AccuBook Sample Hotel Marketing Plan

1. Current Situation	
Qty of Rooms	26
Average Room Rate	75
Potential Room Revenue	711750
Current Occupancy (%)	65
Actual Room Revenue	462637.5

2. Targets	
Target Room Rate	80
Target Occupancy (%)	75
Target Revenue	552240
Revenue Increase	89602.5
Required Spend (€)	8960.25

(Assumption - Marketing Spend has a 10% Return on Investment)

3. How do we reach the Targets?

MARKETING 4 M's	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
MESSAGE - What are you going to offer	4 FREE ROOMS to anyone who books their Wedding Reception before the end of January	1 Free Room and a Free Cocktail Making Class for Hen Parties over 12	Free Cocktail Making Class for parties over 10	Offer 5 Easter Packages consisting of 3 nights B&B for 2 adults and 2 children where children eat free	3 Night Summer Family Midweek Break. Free Tickets to Legoland for 10 packages	Summer Break - 2 Nights B&B with a Free Bottle of Champagne			Free Refreshments for Buisness meetings over 10 people	500€ Party Nights inlcuding Finger Buffet, Room Hire and Disco for upto 100 people	Stay 2 nights for the price of 3 Midweek	100€ Gift Vouchers for 90€	
METHOD - How are you going to get the message out?	FaceBook Targetting	FaceBook Targetting	FaceBook Targetting	Facebook Targetting	PostCards using Mail Chimp + FaceBook Targetting	Google Adwords			Local Radio + Local Newspapers	Local Radio + Local Newspapers	FaceBook Targetting	FaceBook Targetting and Google Adwords	
MARKET - Who are you targetting?	Anyone who becomes engaged in the last 4 weeks who lives in a 30 mile radius of the hotel	Engaged People aged between 25 and 40	Women who have become engaged in the last 6 months	Parents with children under 14 who live in a 100 mile radius	Past Guests by gathering postal addresses from the hotel PMS	Google Searchers within a 100 mile radius			Local Audience (Over 40's)	Local Audience (Over 40's)	People over the age of 50 who live between 50 and 100 miles away	FaceBook - People who live within a 30 mile radius. Adwords People who live within a 30 mile radius searching for 'christmas gifts'	
MONEY - What will this cost?													
Newspapers									450	450			900
Radio									400	400			800
Post Cards and Print					1200								1200
Adwords	50					200						50	300
FaceBook	100	100	100	100	100						100	100	700
Generic Marketing													
Adwords Stags and Hens	50	50	50	50	50	50	50	50	50	50	50	50	600
Adwords Accommodation	80	80	100	100	100	100	75	75	75	75	75	75	1010
Adwords Weddings	50	50	50	30	30	30	30	30	30	30	50	50	460
												Planned Spend	**5970**
												Budget	**8960.25**
												Spare Budget	**2990.25**

Results													
2018 Revenue													
2019 Revenue													