

Hotel marketing action plan with goals

The following table is a hotel marketing action plan for providing a framework and compelling and determined goals efficiently. This covers the following goals - increase website traffic, revenue, business travelers and customer loyalty with respective strategies and actions.

    	 Goals	 Strategy	 Action	 Comments
	 Increase Website Traffic	- Improvement of page speed - Use of attractive visuals on website - Add text here	- Search engine optimization - Ad campaigns - Add text here	- Add text here - Add text here - Add text here
	 Increase in Revenue	- Promotions during off season - Upselling - Add text here	- Attractive gift stores - Collaboration with local restaurants or attractions - Add text here	- Add text here - Add text here - Add text here
	 Boost Customer Loyalty	- Enrolling in loyalty programs - Seek consumer feedback - Add text here	- Events regarding local events, hangouts - Comment cards, online reviews on websites - Add text here	- Add text here - Add text here - Add text here
	 Increase in Business Travelers	- Provision of transportation services - Speedy check in and check out - Add text here	- Speedy pickup facility - Mobile application for self check in - Add text here	- Add text here - Add text here - Add text here
	 Add Text Here	- Add text here - Add text here - Add text here	- Add text here - Add text here - Add text here	- Add text here - Add text here - Add text here

Hotel Action Plan For Banquet Example

Mark Steyvers



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