

# Importance of Hotel Sales and Marketing in Hotel Industry

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**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.

## I. INTRODUCTION

It's easy to understand why growing hotel room sales is crucial: it brings in money. A larger revenue stream puts your hotel in a position for future growth and allows to offer the caliber of service that your guests need. Before offering additional tours, packages, and lavish upgrades, is a need to master room sales. Another reason to prioritize hotel room sales is creating the atmosphere that patrons expect. A larger revenue stream puts hotel in a position for future growth and allows to offer the caliber of service that the guests need. Before offering additional tours, packages, and lavish upgrades, a need to master room sales. Sales and marketing go hand in hand; marketing needs to help sales in order for sales to succeed. Essentially, the best way to avoid receiving negative feedback from customers is to just refrain from marketing anything that sales are unable to close.

While making sure visitors have a positive experience is hotel managers' and operators' first priority, is business. This suggests that the need to promote hotel rooms. The value of a satisfying guest experience and the necessity of reservations should be balanced in hotel's sales strategies. The goal of offering the greatest guest experience at all times should be balanced with the desire to book as many rooms as feasible at any one time in hotel's sales strategies.

## II. REVIEW OF LITERATURE

### The Importance of Marketing in the Hospitality Industry 2016

**As per** Marketing for hospitality differs from consumer goods sales in that it involves both tangible and intangible things. This indicates that they are frequently promoting services rather than products, and their success depends on eliciting the appropriate response from the customer. A resort, for instance, would seek to create a calm, enjoyable environment that appeals to guests and evokes similar emotions in them.

Juwon Talabi (2015)

Author states that In the hospitality sector, the hotel industry is undoubtedly the most profitable. The industry's phenomenal growth rate serves as evidence of this. However, the industry has seen intense competition in recent years, which has forced hotel managers and owners to look for innovative ways to guarantee business travel success by implementing various strategies to yield high occupancy rates of their hotel rooms and, consequently, provide them with good returns on their investment.

### **History and development of hotel sales management**

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.

Personal connections and word-of-mouth

The basis of hotel sales management was established early in the history of the hospitality industry through personal ties and word-of-mouth recommendations. Hoteliers would establish relationships with corporate travel managers, tour operators, and travel agencies in order to enhance bookings. Customer suggestions were a significant source of new business.

History and development of hotel sales management

GDS, or Global Distribution Systems in the 1960s and 1970s, Ascent Global Distribution Systems (GDS) were launched as computerized networks that provided real-time access to hotel inventory and services for travel agents and travel management companies. This led to a significant shift in hotel sales management since it allowed lodging establishments to reach a global audience and significantly increased booking efficiency.

In the hotel industry, sales tactics are meant to convince customers to book a room, while marketing is meant to attract customers to company. Sales can be exhilarating and offer a great deal of liberty. Essentially, it's an opportunity for you to boast to a potential visitor about how amazing your place is and how much fun they will have. To sell hotel rooms, your main goal should be to make the guest feel excited and eager. You want them to believe that staying at your hotel will be a waste of an opportunity to make their trip more enjoyable.

The Internet Revolution

In the 1990s and early 2000s, the internet's development brought about yet another big shift in hotel sales management. With the advent of online travel agencies (OTAs) like Booking.com and Expedia, hotels may now draw in a wider clientele. However, this also increased competition, which lowered hotel rates.

Direct Bookings and the Development of Metasearch

In response to the growing power of online travel agencies, a lot of hotels began focusing on encouraging direct bookings through their own websites. This led to the development of complex booking engines and the rise in popularity of metasearch services like Kayak and Trivago, which aggregate prices from many booking websites, including the websites of the hotels themselves. With the advent of online travel agencies (OTAs) like Booking.com and Expedia, hotels may now draw in a wider clientele. However, this also increased competition, which lowered hotel rates.

Data-Driven Sales Management

The most recent advancement in hotel sales management is the use of data analytics to guide decisions. With the use of contemporary data analysis tools, hoteliers can now make more Direct Bookings and the Development of Metasearch. Putting all your eggs in one basket is never a good idea, no matter what the situation. It's the same when selling your accommodation. It takes a lot of creativity to be able to pivot when something isn't working. Different marketing strategies will be needed for different markets and demographics; for instance, you wouldn't approach a family or a couple differently. Make use of reviews and user-generated material to boost visitor revenue. To make your business more unique, go behind the scenes.

Here are ideas to help you create your hotel packages:

By adding more businesses, you can improve your packages. One way to add value to your packages is to include services from another neighboring tourist attraction. Additionally, there's a lot of flexibility in what you can serve guests. Gift certificates to restaurants and passes to zoos, tours, theme parks, and museums are in high demand. You could even utilize

Consider the small things, like free dry cleaning, room service for breakfast, and transportation services, when you travel for business. 4. Increase value by making use of your own assets. Even though the majority of packages include a lodging and an outside activity, you It is essential to consider travelers with disabilities and people in specific vocations, to whom you can customize packages.

Whether your packages are one-time or ongoing, don't forget to market any new offerings you create. Use Facebook, Twitter, Instagram, and your email to attract business. Give any information you have to the local tourism agency so

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they can do the same. Before you can put an effective sales strategy into practice, you must have a solid distribution strategy in place. Hotel operators must communicate

Real-time room distribution to all agents is a critical skill for hotel owners to possess, in addition to creating and expanding a diverse distribution network. The only way to do this is to collaborate with a channel manager who links to your property. Framework for management.

By adopting a channel manager, hotel owners may make their live availability available to all of their distribution agents, regardless of their location or time zone. They are thus able to sell as many rooms as they can, including those vital last-minute bookings. It also significantly reduces the likelihood that the hotel would overbook rooms, particularly during times. A channel manager is responsible for putting any sales plan that a manager wishes to apply at their particular site into action.

Hotel Sales Props

Social networks Depending on your property and the kind of guests you plan to host, different instruments will be needed, but most properties need the same assortment. The way you use them is what matters.

Given the importance of data, selecting tools with extensive reporting options is a wise move. If you have enough data at your disposal, you can utilize it to guide your marketing decisions and give yourself a competitive edge over those who are just copying outthinking about distribution software in a hotel context makes more sense. These three crucial pieces of technology—an online booking engine, a channel manager, and a website builder—can help they may not be technically considered sales software, but they are crucial for driving revenue and sales in the hotel industry.

1. A channel manager

When it comes to room distribution, it is your best friend because it serves as a platform for managing all the numerous online travel agents (OTAs) you sell your rooms through, such as Booking.com, Expedia, or Airbnb.

The main idea behind "pooled inventory" is that when a booking is made anywhere in the world, all associated channels instantly update their availability and rates.

Encouraging a more effective marketing strategy: If you can market your rooms more effectively, sales will increase on their own. See our guide on channel managers for more information.

2. Booking online king online

These days, having an online booking engine is essential, especially with the rise of social media. Conversion rates will rise and sales results will be improved when clients receive a flawless booking experience when making direct reservations. Check out our guide on booking engines to learn more.

3. A designer of websites

As such, you are not obliged to collaborate with a web designer. Alternatively, you can use this application to quickly and simply create a beautiful website that converts visitors into guests and is optimized for search engines.

All you have to do is provide your content and choose from a variety of layouts. One of the main selling points is your webpage. Making a good first impression is essential to winning over travelers.

Having the suitable

You are no longer required to work with a web designer as a result. Alternatively, you can utilize this programme to quickly and easily design a stunning, search engine optimized, and guest-converting website.

All you need to do is supply your material and select one of the many templates that are available. Your webpage is a key selling feature. Withtravelers, making a great first impression is crucial to winning them over.

Having the appropriate technologies in place will make it simple and efficient for you to put your hotel room sales tactics into practice. Watch a video demo to discover more about these hotel sales tools and whether they are the best option for your hotel property.

### III. CONCLUSION

By creating plans and methods to boost income, the marketing and sales staff is in charge of optimizing a hotel's earnings. The group's job is to turn a profit from company verticals like lodging, event venues, recreational centers, dining establishments, etc.

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