

# HOSPITALITY AND TOURISM MARKETING

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Lecture 12:Public relations and sales promotion

# Course outcomes

At the end of this lecture, you will be able to:

- Define and explain correctly **major activities of Public relation department**
- Describe clearly the steps **public relations process**
- Interpret perfectly **the steps for sales promotion process**

# Public Relations

- ❑ “Public relations, perhaps the most misunderstood part of marketing communications, can be the most effective tool.



Nancy Huang, (2018), Using public relations to benefit your hotel, <https://www.pegs.com/wp-content/uploads/2018/02/public-relations-for-website-seo.jpg>

- ❑ “Definitions for public relations differ widely.
- ❑ We think that this definition by Hilton best fits the hospitality industry: **“The process by which we create a positive image and customer preference through third-party endorsement.”**



Josh Corder, (2022), Hilton is world's most valuable hotel brand, [https://www.hoteliermiddleeast.com/2021/06/Hilton\\_Jumeirah\\_Hotel.jpg](https://www.hoteliermiddleeast.com/2021/06/Hilton_Jumeirah_Hotel.jpg)

- ❑ Public relations (**PR**) is an important marketing tool that until recently was treated as a **marketing stepchild**.
- ❑ PR is moving into an explosive growth stage.
- ❑ Companies are realizing that mass marketing is **no longer the answer** to some of their communication needs.
- ❑ Advertising costs continue to rise while audience reach continues to decline.

- ❑ Social media has **proven to be a great way to reach thousands of customers and potential customers.**
- ❑ Today, most effective PR campaigns use **Internet; Web sites, blogs, and social networks such as YouTube, Facebook, and Twitter** are providing interesting new ways to reach more people.
- ❑ “The core strengths of public relations—the **ability to tell a story and spark conversation**—play well into **the nature of such social media,**” says a PR expert

# Major Activities of PR Departments

## 1. Press Relations

- ❑ The aim of press relations is to place **newsworthy information into the news media to attract attention to a person, product, or service**. One reason for the growth of press relations in the hospitality industry is **its credibility**.
- ❑ Most types of publicity are viewed by the consumer as **third-party information**.
- ❑ A favorable **write-up of a restaurant** in the local newspaper by the **food editor** has more impact **than an advertisement written by the restaurant's management**.

## 2. Product Publicity

- ❑ Product publicity involves various efforts to publicize **specific products**.
- ❑ **New products; special events, such as food festivals; redesigned products, such as a newly renovated hotel; and products that are popular because of current trends, such as nonfat desserts,** are all potential candidates for publicity.

### 3. Corporate Communication

- ❑ Corporate communication covers **internal and external communications** and **promotes understanding of the organization.**
- ❑ One important marketing aspect of corporate communication is communication directed toward **employees**, such as company newsletters.
- ❑ Companies also need to manage their communication with their stockholders to make sure the stockholders understand the company's goals and objectives.

## 4. Lobbying

- ❑ Lobbying involves **dealing with legislators and government officials** to promote or defeat legislation and regulation.
- ❑ Large companies employ **their own lobbyists**, whereas smaller companies lobby through their **local trade associations**.

## 5. Counseling

- ❑ Counseling involves **advising management about public issues and company positions and image.**
- ❑ Counseling is important when there may be **sensitive issues** associated with the business
- ❑ Example: scarce of water (water conservation by recycling)

# Publicity as PR Tool

- ❑ Publicity is a direct function of PR.
- ❑ Publicity is the task of securing **editorial and news space**, as opposed to paid space, in **print and broadcast media** to promote a product or a service.
- ❑ Publicity is a **popular PR tool** used in the five activities just described

# The Public Relations Process

- ❑ Effective PR is the result of a process.
- ❑ This process must be integrated with the firm's marketing strategy.
- ❑ One common misconception about PR and publicity is that **quantity is more important than quality**.
- ❑ Some PR firms measure success by the number of **articles placed in media**.
- ❑ As in other marketing efforts, PR should be meaningful to **the target market**.

❑ The PR process consists of the following steps: **conducting research, establishing the market objectives, defining the target audience, choosing the PR messages and vehicles, implementing the PR plan, and evaluating the results.**

# 1. Research

- ❑ Before a company can develop a PR program, it must understand the **company's mission, objectives, strategies, and culture.**
- ❑ It should know the **vehicles** that will be effective in delivering messages to the target audience.
- ❑ Much of the information needed by a PR manager **is contained in a well-written marketing plan.**
- ❑ Ideally, the PR manager should be involved in the formation of the marketing plan.

## 2. Establishing the Marketing Objectives

- Marketing PR can contribute to the following objectives:
- Build awareness.
- Build credibility
- Stimulate the sales force and channel intermediaries
- Lower promotion costs.

### 3. Defining the Target Audience

- ❑ A **relevant message** delivered to a **target audience** by the appropriate vehicle is crucial to the success of any PR campaign.
- ❑ Effective PR practitioners carefully identify the publics they wish to reach.
- ❑ They study these **publics and find media that can be used to deliver their message.**

## 4. Choosing the PR Message and Vehicles

- ❑ The PR practitioner is now ready to identify or develop **interesting stories about the product or service.**
- ❑ If the number of stories is insufficient, the PR practitioner should **propose newsworthy events that the company can sponsor**
- ❑ PR ideas include **hosting major academic conventions, inviting celebrity speakers, and developing news conferences.**

## 5. Implementing the Marketing PR Plan

- Implementing publicity requires **care**.
- Consider the matter of **placing information in the media**.
- Exciting** information is easy to place.
- However, most press releases are less than great and might not get the attention **of busy editors**.
- A chief asset of publicists is their personal relationship with media editors.
- PR practitioners are often **former journalists** who know many media **editors and what they want**.

## 6. Evaluating PR Results

- ❑ The contribution of PR is difficult to measure because it is used **along with other promotion tools.**
- ❑ If it is used before other tools come into action, its contribution is easier to evaluate

# What to measure?

- **Exposures:** The number of exposures created in the media
- **Awareness/Comprehension/Attitude Change**
- **Sales-and-Profit Contribution**



Darlene Schmidt, (2021), , Best-Ever Thai 'Weeping Tiger' Beef,  
[https://www.thespruceeats.com/thmb/c5dOsfd0TALvKtQ3GysD2jxYXmM=/1500x0/filters:no\\_upscale\(\):max\\_bytes\(150000\):strip\\_icc\(\)/thai-weeping-tiger-beef-3217433-hero-01-afe3640c78fa4ae3982a3892ecdaeb6b.jpg](https://www.thespruceeats.com/thmb/c5dOsfd0TALvKtQ3GysD2jxYXmM=/1500x0/filters:no_upscale():max_bytes(150000):strip_icc()/thai-weeping-tiger-beef-3217433-hero-01-afe3640c78fa4ae3982a3892ecdaeb6b.jpg)

## PR Opportunities for the Hospitality Industry

- ❑ **Individual Properties:** eg: a single restaurant, tourist attraction, bed and breakfast (B&B), tour operator, or hotel.
- ❑ **Build PR Around the Owner/Operator:** one and the same in the minds of customers.
- ❑ **Build PR Around Location:** The isolation and obscurity of the enterprises is used as a PR
- ❑ **Build PR Around a Product or Service:** Unique service also serves as a PR focal point.

# Crisis Management

- ❑ An important area of PR is crisis management.
- ❑ Not all publicity is good.
- ❑ Hotels are open 24 hours a day, major airline companies have thousands of flights a day, and fast-food companies serve millions of customers each day.
- ❑ There are times when things go wrong; sometimes it is management's fault, and sometimes it is beyond management's control.
- ❑ Managers must realize that things do go wrong: **Guests fall asleep while smoking, people are poisoned by tainted or spoiled restaurant food, thieves rob guests, planes crash, earthquakes destroy buildings, and flooding occurs somewhere every spring**

- ❑ When a crisis does occur, **good communication** with the press can reduce the impact of negative publicity.
- ❑ For example, a fire in a guest room resulting in no injuries could result in **negative or positive publicity**
- ❑ If the hotel contacts the press, the hotel has a chance to **tell its story**.

# Sales Promotion

- ❑ Sales promotion consists of **short-term incentives to encourage the purchase or sale of a product or service.**
- ❑ Sales promotion includes a variety of promotional tools designed to stimulate earlier or stronger market response.
- ❑ It includes consumer promotion (**samples, coupons, rebates, price-off, premiums, contests, demonstrations**), trade promotion-buying allowances (**free goods, cooperative advertising, and push money**), and sales force promotion (**bonuses and contests**).

❑ In using sales promotions, a company must set objectives, select the right tools, develop the best program, pretest and implement it, and evaluate the results



J Bar at Hotel Jerome  
(Aspen, Colorado)

Ryan Smith, (2019), The 20 Best-Designed Hotel Bars in the U.S. | Architectural Digest [https://media.architecturaldigest.com/photos/5c6452972a81d22dc23c83f9/master/w\\_1280%2Cc\\_limit/Midnight%2520Rambler-TX.jpg](https://media.architecturaldigest.com/photos/5c6452972a81d22dc23c83f9/master/w_1280%2Cc_limit/Midnight%2520Rambler-TX.jpg)

# 1. Setting Sales Promotion Objectives

- ❑ Consumer promotions can increase short-term sales or they can be used to help build long-term market share.
- ❑ The objective may be to **entice consumers to try a new product, lure consumers away from competitors, or hold and reward loyal customers.**
- ❑ For the sales force, objectives include building **stronger customer relations and obtaining new accounts**

## 2. Selecting Sales Promotion Tools

- Samples
- Coupons
- Premiums
- Patronage rewards
- Point-of-purchase (POP) promotions
- Contests, sweepstakes, and games

### 3. Developing the Sales Promotion Program

- ❑ The third step in developing a sales promotion is to define the **full sales promotion program**.
- ❑ This step calls for marketers to make other decisions.
- ❑ First, they must decide **on the size of the incentive**.
- ❑ A certain **minimum incentive** is necessary if the promotion is to succeed.
- ❑ A **larger incentive** produces more sales response.
- ❑ The marketer must also **set conditions** for participation.
- ❑ Incentives might be offered to everyone or only to select groups.

## 4. Pretesting and Implementing the Plan

- ❑ Whenever possible, sales promotion tools should **be pretested** to determine if they are **appropriate** and of **the right incentive size**.
- ❑ **Seventy percent** of companies do not test sales promotions before initiating them.
- ❑ To test sales promotions, researchers can ask consumers **to rate or rank different promotions**.
- ❑ Promotions can also **be tried on a limited basis in selected geographic test areas**.

## 5. Evaluating the Results

- ❑ Even though result evaluation is important, many companies fail to evaluate their sales promotion programs.
- ❑ Others do so only **superficially**.
- ❑ Many evaluation methods are available, the most common of which is **sales comparisons before, during, and after a promotion**

# References

- 1] Kotler ,.B (2014) Marketing for Hospitality and Tourism Industry, p 423-446, <https://www.pdfdrive.com/marketing-for-hospitality-and-tourism-6th-edition-e178412795.html>
- 2] Dennis E. Deuschl, (2006), Travel and Tourism Public Relations, chrome-extension://mhjfbmdgcfjbbpaeojofohoefgiehjai/index.html

Thank you!

Next lecture: Tourism and Hospitality distribution  
channels

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