

STRATEGIC MARKETING PLAN FOR A HOTEL

ABSTRACT

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The aim of this thesis was to form a strategic marketing plan for Hotel X, a small privately owned hotel in Helsinki.

The theoretical part of this thesis presents tourism and marketing from the hospitality industry's point of view; what challenges the accommodation providers face when marketing their products and what kind of plans can be formed in order to keep their marketing actions up to date.

In the research a qualitative method was used and the data was collected using semi-structured questionnaire. In-depth interviews were conducted with the hotel owner and staff members. The results of the research formed the strategic marketing plan outlining the action plans on how Hotel X should proceed with its marketing.