

What's in a Hotel Brand nowadays?

In a market and industry where products and services are all too undifferentiated – and even boring – successful branding can have a significant impact on current profit margins and future buying behavior of what services and products customers will buy. Consumers essentially buy a branded product because it promises reliability and consistency for its intended purpose and application – service features non branded products not necessarily provide. Brand conscious behavior determines the purchasing behavior of our customers and having access to a powerful brand and the consequent distribution channels determine one's commercial survival...

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