

The Alexis Hotel



Marketing Plan

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Organizational Assessment

History

Kimpton Hotels & Restaurants was founded in San Francisco in 1981 by Bill Kimpton. This hotel was one of the first boutique hotels and paved the way for the boutique hotel industry. In years to come, Bill would introduce features to set Kimpton apart from its rivals. Some of these features included the Guppy Love program, a program in which solo travelers can request a goldfish to keep them company as well as Tall Rooms, which are rooms where the beds are longer and the shower heads are taller in order to accommodate taller guests. In 2014, Kimpton merged with InterContinental Hotels Group to create the world's largest boutique hotel chain.

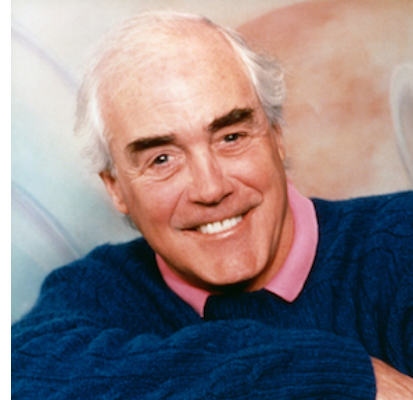


Figure 1: Bill Kimpton, founder of Kimpton Hotels & Restaurants

Philosophy

The Alexis Hotel is unique in that it does not focus on the materialistic things such as revenue and the number of guests staying the night. While these things are important to the Alexis Hotel in the short term, in the long run, they want their guests to be their most wholesome and true self and to be the best version of themselves that they can be.

Values

“Be yourself. Who you are is who we are. So bring the real you. The best and ever-improving version of you. Bring your background, your personality, your individuality. It’s those just-you qualities that make it more personal for you, and our guests. The list of people we seek to understand, welcome, and celebrate is long and glorious. It includes people of all personalities, lifestyles, experiences, races, ethnicities, ages, religions, physical abilities, sexual orientation, gender identities, and genders. In fact, since our founding in San Francisco more than 30 years ago, we have been a longstanding supporter of the LGBTQ community” (Kimpton Hotels, 2017).

“Lead yourself. We support you, and you support we. We trust you to give it your all, take initiative, do right when no one’s watching, find creative new ways to delight guests and co-workers. We trust you to learn, grow, and continually improve at whatever you do. You’ll find plenty of help, with programs, tools, and people dedicated to making your journey at Kimpton awesome, as long as you take the first step” (Kimpton Hotels, 2017).

“Make it count. As long as we’re here, why not make lives better? Yours and our guests. We care for both, and we pursue every chance we can to create a heartfelt, human connections. That focus and passion gives our work meaning. What you do matters. You matter. You won’t be punching a clock and counting the hours; you’ll be making it count one Kimpton moment at a time” (Kimpton Hotels, 2017).

Culture

“We empower every employee to connect with people in their own unique and personal way, and to blaze their own hospitality career path. We’ve got the programs and tools to support our people, but we believe the path to becoming their best self is unscripted, beyond formulas and manuals. We trust our employees will figure it out, be creative, take chances, and find a genuine way to make guests feel at home. Our company culture thrives on this idea of self-leadership—where everyone takes ownership, is accountable for their own actions, and produces results—all while having a little fun. We know that when people can be themselves at work, they shine. We seek and welcome lively, genuine people with diverse backgrounds, races, genders, talents, and experiences who care a great deal and bring a mix of creativity, passion, and determination. This all makes for a work environment that’s a bit quirky, irreverent, exciting, uncommon, and downright exceptional. Guests feel it, and you’ll feel it, too” (Kimpton Hotels, 2017).

- “The Trevor Project: Kimpton’s longest-standing partnership, The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, and questioning (LGBTQ) young people.
- Pride Marches, HIV/AIDS Support Groups: Our individual hotels support activities in regional markets, such as Pride parades for the LGBT community and HIV/AIDS Support Groups that provide education, advocacy, and direct services for prevention and care of those confronting HIV in communities most vulnerable to the disease.
- No Kid Hungry: The No Kid Hungry campaign aims to end childhood hunger in America by connecting kids in need with nutritious food, and teaching families how to cook healthy, affordable meals.
- Chefs Cycle: Kimpton encourages restaurant staff to participate in this series of person-to-person fundraising bicycle endurance events, featuring award-winning chefs fighting hunger outside the kitchen.
- The Movember Foundation: a global charity committed to men living happier, healthier, longer lives, funding more than 1,000 projects focusing on prostate cancer, testicular cancer, and suicide prevention.
- Clean the World: Created in 2009 by a regular business traveler, Clean the World is committed to maintaining an environmentally and hygienically safe recycling process. They are the world’s first and only high-volume soap recycler” (Kimpton Hotels, 2017).

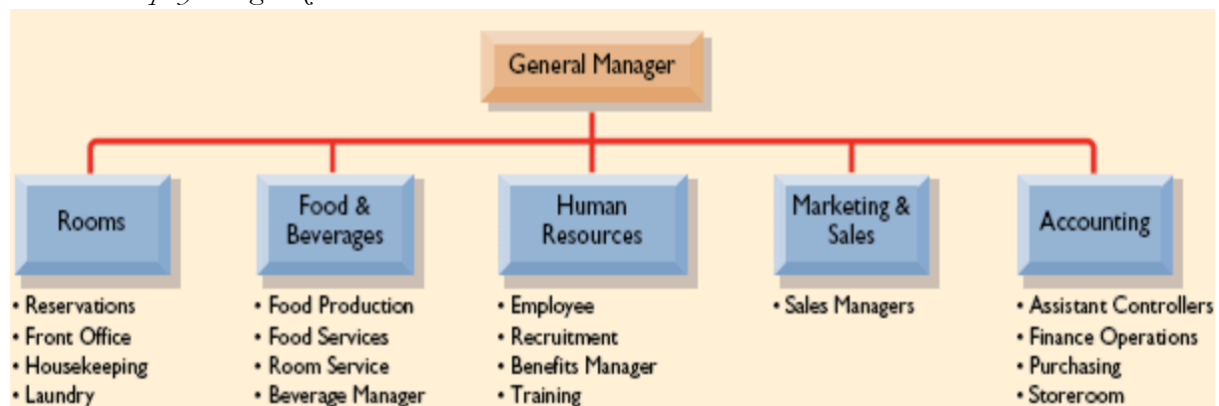
Objectives and Goals

“From the start, Kimpton’s extended core values are of human connection, heartfelt care, and diversity and inclusion with communities, causes, and values that have an impact far beyond our properties. Beginning with Bill’s early support for AIDS-related causes, we’ve taken a “do the right thing” approach to community involvement, forging partnerships focused on health and wellness, the environment, and individuality and diversity. Kimpton objectives include:

- “To constantly review and adapt to the specific features and requirements of our target market segments.
- To apply a personalized approach to the marketing environment particulars – development and updating of the strategy for communication with our competitors, partners and the sectors which constitute our target markets on both national and international level.
- To develop and sustain a positive image of a well-established trademark. We are constantly increasing our promotion means.
- To develop and enhance our hotel structure, paying attention to each type of services offered – business, accommodation, food and beverage, wellness, and etc.
- To ensure invariable high standards of the hotel facilities in compliance with our category, the modern trends in the hospitality industry, and the related sectors.
- To contribute in all times to our hotel team’s zest for personal development, training, and high motivation
- To revise regularly our goals, integrity, and the actual results achieved and to update these in accordance with the changing environment.”

Operational

Table 1: Employee Organizational Chart



(Oten, 2016)

The Alexis Hotel has around 50 full-time employees (Kimpton Hotels, 2017). The Alexis Hotel's highest ranked employee is their general manager. All other employees are under the general manager.

Operations

Amenities

- Air conditioning
 - Elevator/lift
 - Room service (limited hours)
 - Hair salon
 - Concierge services
 - Shopping on site
 - Conference space
 - Minibar
 - Daily housekeeping
 - Hypo-allergenic bedding available
 - Phone
 - Private bathroom
 - Bathrobes
 - Hair dryer
 - Iron/ironing board
 - Diners Club
 - Coffee/tea in common areas
 - Breakfast available (surcharge)
 - Safe-deposit box at front desk
 - Spa services on site
 - Designer toiletries
 - Desk
 - In-room climate control (air conditioning)
 - Premium bedding
 - 24-hour front desk
 - Porter/bellhop
 - Dry cleaning/laundry service
 - Spa treatment room(s)
 - Smoke-free property
 - In-room massage available
 - Shower/tub combination
 - In-room safe (laptop compatible)
 - Wi-Fi (surcharge)
 - Cable TV service
 - HDTV
 - Accessible bathroom
 - Roll-in shower
 - In-room accessibility
 - 24-hour business center
 - Down comforter
- (Kimpton Alexis, 2017)

Services

Kimpton Karma Rewards members get a personalized stay, \$10 bar credit, free Wi-Fi, earn reward nights, get exclusive offers, and more.

- Hosted wine reception in the lobby from 5 to 6 pm
- The Bookstore Bar & Café for top Seattle dining and drinking
- 6AM - 10PM room service from Bookstore Bar & Café
- Luxury Atelier Bloem bath amenities
- In-Room Spa Services
- Overnight valet parking \$43 + tax (subject to change), with in-and-out privileges (50% discount for hybrid vehicles)
- Shop at the Alexis, independent boutiques for a distinctive Seattle shopping experience (An exceptional experience, 2017).

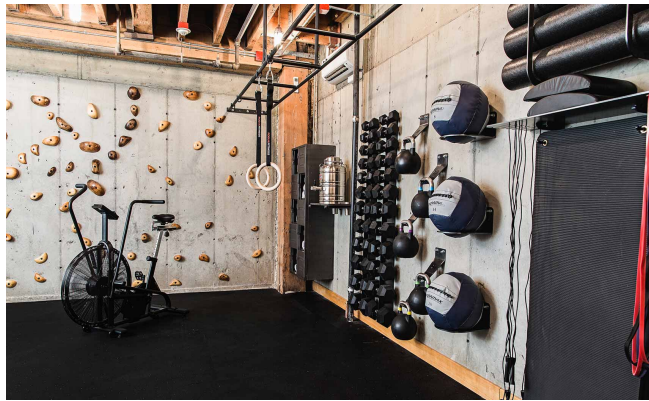


Figure 2: The gym at the Alexis Hotel

Policies

Check in/check-out time

Check in time is 3:00pm; check-out time is 12:00pm—local hotel time.

Smoking

Kimpton Alexis Hotel is 100% non-smoking. There are no rooms that allow smoking.

Room Service

Kimpton Alexis Hotel features room service selections from Bookstore Bar. Room service is available 6AM - 10PM daily.

Cancellation

The hotel's standard cancellation policy is 72 hours (*please note some reservation bookings may have different cancellation penalties—review your confirmation or itinerary for more details). Reservations must be cancelled by 6:00pm local hotel time.

Payment

We require a credit card for guarantee of a registration; however, payment by credit card or cash upon departure for charges is accepted.

Pets

Yes, pets are accepted. There are no weight, height, or type restrictions. Guest will be asked to sign a release form upon check-in. If your pet will remain in the guest room while you are away, we ask that you provide us with a contact cellular number so that we may contact you.

Financials

While financial information was not available specifically for the Alexis Hotel, on average, Kimpton brings in \$1 to \$2 billion (USD) per year in revenue (Kimpton Hotels, 2017).

Kimpton's finances are in good hands. In 2015, six new properties were signed and more than ten were under development (Wroten, 2016).

The Alexis Hotel's finances are impacted by days of the week as well as what time of the year guests book their rooms. The Alexis Hotel is typically more full on Friday and Saturdays and starts slowing down starting on Sundays. Holidays such as Thanksgiving, Christmas, and New Years are also a busy time for the Alexis Hotel.

Historic

The Alexis Hotel does not have any specific advertisements for their particular location, but overall, Kimpton offers many forms of marketing and advertisements, and their efforts are very widespread.

Kimpton uses many platforms to advertise. These platforms include magazines, television, their website, and social media. Kimpton utilizes digital advertising, including pictures and videos to promote their brand and the services they offer.

Alexis

HOTEL / SEATTLE

Figure 3: The Alexis Hotel's Logo

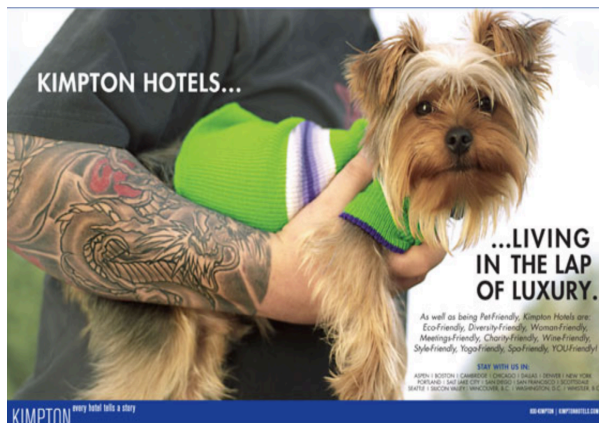


Figure 4: Old Website advertisement



Figure 5: Old Website advertisement



Figure 6: New Website Advertisement



Figure 7: Twitter post



Figure 8: Twitter post

SWOT Analysis

Table 2: SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Existing distribution and sales networks• High growth rate• Reduced labor costs• Unique amenities and services	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Brand portfolio• High loan rates are possible• Payment for certain amenities
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Growing demand• New locations• Income level is at a constant increase• Growing economy	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Price changes• Increasing costs• Tax changes• External business risks• Financial capacity

Conclusion

From the information gathered, the Alexis Hotel and Kimpton in general has proven that they put their guests first. Their desire to create a unique hotel experience encompasses all that they do. This is shown in their incomparable services such as the Guppy Love program and their Tall Rooms. Kimpton strives to support local and national charities and non-profits, which helps aid in their popularity throughout their community. While their advertisements and marketing approaches are able to reach a plethora of people, the Alexis Hotel is threatened by price changes as well as external costs. Overall, the Alexis Hotel's guest loyalty as well as their amenities will benefit them in the future.

Target Market Assessment

Target Market

The Alexis Hotel's target market is comprised of male business travelers in the financial industry between the ages of 24 and 34 living in Seattle, Washington who arrive at their designated hotel at around 4:00pm.

Visual Target Market

Figure 9 represents the business traveler market the best because it breaks down the mindset of business travelers while also stating their wants and needs. It shows that business travelers need to work, but also want to be able to relax.



Figure 9: A businessman mixing work with pleasure

What the Target Market Wants and Needs

For the majority of business travelers, there are some things that take precedent over other things. Business travelers want free, in-room Wi-Fi, smartly placed charging stations for their electronic devices, and a gym. As depicted in Figure 9, their overall wants and needs out of an experience is relaxation. Business travelers spend the majority of their time traveling, so when they get to a hotel, they want to be able to kick back, relax, and not worry about any of the details (Shomov, 2016).



Figure 10: An infographic of the needs and wants of business travelers

How the Target Market Spends Their Money

While the data for what men between the ages of 24 and 34 bought was not available, data such as Figure 12, represents the average amount of money men over the age of 16 spent in 2015. Figure 11 represents the services and items that men and women ages 30-34 bought in 2016. Most money was spent on hygiene items, cash contributions to organizations, and gasoline. After that, money was

spent on cellular devices, health insurance, and computers. According to Figure 13, most men between the ages of 25 and 34 spend their time watching television followed by socializing and communicating in their leisure time.

Consumer Expenditure Comparison



Geography: FullUS - Entire US

Entire US

2016B Consumer Expenditures (Average Household Annual Expenditures):

Total Households	122,317,721
Median Household Income	\$55,159
Total Average Household Expenditure	\$58,051
Airline Fares	\$370.94
Alcoholic beverages purchased on trips	\$51.32
Alimony Expenditures	\$17.17
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.04
Apparel and Services for Children Under 2	\$81.87
Apparel Laundry and Dry Cleaning not coin-operated	\$48.60
Books thru book clubs	\$4.11
Books not thru book clubs	\$35.60
Boys' active sportswear	\$1.29
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,417.26
CDs, Records, Audio Tapes	\$9.00
Cellular Phone Service	\$992.26
Child Support Expenditures	\$94.12
College Tuition	\$927.20
Computers and Computer Hardware for nonbusiness use	\$136.18
Computer information services	\$320.51
Coolant, brake fluid, transmission fluid, and other additives	\$5.67
Cosmetics, perfume, bath preparations	\$124.53
Deodorants, feminine hygiene, miscellaneous personal care	\$29.42
Electricity	\$1,460.55
Fees for Recreational Lessons	\$110.54
Finance Charges Excluding Mortgage And Vehicle	\$287.50
Floor Coverings, Nonpermanent	\$16.21
Food or Board at School	\$31.98
Food on out-of-town trips	\$283.77
Funeral Expenses	\$62.25
Furniture	\$459.18
Gasoline And Motor Oil	\$1,606.00
Girls' Active Sportswear	\$10.00
Hair Care Products	\$50.84
Hospital Room and Services	\$112.20
Health Care Insurance	\$627.75
Health Maintenance Organization (not BCBS)	\$656.37
Housekeeping Services	\$185.22
Household Textiles	\$112.60
Intracity Bus Fares	\$11.39
Intracity Mass Transit Fares	\$99.76
Jewelry	\$72.60
Legal fees	\$140.74

Figure 11: The average amount of money spent by men and women in 2016

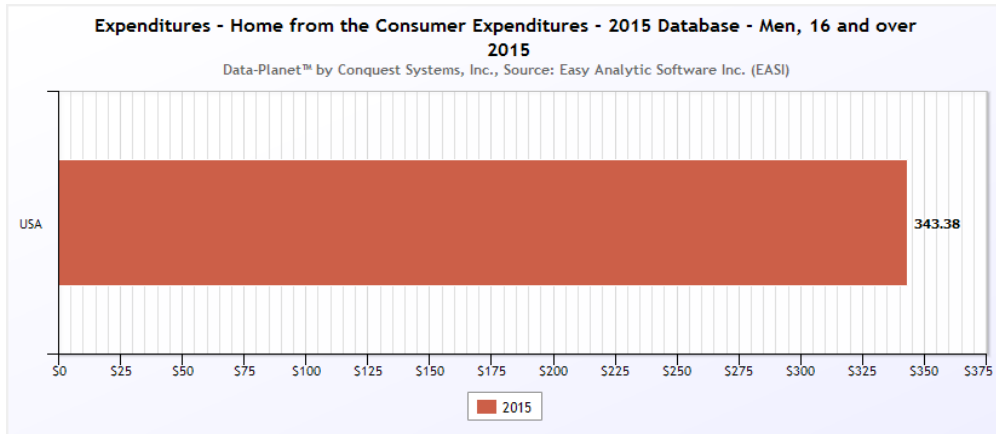


Figure 12: The average amount of money spent by men over the age of 16 in 2015.

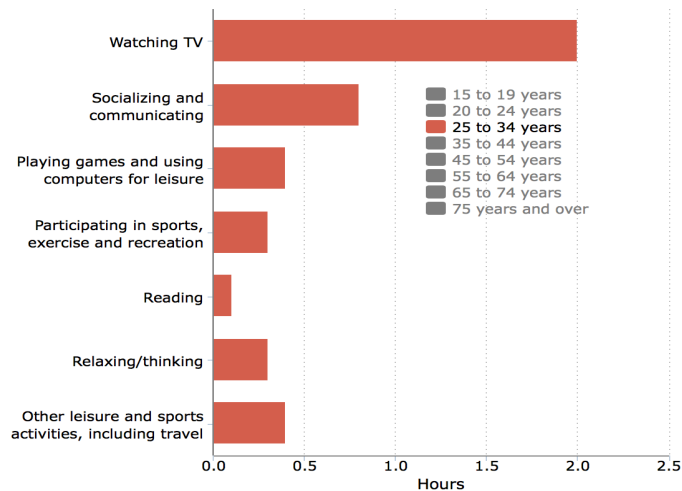
How the Target Market Can be Reached

Television

The target market can be reached through many avenues. They can be reached through the NFL network on television. The majority of men watch NFL football, so this would be a great avenue to reach them.

Average hours per day spent in leisure and sports activities by age, 2014 annual averages

The young spend more time playing games and using computers than older adults, while older adults spend more time reading



Click legend items to change data display. Hover over chart to view data.
Source: U.S. Bureau of Labor Statistics.

Figure 13: The average number of hours men spent in sports and leisure activities in 2014

Radio

As shown in Figure 14, the majority of men ages 25 to 54 listen to the radio between the times of 3:00pm and 7:00pm. Figure 15 shows that the majority of men between the ages of 25-34 listen to rhythmic, contemporary, and Mexican music the most. Although radio stations are different for all cities, if advertisements were to be put on to the radio stations in Seattle, Washington, they should be put onto KUBE 93.3, a rhythmic contemporary hit radio station, and KDDS 99.3, a Mexican regional radio station.

	Age	6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
Persons	12+	74.9%	82.3%	81.5%	59.4%	25.7%
Persons	12-17	68.4%	71.2%	78.9%	62.7%	18.6%
Persons	18+	75.6%	83.5%	81.8%	59.0%	26.5%
Persons	18-34	72.5%	82.3%	83.2%	66.4%	28.4%
Persons	25-54	80.0%	85.3%	86.3%	64.0%	28.8%
Persons	35-64	80.5%	85.8%	85.6%	60.8%	28.5%
Persons	65+	66.9%	78.9%	68.7%	41.4%	17.5%
Men	12-17	65.0%	67.2%	75.1%	58.7%	16.7%
Men	18+	76.2%	83.2%	82.2%	60.3%	30.7%
Men	18-34	70.9%	80.2%	81.5%	65.2%	32.0%
Men	25-54	80.0%	84.6%	86.0%	64.6%	34.0%
Men	35-64	81.3%	85.8%	86.0%	62.2%	33.5%
Men	65+	69.9%	80.4%	71.0%	44.0%	19.1%

Figure 14: The number of people listening to the radio during the day

Adults 25-34	
Format	% of audience in this demographic: Adults 25-34
Rhythmic	32.3%
Contemporary (CHR Top 40)	31.5%
Mexican/Tejano/Ranchera (subset of Hispanic)	31.3%
Alternative	27.8%
Rock	26.9%
Urban	26.6%
Hispanic	26.2%
Spanish AC (subset of Hispanic)	25.1%
Tropical (subset of Hispanic)	23.5%
Adult Contemporary	21.6%
Variety/Other	21.6%
Adult Hits (Jack, etc.)	21.3%

Figure 15: The type of music men ages 25 to 35 listen to

Social Media

Advertisements would reach business travelers through social media if advertisements were placed on Facebook, Twitter, and Instagram. These are the three most heavily used social media platforms by business travelers as depicted in Figure 16.

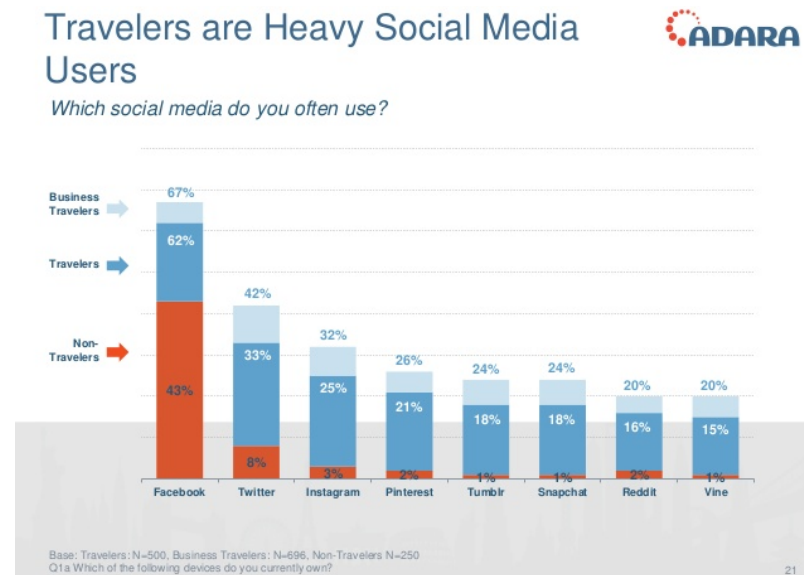


Figure 16: The social media platforms most used by business travelers

Print

Men ages 25 to 34 are the main target market for health magazines. These magazines include titles such as Fitness, Health, Men's Health, Men's Fitness, and Prevention.

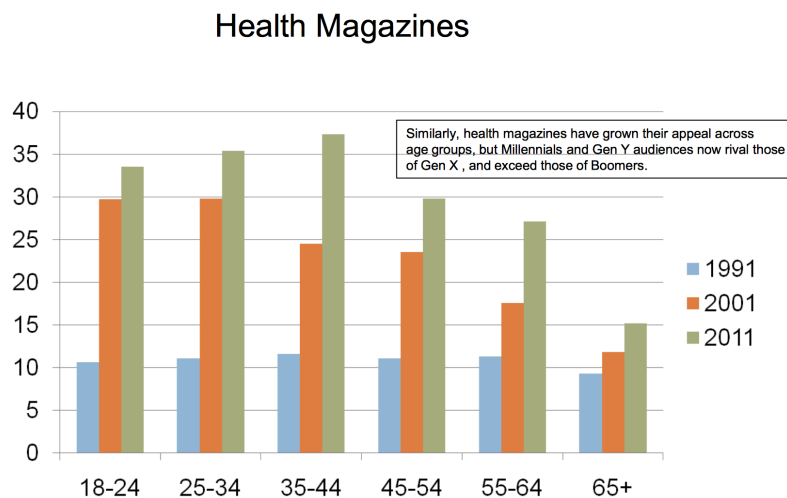


Figure 17: The number of men reading health magazines

Why This Target Market Was Selected

This target market was chosen because millennials take up the largest percent of business travelers. The Alexis Hotel and the Kimpton brand in general, caters to business travelers.

SWOT Analysis

Table 3: SWOT Analysis for the target market of the Alexis Hotel

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Location• Services offered• Unique amenities• Room rates	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Weekend room rates• Parking• Not knowing Kimpton is part of the InterContinental Hotels Group brand
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Group discounts• Group block rates• Increase awareness for Kimpton brand	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• The Maxwell Hotel• Hotel Ändra• Hotel 1000• Incoming boutique hotels

Brand Positioning Assessment

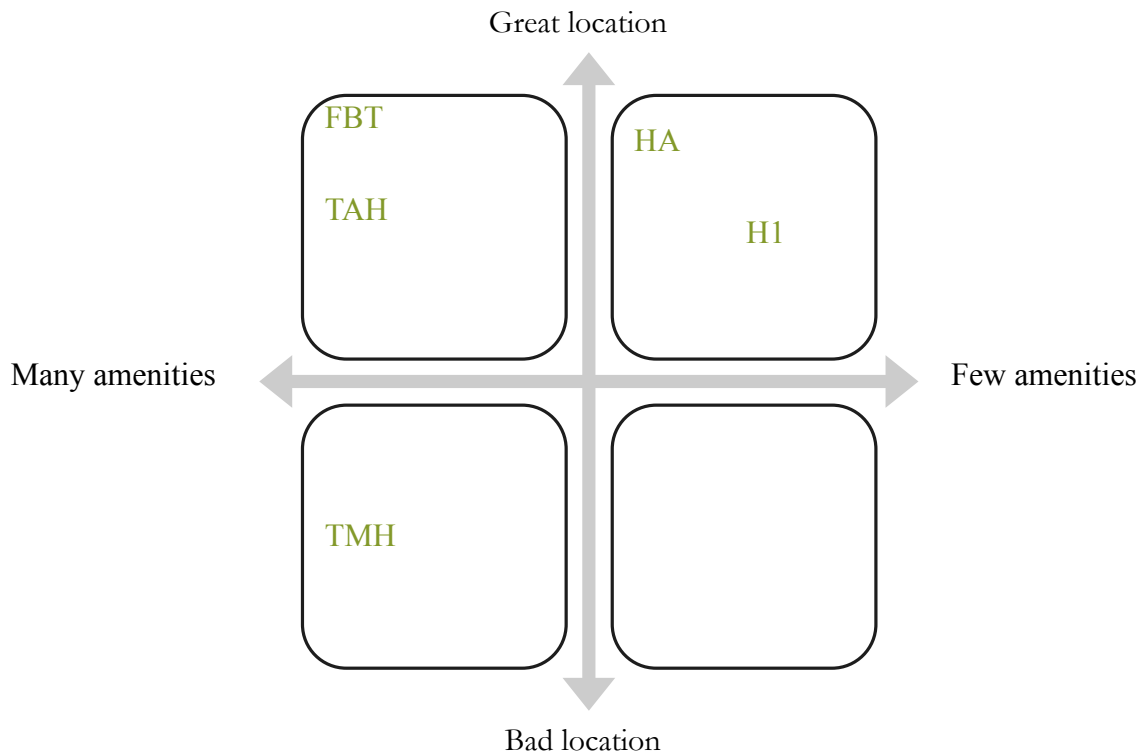


Figure 18: Brand Positioning Assessment

Brand Positioning Assessment Key

TMH- The Maxwell Hotel: Great amenities but subpar location

HA- Hotel Ändra: Great location but subpar amenities

TAH- The Alexis Hotel: Great amenities and good location

H1- Hotel 1000: Good location but subpar amenities

FBT- Financial business travelers: Wants a great location and great amenities

Marketing Objective

Increase the amount of advertising that the Alexis Hotel does in order to reach out to male business travelers in the financial industry between the ages of 24 and 34 living in Seattle, Washington by January 1, 2018. This can be achieved by posting more on social media and paying for more advertisements on the radio and in magazines.

Conclusion

Business travelers have specific wants and needs that include, but are not limited to, free in room Wi-Fi, and access to a gym. There are many ways that the target market could be reached. One of the main ways that the target market could be reached is through radio. Radio stations to reach the target market include rhythmic, contemporary, and Mexican music. While there was heavy competition, the Alexis Hotel came out on top as having the best amenities and the best location for business travelers. Some things that could threaten the Alexis Hotel from the viewpoint of business travelers would be other boutique hotels as well as incoming boutique hotels. Some opportunities include group discounts, group block rates, and increased awareness for the Kimpton brand.

Branding and Collateral Assessment

Introduction

Figure 19 shows a magazine advertisement used by the Alexis Hotel. On the upper half of the advertisement, a basic hotel room with a lack of amenities is shown. On the bottom half of the advertisement, pictures of a hotel room, a gym, and wine with wine glasses is shown, depicting the amenities that the Alexis Hotel offers. The phrase, “Sometimes, More is More” is written on the advertisement. This phrase is meant to show that because the Alexis Hotel offers more amenities, guests get more out of their experience at the Alexis Hotel.

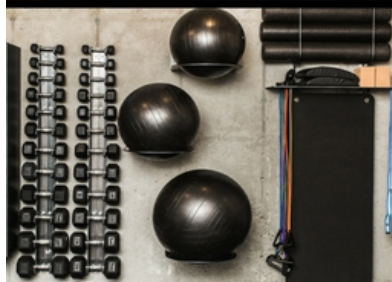


Figure 19: Magazine advertisement for the Alexis Hotel in Seattle, Washington

Conclusion

Figure 19 can be put in multiple magazines. To reach their target market, the Alexis Hotel should put this advertisement in magazines such as the Seattle Business magazine. By doing this, this advertisement will benefit the most and the highest number of customers will be reached.

Press Release



Contact: Lane Wagner
Telephone: 231-463-3843
Email: wagnelan@mail.gvsu.edu
Date: 4/13/17

FOR IMMEDIATE RELEASE

ALEXIS HOTEL TO EXPAND THEIR GYM

Seattle, Washington – The Alexis Hotel will be renovating their current gym beginning on May 1, 2017. The current gym, which was built in 2005 will be torn down to make way for the expansion (see attachment).

The new gym is expected to be completed by June 1, 2017. Due to the heavy construction that will take place between May 1, 2017 and June 1, 2017, incoming guests will be notified of the expansion while making reservations over the telephone and through the website. The new gym will consist of multiple new items. Additional equipment includes:

- Two treadmills
- Dumbbells ranging from three to fifty pounds
- Weight-lifting belts
- Plyometric boxes
- Two StairMasters
- Bowflex machine
- Two power rack stations

It can be hard to find time to yourself to work out, and with the increasing number of individuals wanting access to a gym while traveling, the Alexis Hotel decided to jump on the bandwagon. While the Alexis Hotel is known for their modern gym, they want to keep up with the growing need for more room and more equipment to please current and future guests.

-END-

For additional information about The Alexis Hotel, visit <http://www.alexishotel.com/>

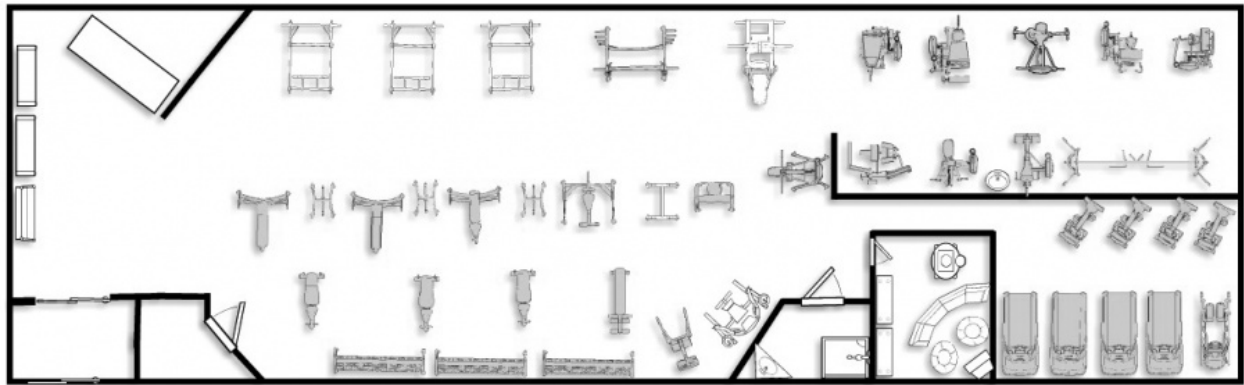




Figure 20: The anticipated look of the gym once completed

Social Media Assessment

Introduction

Table 4 compares the social media avenues and the usage between the Alexis Hotel and Hotel Ändra. It shows the qualitative and quantitative social media data. The top social media channels that were analyzed were Facebook, Instagram, and Twitter. This data was gathered by viewing their different social media platforms. Their frequency of posting as well as the number of people following their social media platforms were then evaluated. This evaluation took place on February 17, 2017.

Table 4: Social Media Assessment of the Alexis Hotel and Hotel Ändra

		
“Voice” Used	Professional, enticing, and personal	Personal, bold, and relaxed
Target Audience	Business professionals, families, and travelers	Millennials, travelers, wedding guests, and families
Instagram Followers	19,900	262
Instagram Likes*	100	30
Facebook Followers	3,507	1,846
Facebook Likes	3,750	1,994
Twitter Followers	49,200**	3,706
Twitter Likes*	10**	3
Frequency of Messages	Instagram: 4-6 posts per week Facebook: 2-3 posts per week Twitter: 3-5 posts per day	Instagram: 4-6 posts per week Facebook: 3-5 posts per week Twitter: Every 3-5 days
Types of Messages	Events, pictures, promotions, and random	Events, pictures, promotions, and random

*Accounts for the average amount.

**Accounts for brand and not for the specific Seattle property.

Conclusion

Both companies use social media platforms extensively. The Alexis Hotel is more well-known judging by its large number of followers as well as its presence and frequency of posts on social media. While both the Alexis Hotel and Hotel Ändra are boutique hotels, they have different target audiences. The Hotel Ändra focuses more on travelers and weddings while the Alexis Hotel focuses primarily on business professionals and families. Both hotels present themselves in different ways. Hotel Ändra is more personal, bold, and relaxed, while the Alexis Hotel is professional, enticing, and personal. Both hotels seem to post regularly on all social media platforms that were observed, but the Alexis Hotel gets more attention from followers on their posts. The Alexis Hotel has more followers and likes on all social media platforms. This makes sense because the Alexis Hotel posts more frequently on all social media platforms on average. The Alexis Hotel utilizes its 49,200 followers on Twitter by tweeting three to five posts per day whereas Hotel Ändra only tweets every three to five days, despite Hotel Ändra having its largest following on Twitter.




Social Media Calendar

Introduction

Social media calendars are important for all businesses. By utilizing a social media calendar, businesses can go the extra mile to promote themselves and their business while keeping track of what works for them and what does not in reaching customers. In the May of 2017 calendar in Table 5, the Alexis Hotel showcases the three social media avenues that it uses as well as the different ways that it promotes itself depending on the social media avenue being used. By using Facebook, Twitter, and Instagram, the Alexis Hotel is able to efficiently and effectively promote itself.

Table 5: Media Calendar for the Alexis Hotel

Social Media Channel Calendar and Timeline: The Alexis Hotel

Social media channel	Current users #	User goal #	Share goal	Content for the Month – <u>May, 2017</u>				Frequency of posts
				Week 1	Week 2	Week 3	Week 4	
	3,545	5,000	20 shares per week	<ul style="list-style-type: none"> -Post about fun weekly events happening in Seattle -Hold a giveaway promoting Facebook shares in exchange for a winner getting a free dinner at the hotel 	<ul style="list-style-type: none"> -Continue to post about fun weekly events happening in Seattle -Discuss upcoming spring/summer drink specials at their restaurant 	<ul style="list-style-type: none"> -Continue to post about fun weekly events happening in Seattle -Post promotional video for the Alexis Hotel 	<ul style="list-style-type: none"> -Continue to post about fun weekly events happening in Seattle -Post a link to a wedding video where the Alexis Hotel was the venue 	<ul style="list-style-type: none"> -Giveaway: May 1st at 10am -Weekly events: Once a week on Sundays -All other posts: Once a week before noon
	No account	500	5 shares/retweets per week	<ul style="list-style-type: none"> -Welcome guests to the Twitter account -Tweet about why guests love the Alexis Hotel, with featured quotes with #AlexisHotelLove 	<ul style="list-style-type: none"> -Tweet about why guests love the Alexis Hotel, with featured quotes with #AlexisHotelLove -Tweet fun Seattle facts 	<ul style="list-style-type: none"> -Tweet about why guests love the Alexis Hotel, with featured quotes with #AlexisHotelLove -Tweet fun Seattle facts 	<ul style="list-style-type: none"> -Tweet about why guests love the Alexis Hotel, with featured quotes with #AlexisHotelLove -Tweet fun Seattle facts -Tweet about appreciation for local businesses that help promote and support the Alexis Hotel 	<ul style="list-style-type: none"> -Guest posts: Twice a week on Mondays and Fridays -Fun facts: Once a week -All other tweets: Once a week before noon
	1,497	3,000	10 shares per week	<ul style="list-style-type: none"> -Start weekly, "Why Seattle" posts with #whyseattle -Share past wedding photos for "Wedding Wednesdays" -Introduce staff members 	<ul style="list-style-type: none"> -Continue "Why Seattle" posts with #whyseattle -Share past wedding photos for "Wedding Wednesdays" -Start a "Guest of the week" program 	<ul style="list-style-type: none"> -Continue "Why Seattle" posts with #whyseattle -Share past wedding photos for "Wedding Wednesdays" -Continue with "Guest of the week" program 	<ul style="list-style-type: none"> -Continue "Why Seattle" posts with #whyseattle -Share past wedding photos for "Wedding Wednesdays" -Continue with "Guest of the week" program 	<ul style="list-style-type: none"> -Why Seattle: Saturdays at 6pm -Wedding posts: Wednesdays at 9am -All other posts: Once a week before noon

Conclusion

For the Alexis Hotel's Facebook calendar, the Alexis Hotel decided to post about fun events happening in the Seattle area, hold a giveaway, discuss drink specials, post a promotional video, and post a past wedding video. Their user goal is 5,000 people while getting twenty shares per week.

Since the Alexis Hotel does not have a Twitter account, their first goal is to make an account and welcome everyone to it. From there, their goal is to gain 500 followers and to get five shares/retweets per week. Their Twitter account will consist of fun Seattle facts, comments from actual guests about why they love the Alexis Hotel, unique features about the Alexis Hotel, and their appreciation towards local Seattle businesses.



The Alexis Hotel's Instagram user goal is 3,000 people while their share goal is ten shares per week. Their Instagram posts will consist of "Why Seattle", which promotes Seattle tourism, photos from past weddings for "Wedding Wednesday", and a "Guest of the week" program.

Quality Assessment

Introduction

Table 6, created in February of 2017, represents the different avenues in which guests and customers can review the Alexis Hotel and Hotel Ändra. Both the Alexis Hotel and Hotel Ändra are boutique hotels located in downtown Seattle, Washington. The reviews are based on many factors including, but not limited to, room layout and décor, customer service, amenities, location, and price.*

Table 6: Quality Assessment of the Alexis Hotel and Hotel Ändra

<p>Company Name</p>		
	<p>  1,929 Reviews #5 of 100 hotels in Seattle </p> <p> “I'm in love with Kimpton Hotels! Their amenities, ambiance and attention to detail are quite lovely. The location of the Alexis is great walking distance from Pike Place!” </p>	<p>  1,958 Reviews #13 of 100 hotels in Seattle </p> <p> “Well placed hotel in the center of Seattle, within walking distance to Pike's Market and the monorail to other Seattle attractions. Friendly, caring and efficient employees. Rooms are spacious and very clean. The lobby area is welcoming and seating which is open to the restaurant/bar next door.” </p>
	<p> Very Good 4.5 / 5 <small>Based on 1925 guest reviews</small> </p>	<p> Very Good 4.5 / 5 <small>Based on 1957 guest reviews</small> </p>
	<p> 4.6 ★★★★★ </p> <p> “Love this amazing Kimpton property. We brought our dog- and kids- They all wanted to move in! Seriously. Every single employee is kind, aware and professional. The location is perfect for Seahawk fans, shopping, theatre and eating.” </p>	<p> 4.6 ★★★★★ </p> <p> “We are more than pleased. Hotel is in a great location in downtown Seattle. Walking distance to everything. Clean, up to date rooms and excellent customer service.” </p>

*Ratings are based on a five-point scale with five being the highest rating you can receive.

Conclusion



Both hotels had similar ratings on most digital platforms. Hotel Ändra had more reviews which changes and skews its rating when compared to the Alexis Hotel. Despite the different amount of reviews, the Alexis Hotel was ranked higher than Hotel Ändra. The main complaint for Hotel Ändra was that the staff seemed to not care about their guests. The main complaint for the Alexis Hotel was that gift certificates were not honored at their location. While these issues are few and far between, these issues were more prominent at Hotel Ändra. While there are complaints, both hotels have many great reviews as well. Both hotels were praised on their downtown location close to the famous Pike Place Market. The Alexis Hotel was applauded for their renovated space and quiet demeanor while Hotel Ändra was commended for their attention to detail and their customer service. Majority of the guests at Hotel Ändra were first time guests while many guests were returning guests to the Alexis Hotel. The returning guests for the Alexis Hotel symbolizes customer loyalty.

Competitive Assessment

Introduction

Table 7 compares different competitive features from the Alexis Hotel to competitive features from Hotel Ändra. The information presented encompasses data such as valet pricing at both locations and the loyalty program that both hotels offer. The data presented in Table 7 was gathered by looking at each hotel's website individually and pulling information from it. This data was gathered on February 19, 2017.

Table 7: Competitive Assessment between the Alexis Hotel and Hotel Andra

		
Number of rooms	121	119
Room rates for March 19-25 (best available rate)	\$270	\$224
Location in proximity to Pike Place Market	0.3 miles: A six-minute walk	0.5 miles: A ten-minute walk
Valet Pricing	<u>Overnight Valet Parking</u> <ul style="list-style-type: none"> • \$43 + tax (subject to change) • In-and-out privileges • 50% discount for hybrid vehicles 	<u>Overnight Valet Parking</u> <ul style="list-style-type: none"> • Available for a charge of \$39 plus tax for guests of the hotel.
Hotel Amenities	<ul style="list-style-type: none"> • Rewards program • Wi-Fi • Business Center • Wine reception • Morning tea and coffee • Hotel bicycles • Bar and café • Room service • Toiletries • Bath amenities • Fitness center • In-room spa service • Room service • Pet friendly • Valet parking 	<ul style="list-style-type: none"> • Return Guest Program • Wi-Fi • In-room coffee • Business Center • Luxurious bedding • Dry cleaning and laundry • Daily shoe shine • Newspapers • Toiletries • Adapters • Pet friendly • Room service • Valet parking • Fitness center • Restaurant Lola's
Loyalty Program	<u>Karma Rewards:</u> Goes by annual stays/nights <ul style="list-style-type: none"> • Tier 1: Sign up • Tier 2: 3 stays/10 nights • Tier 3: 7 stays/20 nights • Inner Circle: 14 stays/40 nights • The higher the tier, the more perks you get 	<u>Stash Hotel Rewards Program:</u> Goes by dollars spent <ul style="list-style-type: none"> • \$1 spent= 5 points • Get additional points with the Stash Rewards Visa Credit Card • Amount of points needed for a free stay depends on property as well as location
Average Front Desk Agent Salary	\$13.97 an hour	\$12-\$14 an hour
Hotel Room Style	Calming and luxurious with modern touches	Calming textures, warm, and minimalistic

Conclusion

The Alexis Hotel has two more rooms than Hotel Ändra does. The price difference for the week of March 19-25 is substantial with the Alexis Hotel costing \$46 more than Hotel Ändra. Both hotels are close to Pike Place Market with the Alexis Hotel being a six-minute walk and Hotel Ändra being a ten-minute walk. Both hotels have similar features such as valet parking. Although Hotel Ändra charges \$39 for valet and the Alexis Hotel charges \$43 for valet parking, the Alexis Hotel offers more perks with their valet parking. They offer in-and-out privileges as well as a 50% discount for hybrid vehicles. The hotel amenities for both properties differ slightly. The Alexis Hotel offers a wine reception, hotel bicycles, and an in-room spa service, while Hotel Ändra offers a daily shoe shine and adapters. While both hotels benefit their guests with a loyalty program, the Alexis Hotel's loyalty program is based on the number of annual stays as well as the number of nights and Hotel Ändra's loyalty program is based on the amount of money a guest spends. The loyalty programs distinguish the two properties from each other the most.

Marketing, Promotion, and Communication Mix

Five Phases of an Experience

Anticipation

- Promote new Kimpton properties through social media avenues

Travel to

- Send things to guests showing them what to do in the area

Destination

- First 100 guests to check-in get reward points

Travel from

- Send out a survey and a coupon for room rates

Reflection

- Respond to reviews and send out a customer satisfaction survey

Marketing Mix

Offerings

- Coffee bar and snacks in the lobby
- Newspaper delivered to each room

Distribution Place

- Two other Kimpton properties located in Seattle, Washington, also minutes from Pike Place Market

Pricing

- Competitive and similar to boutique hotels in the surrounding area

Promotional Mix

Brand Message

- “A different way to stay. Where inspired travel begins.”

- Unique, boutique, and guest-oriented

Collateral

- Create brochure describing community initiatives
- Creates “Kimpton Kares” koozies

Promotional Events

- “Wine and walkthrough” tour of unfinished hotel, open to the public

Communication Mix

1. Public Relations

- Pitch article to local newspaper about gym expansion
- Monthly column about community activities

2. Corporate Social Responsibility (CSR)

- Every other month, different employees volunteer at a local charity together

3. Advertising

- Instagram sponsored posts
- Advertisement in a fitness magazine

4. Direct Sales

- Monthly gift card to employees that have made the highest number of reservations for that month

5. Sponsorship

- Sponsor convention centers and expo centers

6. Internal Marketing

- Weekly employee emails discussing upcoming goals and events

7. Internet

- Pay to have the Alexis Hotel’s name show up higher on search engines when people search for hotels in the Seattle, Washington area

8. *Guerilla*

- Punch card that offers a free dinner at the Alexis Hotel’s restaurant (totaling under \$50) after ten stays at the Alexis Hotel

9. *Social Media*

- Create a social media posting itinerary

Table 8: The budget for the Alexis Hotel’s Communication Mix

Target Market Objective

Increase the amount of advertising that the Alexis Hotel does in order to reach out to male business travelers in the financial industry between the ages of 24 and 34 living in Seattle, Washington by January 1, 2018. This can be achieved by posting more on social media and paying for more advertisements on the radio and in magazines.

Actions	Timeline/Budget/Responsibility														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	BUDGET	RESPONSIBILITY	
Gym expansion article				X										\$20	Marketing team
Monthly column	X	X	X	X	X	X	X	X	X	X	X	X		\$60	Marketing team
Employee Volunteering	X		X				X		X					\$0	General manager
Instagram Post		X			X			X			X			\$50,000	Marketing team
Magazine advertisement	X						X							\$600	Marketing team
Monthly gift card	X	X	X	X	X	X	X	X	X	X	X	X		\$25	General manager
Sponsoring centers							X							\$5,000	General manager
Employee emails	X	X	X	X	X	X	X	X	X	X	X	X		\$0	General manager
Search engine	X													\$1,000	General manager
Punch card	X	X	X	X	X	X	X	X	X	X	X	X		\$100	Front desk agent
Social media itinerary	X	X	X	X	X	X	X	X	X	X	X	X		\$0	All staff
TOTAL														\$56,805	

Revenue vs. Cost

While the total cost in Table 8 is high, the Alexis Hotel will benefit in the long run. By implementing the above strategies, the Alexis Hotel can reach their Target Market Objective in a year. Even if the Alexis Hotel decided to forgo the sponsored Instagram post because of the cost, the Alexis Hotel would still end up making revenue because of all the incentivized programs that they offer to their guests.

Evaluation and Market Research

Ask guests how they heard about the Alexis Hotel. Send out a survey asking guests what they valued most about the Alexis Hotel's marketing effort and research why the target market chooses Seattle, Washington to stay.

Final Observations

Overall, the Alexis Hotel prides itself in its community initiatives. It is a great boutique hotel brand with a lot to offer the Seattle Community. Some areas of improvement for the Alexis Hotel includes advertising, narrowing their target market, and keeping up on social media platforms. If the Alexis Hotel borrows ideas from this Marketing Plan, they could be on their way to the top of the ranks for boutique hotels.

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