

FUTURE TRENDS IN THE HOSPITALITY & TOURISM INDUSTRY

Abstract

Our study identifies fresh marketing trends in the hospitality and tourist sectors in addition to safety and security. To take advantage of new technology that increases competitiveness as well as current and forthcoming marketing trends, every hotel marketing should be thoroughly examined. This research also discusses the value of marketing strategies for the hotel sector. It's crucial to continue to be at the forefront of digital marketing trends. Market trends for hospitality? COVID-19-related marketing trends for the hotel industry, etc.

Keywords: Trends in marketing connected to COVID, digital marketing, and tourism and hospitality.

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I. WHY IS MARKETING SUCH A VITAL FUNCTION FOR HOSPITALITY BUSINESSES?

Marketing is crucial to the success of a hospitality business since it focuses on developing and maintaining favorable relationships with clients.

Diverse digital marketing techniques may be used by hoteliers and travel agency owners to reach their target audiences and draw in additional clients.

II. THE IMPORTANCE OF STAYING CURRENT WITH DIGITAL MARKETING TRENDS

Because of how rapidly things change online, it's critical to stay up to date on the most recent marketing developments in the hotel industry so that you can modify your approach in step with the direction the industry is taking.

For instance, the COVID-19 pandemic substantially altered travel patterns and the value of factors like reputation, safety, and hygiene.[3]

To assist you with your 2021 hospitality marketing goals, we have compiled a list of general digital marketing trends for the hotel sector as well as those associated with the pandemic's problems.

III. TRENDS IN GENERAL HOSPITALITY MARKETING

Personalization: The trend of personalization is growing, and customers now demand it. According to a recent poll, more than 60% of customers believe that firms should cater to their preferences or prior behavior.

The fundamental objective of customized marketing is to interact and have personal conversations with potential clients. Utilizing data collecting and automation technologies, you may achieve this by sending them customised information via email and your website [5].

Since tour operators and hotel marketers recruit their consumers and visitors through targeted emails, personalization services are crucial. This is one of the easiest marketing techniques for the hospitality sector since it encourages clients to book by forging a personal relationship with them.

IV. MARKETING THROUGH INFLUENCERS

One of the fastest-growing marketing techniques for the hotel industry is influencer marketing. Influencer marketing is the digital equivalent of the traditional word-of-mouth marketing strategy used to increase brand identification and direct reservations for hotels [17]. Influencer marketing is the process of promoting your business to an audience on social media by collaborating with important influencers who have sizable followings. Businesses may use this tactic to increase brand awareness, increase the number of customers they serve with their travel or accommodation offers, and establish credibility and trust by receiving endorsements from reputable influencers.[9]

V. USER-GENERATED CONTENT (UGC)

One of the types of user-generated material that is most trusted on the internet includes comments, reviews, blog posts, forum posts, and social publishing. User-generated content (UGC) is becoming more prevalent, which is good news for marketers because studies show that UGC-containing product sites have greater conversion rates.[14]

Marketers may profit from the power of user-generated content by encouraging people to post their experiences and reviews on social media. Use hashtags to promote your company, hold sales, or install photo booths at your hotel or event. User-generated content has the potential to be considerably more effective than other conventional marketing tactics since your consumers are participating.

VI. VIDEO PROMOTION

Consumption of online video is growing at an alarming rate. The average customer is expected to view 100 minutes of video each day by the year 2021. It makes sense that 92 percent of marketers consider video to be a key component of their overall marketing strategy.

Facebook Live, YouTube, Instagram, Snap Chat, and other social media channels are excellent for promoting your hotel or travel agency using video[12]. People could be drawn to the resort's or hotel's surroundings and magnificent landscape, especially if they appear in an intriguing movie.

Improve customer experience with chatbots:

- Chatbots are a relatively new technology, but they have already had a big impact on the digital engagement strategy of many businesses. Chatbot's usage is expected to increase approximately 30% annually.[17]
- Chatbots are particularly helpful for organizations in the hospitality industry since they enable speedy client answers, regardless of whether you have staff on hand to resolve such concerns.
- Additionally, chatbots may be used to direct potential consumers through the reservation process, encouraging them to complete their bookings and providing support when needed.[20]

VII. TRENDS IN COVID-RELATED HOSPITALITY MARKETING

It is essential to promote safety in communications and advertising.

The biggest change in the hospitality sector is a deeper understanding of safety regulations, which are now more important than ever. Given the increase of COVID-19 instances, it is more crucial than ever to stress the importance of safety and cleanliness, which must be properly maintained across your facilities to safeguard clients.[15] This entails rearranging the tables to put people further apart socially, cleaning more often, requiring mask use at all times, and permitting contactless payment through mobile applications.

VIII. A RENEWED EMPHASIS ON LOCAL CUSTOMERS

One of the most exciting opportunities in hospitality right now is to refocus on your local clientele because the Covid-19 epidemic has decreased demand among consumers worldwide. You may attract residents by offering services like meal delivery, massage treatment, gyms, and saunas at your facility.[8] If you run a hotel or a café, you may offer free internet connectivity to your customers so they can work from home.

IX. ALLOW FOR FLEXIBLE CANCELLATION

Another method to demonstrate how well your company is adapting to COVID-19 is by providing your clients with something distinctive[7]. However, customers are really ready to pay for quality [2] when it is presented to them, contrary to what businesses believe. This is where you should consider what will set you apart. Customers will find it straightforward to rebook if they have the option to cancel their reservation. This will improve customer satisfaction and make your business function more smoothly.

X. CONCLUSION

This research study's conclusion is that new technical developments are very necessary for the hospitality industry to advance. Given that it is a service provider, it should place a high priority on guaranteeing customer satisfaction by training its employees in the most recent business procedures and technologies. To let customers know that technology is being employed in the hotel industry, the same information should be included in the advertising. Hotels should also provide the necessary training for their workers on the latest technologies being utilized in the industry.

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