

Importance of Hotel Sales and Marketing in Hotel Industry

Mrs. Anjali Daniel Chatterton

Sr. Lecturer

Anjuman-I-Islam's Institute of Hospitality Management, Mumbai, India

Abstract: Revenue growth and corporate expansion are mostly driven by sales and marketing. There wouldn't be any demand or awareness for goods or services without marketing, which would mean less prospects for sales. In a similar vein, the company needs to make sales in order to turn leads into customers and make money. Since they are closely related to a company's profitability, marketing and sales play a significant role in the hospitality sector. By creating plans and strategies to boost income, the marketing and sales staff is in charge of optimizing a hotel's earnings. The development of hotel sales management and its fascinating history are reflections of the changes in the hospitality industry. It's a story of innovation and adaptability, driven by changes in consumer tastes, technological advancements, and the dynamic nature of the global travel and tourist industry.

Keywords: Revenue, sales, Marketing, hospitality.

REFERENCES

- [1]. What is the role of sales and marketing in the hospitality industry?
- [2]. The Importance of Marketing in the Hospitality Industry Geeta University Feb 21, 2017
- [3]. The importance of Marketing in the Hospitality industry 6 Reasons Hotel Marketing is NEEDED
- [4]. Stephen Sawyers 2018
- [5]. The Importance of Marketing in the Hospitality Industry 2016
- [6]. Juwon Talabi the role of marketing in hotel industry case (six successful hotel units in abuja and jakobstad)