

FACTFILE: GCSE HOSPITALITY

Unit 2



Promotional activities in Hospitality

Learning Outcomes

Students should be able to:

- Identify examples of promotional activities in a range of hospitality outlets, including:
 - restaurants, for example meal deals;
 - fast food outlets, for example loyalty cards;
 - hotels, for example vouchers.

Gift voucher

A gift voucher is a card or piece of paper that can be purchased from an outlet to give to someone. It entitles the person to exchange it for hospitality products sold in the outlet worth the value of the voucher. Most restaurants and hotels offer gift vouchers.

Loyalty card/Programme

A hotel loyalty card or hotel reward programme is generally a marketing tool used by large hotel chains. The hotel loyalty programme is a key strategy from the hotel chain in attracting repeat business to its establishment.

A hotel loyalty programme works to entice business travellers or other frequent hotel guests to choose that particular brand or group of hotels over others when selecting a hotel.

A hotel loyalty programme may have multiple levels. Newly joined members may be offered some privileges, such as discounted meal to encourage them to join the scheme. This ensures that the guest has an incentive to use their loyalty card, even if they do not anticipate reaching the next rewards level. By joining the scheme and staying nights in a hotel the guest will typically accrue

points, which can be redeemed for free nights in its hotels.

Higher levels in the scheme may offer a combination of benefits including free room upgrades, bonus points, rolling 24-hour check-in, and free access to more of the hotel's facilities, such as buffet breakfasts, executive lounges, spas, and other features. Higher levels are typically reached by staying a certain number of nights during the membership year.

The world's largest hotel chains, including Marriott, and Hilton, and others, all operate reward programmes

Meal deal

This offer is commonly found in fast food restaurants such as burger king, subway. Customers pay a special rate for a meal generally comprising of main, side and drink.

Kids' meal or children's meal

This is typically a fast food combination meal tailored to and marketed to youngsters. Most kids' meals come in colourful bags or cardboard e.g. McDonalds happy meal

Room package

Hotels often offer a range of room package deals to encourage guests to make maximum use of their products and services for a special price. Examples include:

1 night bed and breakfast

2 nights bed, breakfast and dinner on one night

Mini break package – 2 nights mid-week in a superior room to include breakfast and cocktail on arrival

Valentines package – room with flowers and chocolates on arrival

Fixed price menu

This comprises of a complete meal in a restaurant or café for a stated price with a limited number of options to choose from for each course; it is usually cheaper than ordering dishes individually from the à la carte menu. Restaurants typically offer 2 and 3 course set menus. Guests can choose a starter, main and/or dessert from the set menu.

Early bird menu

Early bird menu is a dinner served earlier than traditional dinner hours, particularly at a restaurant. Many establishments offer a seating prior to their main dinner seating with a reduced price menu, often more limited in selection than the standard dinner menu.

Afternoon tea

This is a meal composed of sandwiches (usually cut delicately into 'fingers'), scones with clotted cream and jam, sweet pastries and cakes. Hotels and restaurants use this strategy to encourage customers to dine at off peak times.

Happy hour

This is a marketing term for a period of time in which a venue such as a restaurant or bar offers discounts on alcoholic drinks, such as beer, wine, and cocktails.

Specials board

High street restaurant / cafes / pubs etc. find this an ideal way to encourage diners to make specific meal choices. Chalk style boards are perfect for advertising special offers or events. Boards can be quickly updated or changed on a daily basis using traditional chalks or liquid chalk pens / pencils. More up to date premises are using electronic screens to replace old style boards.

Groupon / local deal sites

Groupon is one of the most popular sites used by consumers. This is a deal-of-the-day recommendation service for consumers. Every 24 hours, Groupon broadcasts an electronic coupon for a restaurant or store in a city, recommending that local service while also offering a 40% to 60% discount if the deal is purchased. The hospitality establishment pay Groupon a percentage of each deal purchased. This service is a useful way to advertise new restaurants in a local area and helps businesses gain repeat customers. Hotels have also used this as a promotional activity offering customers Other similar sites include living Social

Senior citizens rate

This is a special meal or room rate offered to people aged over 65 years

2 for one offers

Restaurants often offer these deals during quiet periods such as January to encourage sufficient revenue to cover staff costs

Seasonal promotions

Many hotels and restaurants offer special discounts in low seasons, Don't just offer a one size fits all approach – tailor your seasonal promotions to the types of travellers you know work best. For Packages.

Hotels provide a wide variety of promotional packages such as room and meal deals. Wedding packages are also increasingly popular and may have added extras such as shuttle and transport, as well as access to the function room and catering.

Events

Promotional events are perfect for boosting profits, because they can attract locals as well as travellers to a hospitality outlet. These can range from ticketed events such as a fashion show, taster evenings, cookery school or fitness classes.

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