

Hospitality Sales And Marketing 5th Edition

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Restaurant offers accounted for less than a fifth of all sales, making them a bit less popular than in small and medium-sized hotels. Seasonality in large hotels also affected what guests bought and ordered. During winter (December – February), guests preferred wellness offers, which made up more than a third of all services sold.

Hospitality Upselling Report - Hotel Sales & Marketing

Hospitality sales are different from consumer goods sales because marketers must sell tangible as well as intangible products. In many cases this means that they are marketing services rather than goods, and success hinges on creating the right feeling in the consumer. For example, a resort will want to cultivate a relaxing, fun atmosphere that is recognizable to customers and inspires those same feelings in the consumer.

The Importance of Marketing in the Hospitality Industry

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