

# Personalization: The Right Path of Marketing for Hospitality Industry



With the changing requirement of customers, the hospitality industry is also changing. This was bound to happen with the change in technology and market pattern demanding more out of hospitality industry. It has been researched and found out by some of the topmost marketing companies that personalization is the way to go in this business and the companies that are involved in hospitality business are focusing more on one-to-one relation and customer satisfaction.

The changing trend in hospitality industry is noted in every segment of it; from customized hotel experiences to one-to-one marketing and value added services. There are certain tools of personalization that are prominent in the market today.

## **One-to-one marketing**

The owners of the hospitality companies have understood that mass marketing is not as effective as personalized and customized marketing. The concept of 'one size fits all' is past. Today people want added incentive according to their preferences and thanks to the advanced technology it is possible to monitor their activities and choices so that customized services can be offered.



The companies are taking note of likes and dislikes of the customers and also tracking their preferences. The deals that are offered to the customers are according to their need. They would not offer you stay in a hotel that is just 5 minutes away from your home or slot credit if you are a table gamer. The deals are more realistic and customized and that is the new way to attract customers.

Internet has been a real friend of the hospitality industry. The activity tracking system lets them find the more active customers who sign up into the website in respect to specific offers. Cookies play a major role in this regard. It helps in recognizing the name of the user and offer deals based on the previous activities specific to him.

## Customized experiences

Customizing experiences makes the customer feel that things are only made for him. This is a real important phenomenon in the hotel industry. There are hotels that track the last activity of the customer in the hotel and try to maintain the same environment when he visits the place back. For instance, you leave the hotel putting your TV on with a special news channel being played and the light deemed. The hotel authority tracks everything and when you revisit the place you get a new room with the same deemed light and the same news channel being played on the television. It just makes you feel that it is your place and kept the way you left it. This tightens the bond between the customer and the business and a sense of loyalty develops.



It is important to engage customers with what they prefer to. To offer that engaging experience you need to be personal and customized. This is applicable to both hotel and casino industries where customers demand higher personalization that actually build trust and a feeling that it is their place and the people here care for them.

The hotel industries are asking customers about their requirement in the hotel when they check in. The target is to make them feel at home making them believe that they have greater say on the service offered. The needs of kids and teenagers are taken care of as well.

As I said in the beginning, the hospitality industry was bound to change in respect to the advancement of technology and people asking more out of the services. Change is constant for this sector and in the last few years it has been speedy and persistent as well. There are new opportunities to make and take and that is what makes the hospitality industry a progressive one.

Date: 2012-05-28

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-personalization-the-right-path-of-marketing-for-hospitality-industry-article1839>