

## **2. PRINCIPLES USED TO REACH THE SOLUTION**

### **2.1. Promotion**

Promotion refers to the various marketing activities and communication efforts undertaken by businesses or organizations to inform, persuade, and influence target audiences about their products, services, or brand. As a service business, promotion is an essential tool for any hotel to be sustainable, competitive, and profitable.

#### **2.1.1. Definition of promotion**

According to Kotler et al. (2019), promotion refers to the set of activities and strategies designed to inform, persuade, and influence target audiences about the brand, products, and services. It involves various communication channels and tactics aimed at creating awareness, generating interest, stimulating desire, and prompting action among potential customers.

#### **2.1.2. Importance of Promotion**

Promotion is crucial for several reasons. First, promotion helps businesses increase the business's visibility and reach their target audience. Promoting the business's product or service can attract new customers and retain existing ones, ultimately boosting sales and revenue. Additionally, promotion can differentiate a brand from its competitors, highlighting its unique selling points and value propositions. Moreover, promotions play a vital role in building brand awareness and reputation. Consistent and effective promotion helps to establish brand identity in the minds of customers, fostering trust and loyalty over time. Promotion is also essential for staying competitive in today's crowded marketplace (Kotler et al., 2017).

## **2.2. Promotional tool**

Promotional tools are techniques, methods, or resources that encourage customers to purchase a product or service. Many marketing and advertising professionals use them to promote a new product or enhance sales of a specific item or service.

### **2.2.1. Definition of promotion tools**

According to Kotler et al. (2017), a promotional tool is a tactic or method businesses use to communicate with potential customers, increase brand visibility, and encourage them to buy products or services. These tools are essential components of the promotional mix, working alongside advertising, public relations, and personal selling to achieve marketing objectives. Promotional tools are intended to create favorable brand perceptions, inform consumers about the products and services offered, and ultimately boost demand and sales.

### **2.2.2. Types of Promotional Tools**

Promotional tools refer to a wide range of tactics and strategies that organizations employ to increase brand recognition, interest, and demand for their products or services among potential customers. These tools may be classified into numerous groups, each with its own purpose:

1. **Advertising:** A paid type of communication that uses a variety of media channels, including television, radio, print, online, and social media platforms, to promote items or services to a large audience. Advertising is an efficient strategy to raise brand recognition and exposure.
2. **Sales promotion:** Short-term incentives or promotional activities designed to encourage immediate purchases. Sales promotions include discounts, coupons, contests, sweepstakes, samples, and loyalty programs. These promotions can be targeted at either new or existing customers.
3. **Public relations (PR):** Activities that focus on building and enhancing the reputation and image of a company or brand through media relations, press releases, events,

sponsorships, and community involvement. Public relations is crucial in building trust and credibility with the public.

4. Direct marketing involves direct communication with consumers to promote products or services through channels such as email, direct mail, telemarketing, and SMS marketing. It is often personalized to target specific individuals or segments, making it a highly effective tool for increasing conversion rates.
5. Personal selling is face-to-face or interpersonal communication between sales representatives and potential customers to build relationships, address customer needs, and guide them through purchasing. It is a powerful way to establish trust and create a personalized customer experience.

By combining these promotional tools, businesses can create integrated marketing communications campaigns that effectively reach and engage the target audience (Kotler et al., 2019a).

### **2.3. Brochure**

One of the most common promotional tools that hotels use is brochures. A brochure is a printed marketing or information document that typically folds into a compact format. It provides concise details about a product, service, event, or organization to a target audience. Brochures offer a unique promotional advantage due to their tangible nature, versatility, and comprehensive informational capacity. Unlike digital ads or social media posts, brochures provide a tactile experience, allowing recipients to engage directly with the content. They come in various formats, from bi-fold, tri-fold, and booklet styles, enabling flexible presentation with text, images, and graphs to capture attention effectively. Brochures afford ample space for detailed information about products, services, pricing, and contact information, facilitating deeper exploration and education for potential customers. Moreover, their physical presence and often high-quality design lend brochures a perceived value and credibility, enhancing trust and the perceived quality of the promoted offerings.

#### **2.3.1. Hotel Brochure**

According to Campbell (2019), making a hotel brochure eye-catching involves incorporating visually appealing design elements and engaging content to capture the

attention of potential guests. There are several ways to make the hotel brochure look eye-catching.

**1. Create an appealing headline for the hotel brochures.**

An attractive headline captures the reader's attention and encourages them to read the rest of the brochure. In a competitive market where buyers are overwhelmed with information, a memorable headline may help the brochure stand out. Also, the headline should convey the primary message or value that the hotel provides to the potential guests. The headline should clearly state what distinguishes the hotel: the luxurious accommodation, outstanding service, or beautiful rates. Moreover, an appealing headline encourages readers to take action, such as booking a stay, visiting the hotel's website, or calling reservations. It should encourage customers to continue reading the brochure and eventually convert into guests.

**2. Maximize the use of color and photographs in brochures.**

Color and images improve the visual appeal of brochures, making them more appealing and engaging for readers. Vibrant colors and high-quality photos attract and draw the reader's attention, boosting the possibility that they will interact with the brochure's content. Also, color and images are excellent tools for communicating information quickly and effectively. Images are more successful than words in communicating information about the hotel's services, accommodations, dining options, and surrounding environments. Moreover, they give visual context and allow readers to envision themselves experiencing the hotel's amenities.

**3. Design the brochure within the hotel's branding.**

The brochure's design should reflect the hotel's distinct brand identity, including values, personality, and market positioning. Consistent branding distinguishes the hotel from competitors and offers guests a

memorable and consistent brand experience. Also, when the brochure design is consistent with the hotel's identity, it improves brand recall and identification. Furthermore, customers who see the brochure are more likely to identify it with the hotel's brand identity, making it more straightforward to remember and recall the hotel when making reservations. Moreover, a brochure's adherence to the hotel's branding requirements demonstrates expertise and attention to detail. It shows the hotel takes branding seriously and invests in presenting a consistent and polished image to customers.

#### **4. Call to action in the brochure.**

A call to action gives the reader explicit directions on what action to take next, such as booking a stay, visiting the hotel's website, or calling reservations. With a call to action, readers may be confident of what actions to take, resulting in missed possibilities for engagement or conversions. Also, the major purpose of a hotel brochure is to increase reservations and income for the hotel. Including a call to action enhances the probability that readers will take action and become guests. Furthermore, a powerful and appealing call to action may significantly influence conversion rates and the success of the hotel's marketing efforts. Moreover, a well-written call to action could create a feeling of urgency in readers and drive them to act swiftly; phrases like "Book Now!", "Limited Time Offer," or "Do not Miss Out" encourage readers to act quickly to book their reservation before it is too late.

#### **5. Focus on the content of the hotel brochure.**

The primary objective of a hotel brochure is to provide potential guests with relevant information about the hotel's offers, facilities, and services. High-quality content lets readers decide whether the hotel fulfills their requirements and preferences. Also, the content of the hotel brochure conveys central themes and value propositions that set the hotel apart from

rivals. Furthermore, the brochure aims to attract potential guests' attention and encourage them to pick the hotel over alternatives by emphasizing unique features, special deals, and excellent service. Moreover, the content of a hotel brochure is vital in establishing and maintaining the hotel's brand identity. The brochure reflects the hotel's personality, beliefs, and market positioning through well-chosen language and images, creating a solid and memorable brand presence.

### **2.3.2. Hotel Brochure Content**

According to Velasco (2023), the content of a hotel brochure should be carefully designed to effectively communicate the unique features, amenities and benefits to potential guests. Here is a breakdown of the critical content elements that should be included in a hotel brochure:

#### **1. Business name & slogan**

A hotel's name and tagline set the mood and expectations of guests, even when they read them. Write a simple yet memorable slogan for travelers to remember when they're ready to book.

#### **2. Contact details**

Several contact details must be included in the hotel brochure. First, location and map - Include the hotel's full location or a map drawing with essential landmarks and directions to assist customers in locating it simply. Second, contact information – Include customer service phone numbers in all hotel marketing materials, including the hotel brochure. To make it easier for customers to create and confirm reservations, the hotel can include local phone numbers for specialized services such as airport transfers and the hotel restaurant. Finally, Social media accounts - Some customers may contact the hotel via their social media accounts. Thus, it is advisable to mention them in the brochure.

#### **3. Room and rates**

Showing the photo on the brochure gives the guest a glimpse of the hotel rooms. Write accurate room descriptions, features, and typical pricing to assist guests in determining which opinion is most suitable for them. Coupons, discounts, and promotions - Include discounted prices and coupons in the hotel brochure. Customers often save hotel brochures with special or limited deals.

#### **4. Amenities**

Suppose the hotel has a spa, salon, swimming pool, fitness center, pet-friendly rooms, and other amenities. List them on the brochure to entice potential guests. Services—In addition to the rooms and amenities, the hotel offers other services, such as laundry services, transportation assistance, and relaxation activities.

#### **5. Graphics and photos**

Stunning photos will level up the hotel brochures and help the customers visualize the hotel's appearance. Here are some images that should be included in the hotel brochure: First, hotel rooms - customers can easily choose which room to book when they see what the rooms look like. If the hotel room has a great view of the city, sea, or even a gorgeous shower, include them in the pictures. Second, amenities - add photos of amenities like a spa, salon, swimming pool, fitness facilities, parking, entertainment rooms, and more to bring guests into the hotel. Finally, F&B promotion is essential for the hotel brochure because F&B promotions can add value to the guest experience by offering discounts, special offers, and packages on dining options within the hotel. Also, the F&B promotions can drive revenue for the hotel restaurant, bar, cafe, and room service.

### **2.3.3. Hotel Brochure Design**

There are several design elements in the hotel brochure, which are:

#### **1. Color scheme**

There are several reasons why a color scheme is vital for a hotel brochure. First, colors are essential in creating and strengthening a hotel's

brand identity. Second, the color design of a brochure influences its visual appeal and attractiveness to prospective guests. Finally, different colors elicit distinct moods and feelings. Warm colors, such as red and orange, can stimulate energy and enthusiasm, whereas cool colors, such as blue and green, can induce feelings of peace and relaxation (Eiseman, 2017).

## **2. Typography**

Typography is essential for a hotel brochure because the fonts used for headings, subheadings, and body text should be readable and consistent with the hotel's brand identity (Wheeler & Meyerson, 2024).

## **3. Image and photography**

High-quality photos and photographs highlight the hotel's services, rooms, and surroundings. Also, high-quality graphics and pictures enhance the brochure's visual appeal and entice potential guests. They look into the hotel's ambiance, facilities, accommodations, and surroundings, tempting readers to discover more (Bate, 2016).

## **4. Layout and formatting**

According to Puhalla and Cullen (2018), a well-designed layout helps organize information logically and intuitively, making it easier for readers to traverse the brochure and discover the information they want. Clear divisions, headers, and subheadings help the reader navigate the text and increase readability. Furthermore, excellent style and formatting strategies enable designers to emphasize vital information and features. Designers can use strong writing, color accents, and intelligent positioning tactics to highlight special discounts, facilities, accommodation selections, and other hotel-selling features.

## **5. White space**

White space surrounding text and photos prevents congestion and enhances readability by creating visual breathing space. It enables readers to focus on the brochure's material without being distracted by surrounding objects. White space also enhances the beauty and refinement of a brochure's design by generating a feeling of balance and harmony. It

highlights design components and improves the overall aesthetics of the arrangement. Furthermore, white space allows designers to experiment with layout and composition. It enables unique text and picture layouts and dynamic design features that draw the reader's attention (Golombisky & Hagen, 2016).