

A woman in a black dress is lying on a red lounge chair on a dark platform, looking out a large window at a snowy forest. The scene is reflected in a pool of water below.

Marketing Concept

**Hotel
“Bellevue des Alpes”**

“Arrive, breathe in, breathe out”

HF12A



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1. Market analysis

1.1 Internal analysis:

- Built in 1970 with 90 beds
- The hotel is centrally located, but nevertheless in a quite spot
- Unspoilt mountain view
- Rooms are pointed towards the south and west
- In 1985 extension of a 15m indoor swimming pool, a sauna for eight people, changing rooms, showers and toilets
- Renovation of the breakfast room and restaurant, including a fixed breakfast buffet in 1990.
- Modernisation of the rooms in the year 2000
- Half board at night
- There are no existing banqueting rooms
- Turnover is reducing, especially during winter and in low season.



Options:

- Existing land, right next to the hotel
- Equity capital

1.2 External analysis:

- Well known tourist village with an excellent infrastructure
- Central location of the village
- Perfect public transportation
- Summer and winter season, but with a decreasing occupancy rate in winter
- One hotel with 5 stars and excellent wellness area
- Four hotels with 4 stars, indoor pool or sauna, two of them are having banqueting rooms
- Quite a few little pensions, B&B's and private people who rent out rooms
- All sorts of restaurants with international offers on their menus
- According to recent surveys, more and more people, of all ages, are sensible about the climate change. Therefore, they also require sustainability when on holiday. On top of that, customers are very interested to get to know the local and traditional culture
- Climate change: bad winters, unpredictable weather during summertime, with some very hot days
- The political surroundings are stable like at present time (2021)



1.3 SWOT-analysis

1.3.1 Strength- Weakness- analysis

1= negative 6=positive

	1	2	3	4	5	6
Location						x
Size			x			
Wellness area		x				
Activities	x					
Public image		x				
Employees		x				
Restaurant				x		
Turnover	x					

Strengths:

Location:

We are located at 1250 meters above sea level with an unspoilt panoramic view of the “Allgäuer Hochalpen” and large, green forests. The rooms are also oriented to a perfect location. Directly in the village there is a bus stop with connection to the nearest town and train station. The next village (Bad Hindelang) can be reached via the “Joch-Pass” in 15 minutes. In addition, we have at all times the possibility by our surrounding a large building plot, at any time to build or rebuild to realize our goals and plans.

Restaurant:

Our restaurant has a good, fundamental foundation stone for our house. In order to bring this also on our aimed target condition, we will carry out renovations and rebuilding measures. The ambience is to be adapted to the 5-star luxury resort with modern equipment and well-trained professional staff.

Weaknesses:

Size:

The previous hotel corresponds to a small, medium-sized hotel, which cannot inspire with sufficient space. However, since we have enough buildable area, we will build this into a unique wellness luxury resort.

Wellness area:

Our wellness area consists of an indoor pool and a sauna for 8 people. As this is no longer up to today's standard of a wellness oasis, we will expand the wellness area and bring it up to date. Every guest can feel welcome and well taken care of. This will give us the opportunity to attract new guests. How we will design this, will be more detailed in the coming pages.



Activities:

Due to our extremely favorable location in the middle of the “Allgäuer Alpen” and the short distances to the major skiing and hiking areas, our guests have a wide choice of outdoor activities. We will rebuild and restructure the meager selection of in-house activities from scratch.

Public image:

Our image carries with it a piece of the history of our village of Bad Hindelang, so that for many over the generations the hotel was part of this idyll. Since this is also no longer appropriate for today's digital age and we would like to attract new guests, we will take our advertising beyond the newspaper and purely into the world of social media.

Turnover:

One of our biggest weaknesses is our current declining sales. Summer and winter is usually the high season in the Allgäu and gives the opportunity to increase sales by selling appealing offers. Through the diversity of our offers, we want to make, more than ever, the Allgäu and our hotel attractive and prove to them why it is worth coming back.

Employees:

Our employees are our weakness and strength at the same time. Positive is the wide-ranging basic knowledge about the region and the place. On the downside, however, is the fact that their knowledge does not correspond to a 5-star luxury resort we are aiming for, and therefore needs to be further trained. Since we want to achieve this target state, but still do not want to lose the basic knowledge of our employees, we will train them precisely and in detail with specialized personnel.

1.3.2 Opportunity-Risk-analysis

Opportunities:

High equity capital	<ul style="list-style-type: none"> • Confirmed financing commitment • All our ideas and wishes can be realized from a financial point of view
Promote and motivate employees	<ul style="list-style-type: none"> • High-quality training and continuing education measures • High-quality and modern learning materials • Attractive benefits in the company
To become the best 5-star hotel in the area	<ul style="list-style-type: none"> • there is only one other 5-star hotel in the area • Through USP ("adults only", unique wellness area and our new chalets)
High room occupancy	<ul style="list-style-type: none"> • Good visitor numbers in winter as well as in summer



Attract/keep regular guests	<ul style="list-style-type: none"> • Through warm/family atmosphere and attractive offers.
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Risks:

No turnover	<ul style="list-style-type: none"> • Does not reach the target group as planned
Wrong calculation	<ul style="list-style-type: none"> • Many risks (own capital can be lost, employees/suppliers leave)
Shortage of skilled workers	<ul style="list-style-type: none"> • Not enough employees in the various departments. Departments • No new blood

1.3.3 Conclusion SWOT-analysis

		Strengths	Weaknesses	
Opportunities	<ul style="list-style-type: none"> - attract regular guests - High room occupancy - high equity - Become a 5-star hotel - high equity - employee development 	<ul style="list-style-type: none"> - location - employees - restaurant 	<ul style="list-style-type: none"> - size - wellness area - activities - Image - turnover - lack of employees 	<ul style="list-style-type: none"> - high equity capital gives us the possibility to expand the hotel with all areas and to change it from scratch - due to the location we can offer a lot - image can be improved by USP - employee promotion and motivation (through training and benefits) <p>Risks</p>
Risks	<ul style="list-style-type: none"> - no turnover - wrong calculation - shortage of skilled workers 	<ul style="list-style-type: none"> - location is unique, high number of visitors in the Allgäu region - due to high equity capital, consultants can be called in - employees already working in the business are taken over and trained arbeiten, werden übernommen und weitergebildet 	<ul style="list-style-type: none"> - too few employees - loss of turnover - many risks in planning 	<ul style="list-style-type: none"> - too small hotel - not enough offers - bad image



2. Marketing targets

2.1 Marketing target group

- Wellness lovers
- Nature lovers
- Peace seekers
- Adults without children
- Well-being lovers of all ages
- Couples, single travelers and friends
- Guests who want relaxation and pampering

Wants:

- Relaxation
- pampering
- tranquility
- luxury

Needs:

- Modern accommodation
- Nature and mountains
- Culinary exclusive dishes
- Varied wellness area
- Sport activity

2.2 Quantitative targets

- Increase room occupancy by 15% after 1 year -> reception manager + sales manager
- Increase average length of stay during winter (Christmas and New Year's Eve) from 5 days to 7 days -> Reservations Manager
- Change from a fixed price list to daily prices -> reservation manager
- Increase turnover by 20% after 2 years -> All department managers and assistant manager

2.3 Qualitative targets

- The image/reputation of the hotel has to be improved one year after the opening -> Marketing Manager
- Improve the market position in the next six months -> assistant manager and sales manager
- Train the entire staff so that, for example, yoga courses can be offered -> HR manager (spa and wellness manager, depending on the department)



3. Marketing Strategy (7 Steps)

- Differentiation Strategy

Target/ Market Scope	Advantage
	Product/ Service Uniqueness
Broad (Industry Wide)	Differentiation Strategy

Step 1 Supporting marketing idea:

We want to transform our hotel into a unique 5-star luxury wellness resort with 12 cozy chalets for adults.

-> Unique selling proposition

The central point is the expansion of our hotel, the wellness area and the construction of our chalets. To escape from everyday life we offer a place at 1250 meters above sea level. Away from the big city life and fast pace, centrally located between the "Allgäuer Alpen" and large forests, the resort is nevertheless easily accessible by car, bus or our in-house transfer from Sonthofen train station.

Step 2 Target group:

We welcome everyone over the age of 18 to our 5-star luxury resort. Whether couples, single or with friends, we are happy about everyone. Here we have decided to be an adults-only hotel, not because we don't like children or don't want to be responsible for them, but we feel that for many of our guests it can also be a burden (noise, presence, unfulfilled desire to have children ect...).

Step 3 Market Positioning:

Our guests can lead an absolutely private, undisturbed and self-determined vacation, such as in our chalets far from the hotel business. However, they can also be carried away on a wave of relaxation with an individually adapted pampering program. In addition to the numerous activities that we offer in our house, the connection to culture and the activities of the Allgäu is not far. Through this wide range of possibilities, both in summer and winter, we are a great competition in the 5-star luxury industry for all our competitors and give our guests the fulfillment of the desire for rest and relaxation, far from the fast pace.

Step 4 Economic goals:

With the conversion to daily prices, it is possible for us to adjust the prices to the current occupancy. Hereby, at the new opening, in order to make the house attractive to the newly acquired guests, the price will run at least 6 months in the lower frame limit. Our goal will be to increase sales by 20% in a 2-year plan. In addition, we would like to increase the room occupancy rate by 15% after one year.

Lastly, we have decided to introduce a minimum stay in order to offer maximum relaxation for everyone.

Christmas minimum stay of 7 nights

New Year's Eve minimum stay of 7 nights

Weekend minimum stay of 2 nights



Step 5 sales channels

Indirect channels:

Homepage and social media (make bookings, information, complaints), telephone (for important questions).

- Travel agencies, tour operators (booking.com)

Direct channels:

- Direct booking with reservation staff at the front desk, during the stay.

Step 6 Focus of the marketing mix

We put the focus on our guests and the product (hotel). We want to address a new group and to be able to realize this, the wellness area, the hotel and part of the outdoor area will be rebuilt. In addition, the new construction of the chalets, so that we can address the desired target group. In order to live up to our image of a 5-star luxury resort and to achieve a market position promotion is one of our top priorities. We will extend the sales values from social media to advertising on television and radio.

Step 7 Consequences for the marketing infrastructure.

Conversion:

- Spa and wellness area
- Hotel rooms
- Outdoor facilities
- Restaurant and kitchen

New construction:

- Chalets
- Small shopping mall

Staff training:

- Spa and wellness area (sports program, massages and application).
- Reception (to adapt to a 5-star luxury resort, etiquette courses)
- Kitchen (allergies, intolerances and diets)
- Marketing (new advertising campaigns)
- Reservations (adapt to new sales channels, such as from the homepage and SocialMedia, new reservation systems)
- Accounting (adapt to sales strategy)
- Service (also to meet the 5-star luxury resort, etiquette courses)



4. Marketing plan

Increase room occupancy by 15% and increase length of stay from 5 to 7 days.

In order to increase room occupancy, we will advertise our renovated rooms and brand new chalets. In addition, we will offer guest-oriented packages.

Packages:

Alpine Wellness Package (days full of inner serenity and well-being):

- 7 days/ 5 nights
- Deluxe half board
- Daily smoothie and healthy lunch of your choice
- 200 € spa credit (for massages and treatments of your choice)
- 2.100€ to 2.350€ p.p.

ME Time (eine Auszeit nehmen und auftanken)

- 5 days/ 4 nights
- Deluxe half board
- Accompanied Mornings Walks and Meditation
- Daily Coaching Lessons and Yoga Sessions
- 100€ Spa credit (for massages and treatments of your choice)
- 2.2025€ to 2.560€ p.p.

In love with nature (pure nature!)

- 6 days/ 5 nights
- Deluxe half board
- Picnic with specialties from the Allgäu region
- Daily use of the bike fleet (including e-bikes/mountain bikes)
- 100€ spa credit (for shopping in our sports store, personal trainings)
- 1.625€ to 1.975€ p.p.

Increase sales

We would like to increase our sales by 20% in the next two years

- Sale of products from our shopping mall
- Sale of packages
- Sale of modern and brand new hotel rooms

Achieve 5-star category

Compared to many other hotels, our luxury resort must be in immaculate condition and shine with perfection. Therefore, attention must be paid to many little things.

- Cleanliness and hygiene
- State of preservation of all equipment (functional, free of defects)
- Daily room cleaning (2x per week linen change)
- 24 hours reception
- Laundry/ironing service
- Shoe shine service



Improve image/ market presence

In order to brand our hotel faster and more professionally, we have created our own marketing department, which takes care of the existence and the development of the good image of our hotel.

- Ways: Instagram, Facebook, create Twitter profile
- Daily posts
- Promote offers, news, promotions
- Cooperations with well-known companies and influencers
- Polls for followers so they are included in the action
- New responsive design for new target group
- New homepage
- Clear, informative
- Many pictures (also of the renovation)
- Message field where guests can openly communicate feedback and suggestions
- Be present at trade fairs and in-house events, such as open house, to present the hotel
- Own house brochures and wellness brochures

Renovation of the hotel rooms

- 110 rooms (100 double rooms (also for single use) and 10 suites):
 - Modern, Alpine style with chestnut wood
 - Furniture:
 - Boxspring bed (200x210 cm) each with pillow and neat mattress, decorative pillows and decorative fluffy blanket.
 - Comfortable sitting area (hanging armchair, relaxing couch, table)
 - Covered panoramic balcony or terrace
- Equipment:
 - Closet (adequate number of hangers, space for suitcase storage, Large mirror).
 - safe
 - Minibar
 - Adequate room lighting, reading light, bedside reading light
 - Flat-screen
 - Telephone, tablet (charging station included)
- Bathroom facilities:
 - Separate WC
 - Rain shower
 - Freestanding bathtub with starry sky
 - Two washbasins
 - Hair dryer
 - Shower gel, shampoo, body lotion (own house products)
 - Plenty of light, floor heating, large mirrors, glass wall

Create relaxing atmosphere

- Relaxing music in lobby, spa and restaurant
- Light and muted colors (furnishings and decoration)
- Comfortable seating in all corners and rooms (lobby, spa and restaurant)
- Different fragrances (in the treatment rooms) to relax and also to take home
- Creating a relaxing atmosphere with pictures and indirect light
- Open window fronts for a lot of daylight



New shopping mall

To make the hotel even more diversified, we are building a shopping mall with 6 shopping stores, near the spa and wellness area. It will give the guests the possibility to discover new products without stress and when the vacation plans allow it. Of course, they will be advised by our competent staff at any time.

Stores:

- Swimwear for women and men
- Perfumery with in-house beauty products
- Own fashion line: sportswear (for hiking and biking tours)
- Decorative items (unique pieces that can also be found in the rooms)
- House wines and homemade chocolates (perfect as a gift)
- Yoga accessories (yoga mats, blocks, blankets, singing bowls, manuals...)

New construction of outdoor facilities:

It is our concern to build a spacious outdoor facility soon in addition to our hotel remodel. This has the purpose of our guests in a relaxing atmosphere the wonderful nature of the Allgäu not to contain.

Concrete change:

- 40x45m large swimming pond with fish, ducks, many water plants and a footbridge
- Large sunbathing areas with and without loungers
- Covered lounge area with small beverage sale at the pool bar
- In winter skate rental

Kitchen remodeling:

Since we have decided to be more in line with the diet of our guests, yet remain faithful to the regional culinary, in the case we must not only give the staff the opportunity to continue to owe, but also to expand the kitchen as well.

Concrete change:

- The kitchen itself will be enlarged to also create more space for modern kitchen utensils
- 5 new cold stores to respond to a wide variety of allergies, intolerances and nutritional stems.
- Daylight and large windows are important

Remodeling of the restaurant:

As we have increased the number of rooms, we also need more space for more guests.

The already renovated breakfast room will be expanded and renovated just like the restaurant area.

We have decided to work with chestnut wood here as well, in order to be able to guarantee the preservation of the wood for as long as possible.

Since we want to put breakfast and dinner in the same space again, we decided to have one big room with different plots. The plots will be separated by wooden walls, making it easier for the staff to work.

Concrete change:

- ¾ pampering pension
- Restaurant will be significantly expanded



- Buffet will be the same for breakfast and dinner
- Modern alpine style
- Comfortable seating areas and upholstered chairs
- Colors: gray, brown, red, dark green and golden accents

Reconstruction of the wellness area:

To match a 5-star luxury resort in the “Allgäuer Alpen” we will be doing a complete remodel of our spa area.

Starting with our spa area:

With large glass fronts and lots of indirect light, the spa area is to become a light-flooded area of well-being. In addition to modern blends with wood, glass and stone, we have chosen a special wood for finishing. Since chestnut wood is not attacked by bugs and wood-loving critters, this is a long-lasting and sustainable choice.

Concrete changes:

- 27°C heated indoor pool 25x20 m
- Connected outdoor pool 25x20 m, also heated
- Large sauna area with eight different saunas
- 1x 80 and 1x90 degree log cabin sauna, 1x60 degree panorama sauna with large glass front, 1x steam sauna, 1x salt grotto, 1x fire sauna with fireplace and candlelight, 1x yoga sauna approx. 60 degrees with large reclining areas - invites you to meditate, 1x theater sauna with impressive infusion performances
- Large sunbathing areas, both indoor and outdoor with loungers, cuddly armchairs and hanging baskets.
- Outdoor whirlpool lagoons around the outdoor spa area.
- Sky pool over a hillside in front of the hotel, connected to the sauna area.
- Locker rooms designed for occupancy with spins and modern washrooms.
- New construction of an 80-square-meter fitness studio with cardio equipment, strength-training equipment and areas for working with your own body weight.
- Three large yoga rooms, also lined with chestnut wood, illuminated by glass walls and indirect light, can be screened with curtain
2x80 square meters and 1x50 square meters area, the yoga rooms will be fully equipped with mats, blankets, ropes and blocks, as well as seat cushions, singing bowls, incense sticks and SONOS speaker system integrated in the ceiling.
- The creation of a bathing lake in the outdoor area, adjoins the pool area, about 5 minutes' walk, is located between fir trees with lawn and jetty.
- Small area for small drinks bar (guests have the possibility to prepare a tea, coffee or cold drink at any time) and cake bar with homemade specialties

New construction of the 12 chalets

We will not only renovate and modernize our hotel to meet the standards of a 5-star luxury resort, but we will also build 12 new chalets.

These will be located about five minutes from the hotel, just like the swimming lake, and will be arranged in a semicircle. Here we have decided to design the chalets for two people.

Chalets construction:

- Modern Alpine style (also chestnut wood).
- Bedroom, bathroom with separate toilet, living and dining area, kitchen and sauna room with cozy corner
- Fully equipped kitchen with oven, stove, refrigerator and fully automatic coffee machine. The kitchen offers the possibility of self-catering as desired. The chalets are



designed to guarantee absolute privacy to the guests. Of course, when booking the chalets, the 3/4 board is included, but self-catering is always a possibility.

- Breakfast service: Breakfast is prepared in the kitchen and brought to the chalets by the staff. There, breakfast is laid out in the living and dining area so that guests can sit down at a set table. As soon as you have finished breakfast, guests can let you know and breakfast will be picked up again. Otherwise, it will be cleared with the room cleaning.
- Terrace with table, bench, chairs and wooden tub, which can be screened with a partition.

Free-time-activities

Our free time activities offer is being rebuilt from scratch.

Guests have the possibility to create their own training program with massages and yoga classes for the time they are in our house, after consultation with our trainers.

We offer:

- Yoga courses (private and in groups possible)
- E-bike rental and guided tours
- Hiking and climbing tours (also guided possible)
- water gymnastics
- back courses
- Zumba and classical dance courses
- Working with your own body weight
- Ski courses in the winter season
- Tennis courses in the nearby tennis hall

Increasing customer satisfaction

Due to the target group we have defined, we can respond exactly to the wishes and needs of our guests.

- Welcome drink and small cake in the room
- House wines
- Home-made chocolates and cheese to buy
- In-house sports equipment to use and take home
- Guest Relation Manager
- First point of contact for any needs
- Greets and says goodbye to guests
- Sends birthday mails
- Questionnaires about the stay and the general satisfaction

Increasing staff competence

In order to meet the standards of a 5-star hotel, we need to train our existing staff, recruit competent and specialized staff, and provide constant opportunities for staff training. In addition, we want them to have fun at work and grow among themselves to become a great team/ a warm family.

We also give our employees a fair chance to have a say in various projects.

- Weekly training for all employees in each department (adapted to each department and its employees, except trainees).
- Employee surveys and discussions in which areas they lack knowledge or need support.
- Hiring new, qualified and competent employees.

Possible training topics:



- Getting to know and promoting the in-house products
 - Dealing with guests at the reception and in the service department
 - Wine tastings and training on the subject of wine
 - Hotel kit and card index training
 - English tutoring and German courses
 - What to do in case of fire
 - Latest yoga flows and findings
 - Dietary stalks, allergies and intolerances
 - Our liferants, with whom we work together
 - Hikes with our hiking guides to get to know the area, especially interesting for new employees
-
- Working materials (high quality waiter's knife, high quality knife for the kitchen, learning books for our trainees, ect...) are provided free of charge.
 - Making great, attractive benefits of the company setting palatable to the employees. (Use of the gym, the wellness area, discounts at stores in the area, discounts in our stores, good opportunities for promotion, team outings)



5. Marketing-Instruments



5.1 7 P's Definition

Product:

-> 5-star wellness hotel, adults only

With the modern (alpine style) and yet very close to nature orientation of our house, we try to meet the needs of each guest. At the same time we want to give the feeling of a home and still create the space to escape from everyday life and fast pace.

- Perfect location (in the middle of the green, mountain view, nevertheless central)
- Modern, comfortable rooms and chalets
- Large spa and wellness area with various, extraordinary indoor and outdoor pools, contemporary beauty programs and modern treatment rooms
- Variety of activities
- Sustainable restaurant, specialized in allergies
- Attractive benefit weeks and packages

Promotion:

We will document our progress on social media to gain some reach here. Here, via stories and reels, the new offers will be brought closer to the follower. We also work together with the local newspaper and our homepage. In addition, each new big step is accompanied by a professional camera team to capture the story and the further developments of the hotel.

People:

First and foremost, we would like to attract guests who want to escape from their stressful daily lives. We also wish to become a place where our guests can relax and find themselves after a difficult time (accident, loss, grief, illness).

In order to provide our guests with this feeling and comfort, our staff is always helpful, friendly and patient. Through training, our employees have the professional competence and know how to deal with guests.



Physical Evidence:

- Rooms, spa and wellness area, restaurant (marketing plan)
- Work clothes:
 - Reception, Bellboy, Reservation, Concierge, Shopping -> Dirndl
 - Kitchen: kitchen uniform
 - Housekeeping: white trousers and polo shirt
 - Spa: white trousers, blouse
- Reception- und Reservierungsberich
- Tablets (for check-in), modern computers, up-to-date telephones
- Own cash desk area
- Separate place for guest relation manager
- Large reception counter
-

Process:

We offer the guests a friendly, professional and personalized service in every situation. We also try to fulfill every request of the guest and do our best to make everything possible. The detailed communication within the hotel/department is especially important to guarantee a flawless process (fast service, no long waiting times (reception, restaurant)). Only if the processes are planned long-term and in detail, the hotel and the quality can grow steadily.

Place:

Indirect Sales Channels:

We want to put our focus on online bookings, such as social media and our homepage. Here it will be necessary to make a non-binding request through our homepage to get in touch with our colleagues from the reservation department in chat. You will specify all important points and have the option to be called or continue to communicate in the chat to be able to clarify further questions and requests.

Furthermore, we will be bookable through travel agencies and tour operators.

Direct sales channels:

In order not to lose the direct contact with our guests in the house, there is the possibility to book the next stay directly at the reception.

Price:

Due to the renovation and the increasing variety of offers, we have not only raised the prices, but also decided on daily prices, which are based on the occupancy of the house.

Double room for single use average: 459€ - 499€ p.p.

Double rooms average: 420€ - 479€ p.p.

Suites average: 537€ - 576€ p.p.

Chalets average: 789€ - 862€ p.p.

All prices include $\frac{3}{4}$ pampering board and use of the spa and wellness world.

Since we are a 5-star hotel and offer a lot of luxury services, we can offer such a high price. Through this we would like to attract a certain target group.



5.2 Marketing- Instruments

5.2.1 Configuring instruments

- Pricing policy
 - Daily rates (upper and lower limit, depending on room category and occupancy)
 - Special prices for packages and special weeks
 - Price analysis of the competition

- Sales method
 - Direct sales channels
 - Personally (walk-in, guests who are already here)
 - Newsletter to regular guests (or guests who have registered via our homepage)
 - Send letters on birthdays

- Indirect sales channels
 - Mainly via internet (homepage, social media)
 - Trade fairs
 - Travel agency
 - Tour operators
 - Newspaper/ magazines/ brochures

- Supply policy
 - Modern and contemporary rooms with bathroom and separate WC
 - New opening of our 12 Alpine Chalets
 - Pension with breakfast buffet, salad and cake buffet at lunchtime at the bar, 5-course menu in the evening and a cheese counter, also at the bar.
 - Use of the alpine spa area
 - Hotel transfer to the nearest train station
 - Active programme (everything that takes place in the hotel, e.g. yoga, back training, water gymnastics, ...)

- Guest services
 - House tour
 - Group sports courses (yoga, swimming lessons, tennis)
 - Guided hiking and cycling tours
 - A menu tailored to the guest (e.g. for allergy sufferers, pregnancy etc.)
 - Private spa treatments in the chalets
 - Special Einzel yoga courses with our yoga instructors, directly tailored to the guest (on request)



5.2.2 Communicative instruments

- Sale
 - our own house wines
 - own cosmetics line (shampoo, shower gel, body lotion)
 - our own fashion brand/line (sportswear and swimwear)
 - bathrobes and blankets
 - of decorative items
 - of yoga accessories (yoga mats, blocks, blankets, singing bowls, manuals...)
 - ➔ Own shopping mall

- Advertising
 - Flyers, house brochures
 - Advertisements in newspapers and magazines
 - Reports on internet sites (homepage and social media)
 - Internal advertising (through daily mail, ads on TVs in the lobby ect.)
 - Advertising on online booking portals

- Sales promotion
 - Special benefit weeks (coupon weeks, wellness weeks, etc.)
 - Various packages recommend to guests who are interested in coming again
 - Welcome coupon/voucher at the bar
 - Motivated staff to make recommendations
 - Small gifts in the room on arrival (chocolates from the hotel's own confectionery)

- Public relations
 - Social media (Instagram, Facebook, Twitter)
 - Advertising on radio and television
 - Advertising in the newspaper
 - Sponsorship of regional squad athletes (ski jumpers and downhill skiers, tennis players, cyclists)
 - Speeches and representation at public events and fairs



6. Marketing- Mix



The product, our hotel with the changes, is in the foreground. The hotel is completely rebuilt, modernized and renovated. Each step must be calculated and organized precisely. It must meet the wishes and needs of the guests to increase turnover.

The hotel is presented not only by us as owners, but also by the hotel management, which is not only at the top of the leading roles in our hotel, but also has an important representative role.

In order to promote the new "adults only" concept promotion is very important. Only through the perfectly targeted marketing by our marketing manager, our hotel can achieve the desired image and reach the desired, new group of guests. Due to the many changes in the hotel, it is necessary to plan particularly well and specifically to counteract possible additional costs. It is also important to allow enough time to train our staff. Since we don't want to fall prey to the shortage of skilled workers and are keen to retain our existing staff, a lot of emphasis must be placed on involving the staff.

Nevertheless the "Physical Evidence" and the "Process" is an important point to pay attention to. Since we have and want to keep a certain "5-star" standard, the hotel with its services and its staff must be perfect at all times, so that guests feel comfortable and want to come back. Our staff is always helpful, friendly and competent. Competent and reliable employees increase guest satisfaction.

First of all, the ways we sell the hotel rooms play a supporting role. It must be easy and uncomplicated to have a vacation with us. The reservation manager must create a plan on how to make the offers as appealing as possible. In this regard, it is imperative to work together with our marketing management.

The price is rather secondary in our hotel, because we have a certain target group, which is common in a 5-star hotel. They are willing to pay more than before the remodeling.



7. Controlling

7.1 Evaluation (Before and after)

It is not only important to keep a close eye on the daily working processes after the reopening of our hotel, it is especially important to document and record the process of the reconstruction in order to be able to counteract possible pre-calculations ahead of time. Before the start of the reconstruction, a realistic schedule must be drawn up (when what should be finished, start/end evaluation). In this process, we involve our newly trained and acquired department managers in order to incorporate their ideas, advice and sound knowledge in their department into the new construction. After the remodel is complete, these protocols are analyzed and evaluated so that we can use the newly acquired knowledge for upcoming projects.

Also very important is to check if our quantitative and qualitative targets are successful.

Quantitative targets

Increase room occupancy by 15% after 1 year -> reception manager + sales manager

We even exceeded the desired 15% of room occupancy. The room occupancy has increased by 25% one year after reopening. Our packages (especially the In love with Nature), the yoga courses and the variety of our wellness area (especially the Sky pool and the saunas) were very well received by the guests.

Increase average length of stay during winter (Christmas and New Year's Eve) from 5 days to 7 days -> Reservations Manager

The minimum stay over Christmas and New Year's Eve was well received in the first year of reopening. Through special offers and activities, we were able to convince guests to stay longer. In the future, we will continue to offer attractive specials.

Change from a fixed price list to daily prices -> reservation manager

The daily rates were also positively received by our guests, as well as by our reservation team. We will maintain this strategy.

Increase sales by 20% after 2 years -> all department managers and assistant manager

The turnover was successfully increased by 20%. Due to our new target group we were able to offer the rooms at our desired price and will increase the prices in the coming year to gain more sales.

Qualitative targets

The image/reputation of the hotel is to be improved one year after the opening -> Marketing Manager

Image was already improved after half a year. On social media we have over 3 million followers. Through our logo, we are represented in many brochures and newspapers.

Improve the market position in the next six months -> assistant manager and sales manager

After 6 months, we have become the most unique 5-star luxury resort in the Allgäu and have thus shot far beyond our set goal. We have successfully eliminated our competitors and made a name for ourselves worldwide.



Train the entire staff so that, for example, yoga courses can be offered -> HR manager (spa and wellness manager, depending on the department)

We have brought our staff to the desired level. In all areas, the various services can be offered to a high standard. With weekly trainings we will be able to maintain this level.

- ⇒ In order to maintain the standard and even become more successful in some departments, new goals must be set again and again.

7.2 Retention of marketing success

7.2.1 "Mystery Check" hotel inspections

Mystery Checks and hotel audits are carried out for hotel groups by the company Neumann & Neumann for quality checks. The different services are checked by anonymous hotel testers. After the mystery check, an analysis of strengths and weaknesses identifies any potential for improvement and discusses this with those responsible. We target these quality checks in all departments so that each area maintains the 5-star standard and where certain points can be improved.

7.2.2 Weekly management meetings of all department heads

Every week there is a small conference that all department heads are required to attend. They deal with news of the different departments, actions/events in the hotel, employee information, problems, positive/negative anomalies, etc....

7.2.3 Internal department staff meetings

These surveys are of great importance. They should take place monthly, in order to determine the satisfaction of the coworkers and to find out improvement suggestions, as well as new ideas. In addition, internal grievances and problems of other department employees are very often uncovered through this. This promotes teamwork and cohesion, as well as general satisfaction.

7.2.4 Questionnaire for guests

A questionnaire with questions about the satisfaction of their stay is brought to the guests on their Zimmer. This is about how the guest felt during their stay and what they may not have liked. This can concern whole departments, such as spa, reception or the dishes from the kitchen, but also individual employees. They may fill it out voluntarily to express their free opinion and share suggestions for improvement. If this questionnaire is handed in at the reception, a small souvenir for home awaits the guests. The questionnaires are evaluated every six months and archived for that time. From this, statistics are created to see in which areas what needs to be improved to increase guest satisfaction.



Example of a possible questionnaire:

We are interested in your opinion!

We hope you're having a good time in Heidelberg and in our Hotel. To know your wishes and to meet your expectations as much as possible, we'd like to ask you to take the time for rating the following areas with 0 to 10 points:

Rooms													
Furnishing and Comfort	11	10	9	8	7	6	5	4	3	2	1	0	☹
Cleanliness / Housekeeping	11	10	9	8	7	6	5	4	3	2	1	0	☹
Atmosphere	11	10	9	8	7	6	5	4	3	2	1	0	☹
Staff													
Friendliness and Helpfulness	10	9	8	7	6	5	4	3	2	1	0	☹	
Visual Appearance	11	10	9	8	7	6	5	4	3	2	1	0	☹
Qualification	11	10	9	8	7	6	5	4	3	2	1	0	☹
Breakfast Buffet													
Assortment and Quality	10	9	8	7	6	5	4	3	2	1	0	☹	
Friendliness of Staff	10	9	8	7	6	5	4	3	2	1	0	☹	
Restaurant													
Assortment and Quality	11	10	9	8	7	6	5	4	3	2	1	0	☹
Friendliness of Staff	11	10	9	8	7	6	5	4	3	2	1	0	☹
Hotel in General													
Exterior View	11	10	9	8	7	6	5	4	3	2	1	0	☹
Atmosphere	11	10	9	8	7	6	5	4	3	2	1	0	☹
Service	11	10	9	8	7	6	5	4	3	2	1	0	☹
Value for Money	20	10	9	8	7	6	5	4	3	2	1	0	☹
Would you come again?	Yes <input checked="" type="checkbox"/> SURE											No <input type="checkbox"/>	
Will you recommend us?	Yes <input checked="" type="checkbox"/> SURE											No <input type="checkbox"/>	
What do you especially like: <u>EVERYTHING WAS MAVELOUSE FOR ME</u>													
What would you recommend us: <u>PLEASE MAINTAIN THE SAME LEVEL</u>													

7.3 Conclusion

With reference to our SWOT analysis, we used our strengths and opportunities and restructured the hotel from the ground up. Our quantitative and qualitative goals were successfully achieved through good planning. We are very present in the public and the desired new target group was addressed by our diversity. We have worked out the risks well and were able to prevent them through our structured concept. Through our differentiation strategy we have become a unique 5-star wellness hotel for adults and stand out from the crowd. In conclusion, we can say that our hotel "Bellevue des ALpes" is a complete success and we can start many more projects in the near future.