



You are more than
welcome.....

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PROFILE

- Parent Company HYATT Corporation.
- Category Hotels and Resorts.
- Sector Tourism and Hospitality.
- Tagline/Slogan “YOU ARE MORE THAN WELCOME”.
- USP Delivering authentic services that reach out guests from each of their targeted segments.

HISTORY

- Hyatt Hotels Corporation is an American international company and operators of hotels.
- The Hyatt Corporations came into being upon purchase of the Hyatt House, on September 1957.
- In 2014, Fortune Magazine listed Hyatt as the 95th best US Company to work for.

Global Market; Headquartered in Chicago

- Marketing strategy is designed to secure and build brand value.
- A recent independent survey of key account customers conducted by Maritz Research identified HYATT as the best hotel brand based on the relationships with WWSF (Worldwide Sales Force) and NSF (National Sales Force).

CUSTOMER LOYALTY PROGRAM

- THE HYATT GOLD PASSPORT guest loyalty program is part of HYATT'S ongoing commitment to making a guest feel more than welcome everytime they stay.
- Members can enjoy exclusive benefits such as earning 5 points per eligible dollar spent to redeem toward free nights with no blackout dates, room upgrades and airlines miles.

SIGNATURE FEATURE

- **FREE NIGHT WITH NO BLACKOUT DATES.**
- **LATE CHECKOUT**

SEGMENTATION

- HOTEL HYATT had a major focus on Leisures and the business travellers.



TARGET GROUP

- HYATT targets the upper class peoples, business travellers, wedding groups with excellent ability to retain the customers.

POSITIONING

- HYATT adopt latest technologies and the luxuries for attracting the peoples towards them.
- Building and differentiating the brand position of HYATT and sub brands is fundamental to increase HYATT brand preference and demand.

Product

- Rooms, Restaurants, Swimming Pool, Gym, Tennis Court, Jacuzzi (in short All Services).



PRICING

- Room pricing changes on daily basis.
- Always keep keen look on competitors.
- Often, paying a higher price makes a customer more satisfied. Price is often considered as a proxy for quality and vice-versa.

PLACE

- Services are often chosen for their place utility. Closer to the customer means higher profitability of purchase.
- Most of the HYATT HOTELS are located near the Airports.

PROMOTION

- HYATT GOLD PASSPORT Membership Programme has been an asset in aspects of retaining customers.
- New Promotional Offer :
Book for 2 Room Nights and get 3 Room Night free.
- Provide special rates including room charges, breakfast, internet.

PEOPLE

- Intensive training for the human resources on how to handle customers and how to deal with contingencies, is crucial for success.
- They have well trained professional employees.

PROCESS

- Processes are important to deliver a quality service.
- Services being intangible, processes become all the more crucial to ensure standards are met with.
- HYATT provides special services.

Physical Evidence

- Located in Major Cities around the Globe.
(New York, Dubai, Mumbai, Delhi, many more)
- Know Target Market.



ADVERTISING BUDGET-TV

- Market we advertise in (in more than 2 countries)- 6LK
- Exposure of the TV ad (in a day 12-20 times ad is shown)-80,000
- Placement of the ad (it will be aired on prime time)- 50,000
- Length (it is a 45 sec spot)- 65,000
- Seasonality (airing an ad in summer season)-2LK
- Competitors (2 other hotels advertising in the same countries)-1.5LK

Thank you ...

