

	<b>RESOURCE LIBRARY - ADMINISTRATION</b> <b>Planning: Marketing Planning</b>	<i>CODE:</i> 01.04.010
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## INTRODUCTION

The basic Marketing Statements included in the Business Plan should be based on the detailed "Marketing Plan" hereafter.

All Hotels must develop a mission statement to include both business and guest service objectives. The Hotel's mission statement is communicated to all employees.

## PROCEDURE

1. All hotels should develop an annual Marketing Plan which includes the following minimum requirements:
  1. Mission Statement
  2. Market Analysis
  3. Competition Analysis
  4. Leading Marketing Idea / Market Positioning
  5. Critical Dates (high and low demand)
  6. Market Segment Objectives & Goals
  7. Advertising Budget
  8. Advertising Placement Schedule
  9. Marketing Budget
  10. Marketing Strategies
  11. Marketing Action Plan
2. All Hotels budget an appropriate percentage of room revenues to be spent on total marketing annually according to past experience and/or management agreements.
3. All Hotels may consider basing the budget on an appropriate percentage of room revenues to be spent on rooms advertising annually as well as an appropriate percentage of F&B revenue to be spent in F&B advertising. The same process may be applied to Other Operated Departments.
4. Hotels monitor the revenue per available room and ensure that it is progressing appropriately.

**Refer to related subject:** Tool: Typical Marketing Plan

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