brand consistency across touchpoints (rooms, service, communication).
- The link between brand identity and guest loyalty.
- Identifying key challenges in modern hospitality marketing.

Section 2: Customer Segmentation and Journey Mapping

- Market research methods in hospitality.
- Understanding guest personas and behavior patterns.
- Segmenting customers based on lifestyle, travel purpose, and values.
- Mapping the customer journey: pre-arrival, stay, post-stay.
- Identifying moments that influence guest decisions.
- Designing personalized offers and communications.
- Tools for collecting and analyzing guest feedback.

Section 3: Digital Marketing in Hospitality

- Role of digital transformation in hotel marketing.
- Building an effective digital presence (website, SEO, mobile UX).
- Social media strategies for engagement and conversion.
- Email marketing, retargeting, and loyalty communication.
- Online advertising and Google Ads campaigns.
- Managing reviews on TripAdvisor, Google, Booking.com, etc.
- Using influencers and user-generated content ethically.

Section 4: Brand Storytelling and Content Strategy

- Crafting compelling brand stories that resonate with guests.
- Visual branding and storytelling through imagery and video.
- Editorial calendars for blog and social media content.
- Using local culture and experiences to differentiate the brand.
- Creating content that aligns with sustainability and wellness trends.
- Case study: Brands that built loyalty through storytelling.

- Integrating guest-generated stories into brand campaigns.

Section 5: Performance Measurement and Reputation Management

- Setting marketing KPIs for hospitality (bookings, engagement, ROI).
- Tools for tracking campaign performance and guest sentiment.
- Reputation management strategies for online platforms.
- Crisis communication and brand recovery best practices.
- Collecting, analyzing, and acting on guest reviews.
- Aligning guest feedback with service and marketing improvements.
- Building a review response strategy that protects brand value.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Accreditation Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Entertainment, Hospitality & Sports, Media and Marketing, Customer Service & Public Relations (PR)

Tags

Hospitality Marketing, Hospitality Branding

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