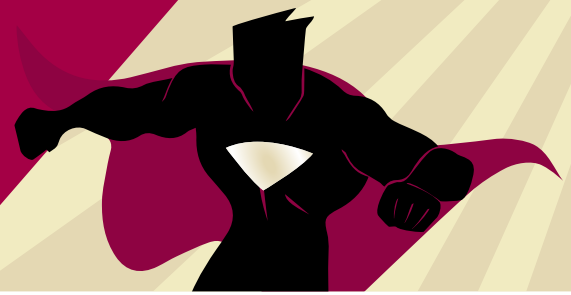


# ISLAND PACIFIC HOTEL MARKETING



The Island Pacific Hotel is located in Hong Kong about 30 minutes away from the region's leading airport. The hotel which overlooks Kowloon bay, is situated in a region where there are no notable restaurants or shops. The absence of shops or restaurants is a major factor since it implies that the hotel operates in a peaceful environment. It is also worth noting that the hotel is located next to the Sun Yat Sen sports centre and the University of Hong Kong.

The hotel's marketing strategy is seen in the company's move to offer its services on an online platform. Through the creation of online presence, a wide customer base can find the hotel. Similarly, the hotel enters an area's local listings such that customers are able to compare services among various providers/outlets. The hotel has made significant improvements to its service provision in line with technological advancements. In particular, offering an online platform allows customers to make online bookings. One other aspect that distinguishes the hotel from the rest is that it allows customers to change rooms at the reception if they wish to change. Such an allowance is popular since for some reasons customers may opt to change rooms.

The hotel's objective is to operate as a market leader that offers unbeatable offers to customers seeking accommodation facilities. This is based on the hotel's decision to take a strategic position in Hong Kong. In brief, the hotel's location is strategic. The hotel's attraction increases based on the amazing pricing of services and the provision of many facilities to customers. For shoppers they can do shopping at the Kowloon area. The fact that a new train center is under construction makes the hotel a more attractive holiday destination.

Another point that supports the above view is that the hotel works towards creating a worthwhile customer experience. The hotel emphasizes on the delivery of quality customer service. This is demonstrated by the idea that once customers heading to the facility arrive, they are welcomed by hotel porters who assist in carrying their luggage before booking them into their rooms.

The hotel rooms are known for their cozy bathrooms with beautifully designed bathtubs and large elegant beds. In addition, the hotel rooms have closets which have many hangers, a safe box and smart reading table. Other items that are provided include: iron and iron board shower gel, toothbrush, and shampoo. The hotel rooms are very clean since they are cleaned regularly. Moreover, towels and beddings are changed often. Apart from the provision of first class services, the management allows customers to book rooms with or without meals.

Quality is a major factor in any industry. However, quality takes an added dimension when it comes to hotel or restaurant facilities given the high level of competition and the ever-increasing customer demands. The quality of the rooms is superior compared to peers in the industry. The superiority of the hotel's products is in its high floors which enable customers to have a perfect view of the city of Hong Kong. It should be noted that Hong Kong has a beautiful landscape which is enhanced by the awesome buildings that adorn the city.

The extension of entertainment services is a differentiating factor for the hotel. The hotel has contracted a pianist who entertains revelers in the hotel each evening. Matters get a notch higher given that there is a spacious swimming pool and an ultra modern gym. The provision of free Wi-Fi sets the hotel apart. In particular, the trend is likely to play a significant role in the mind of holiday destination seekers. The provision of television services with a wide array of channels to select from also marks the hotel as a preferred holiday destination. The hotel appreciates that in the current times, customers prefer to move with electronic gadgets such as phones, tablets

and laptops.

For that reason, the hotels have many plugs where customers can connect their accessories. The hotel does not leave out smokers as it provides them with a smoking zone in front of the hotel's main elevator. This is a critical undertaking since it shows that the hotel cares about each segment of its market/customer base. It is noted that the provision of entertainment and Wi-Fi are significant positioning tools which convince customers that visiting the hotel is worthwhile.

When looking at market segmentation examining the customer base is significant. It is discerned that the provision of a wide array of Chinese foods and fresh milk packed in sachets are targeted to satisfy a given market segment. Customers are given three bottles of fruits and two of water. In addition, the hotel serves a variety of seafood.

Another aspect of segmentation is clear based on the idea that customers are offered the chance to use the organization's shuttle buses or taxis. The implication is that the hotel serves various customer segments. The hotel makes travel arrangements for customers. The hotel's reception welcomes visitors before making enquiries about what customers would require, and guide them appropriately. Customers are offered the choice to select between the hotel buses or taxis which are found at the hotel's main entrance. At the same point, there are trams which head to central area, Causaebay.

The strategy of offering a wide variety of quality services is competitive since it allows an organization to assume a dominant position. In my assessment, the strategy works well since customers are increasingly becoming focused on accommodation facilities that accord them as many services and products as possible. Hence, the Island Hotel's strategy is competitive, and remains critical towards the attainment of the hotel's objectives.