

## ABSTRACT

Urban Hotel TGS is a newly established hotel in Rijswijk that has been operating for nearly one year. Initially, the company targeted five different market segments to cater to a wide range of customers. However, after a few months of operation, in March 2024, the owner and marketing manager narrowed their focus to a single target segment: young business professionals working in the Netherlands. This decision was based on data indicating that most guests at Urban Hotel TGS fell into this category. Previously, the company did not specifically cater to this segment, prompting the need for a tailored marketing strategy to engage these customers better. This report provides an in-depth analysis of the current situation and proposes a marketing strategy to achieve this objective, specifically addressing the Central Research Question (CRQ): “How to engage the target segment of Urban Hotel The Golden Stork?”

The marketing strategy analysis begins with examining the company and the hotel industry in the Netherlands and globally. Despite the setbacks caused by the COVID-19 crisis, the hotel industry has seen significant growth, particularly in the Netherlands, resulting in intense competition. Industry analysis using Porter’s Five Forces reveals that hotels heavily depend on customer loyalty, leading to fierce competition to win customers’ hearts. Consequently, a customer analysis was conducted through interviews, showing that the target segment prefers affordable prices with appropriate, high-value facilities and strategic locations. Typically, individuals in this segment seek hotel information on Booking.com and Google, filtering options based on location and price.

Competitor analysis identified six major competitors for Urban Hotel TGS: Best Western, Bastion Hotel, Van der Valk, NH, Holiday Inn, and Easy Hotel. A marketing mix comparison showed that Urban Hotel TGS scored the lowest in Place but the second highest in Price among the seven hotels. As Alexopoulou (2024) mentioned, Urban Hotel TGS aims to improve its performance in Product and Promotion. Thus, the writer developed a marketing strategy to enhance product quality and company services alongside creating promotional packages. The product quality enhancement strategy will be executed by enhancing cleanliness protocols and offering better customer service training. These will help provide credible and responsible promotional materials, increasing the target segment’s trust once promoted.

The proposed packages include discounts and themed special offers available exclusively on the official website. This plan is outlined in the form of a new customer journey to help Urban Hotel TGS understand the flow, objectives, and KPIs at each step. Finally, the writer compares the old and new marketing strategies and estimates the impact of the new strategy on four international business aspects, which are Organisation and People, Finance and Accounting, Supply Chain Management, and Environment and Sustainability. The new marketing strategy is likely feasible and will positively impact these four international business aspects.

Keywords: Urban Hotel The Golden Stork (Urban Hotel TGS), Target Segment, Marketing Mix, Positioning, Competitive Advantage, Unique Selling Point (USP).