

Hospitality industry



Advisory Report

The absence of appropriate brand image and reputation within the sector of large and medium-sized hotels in Saudi Arabia

July 2018

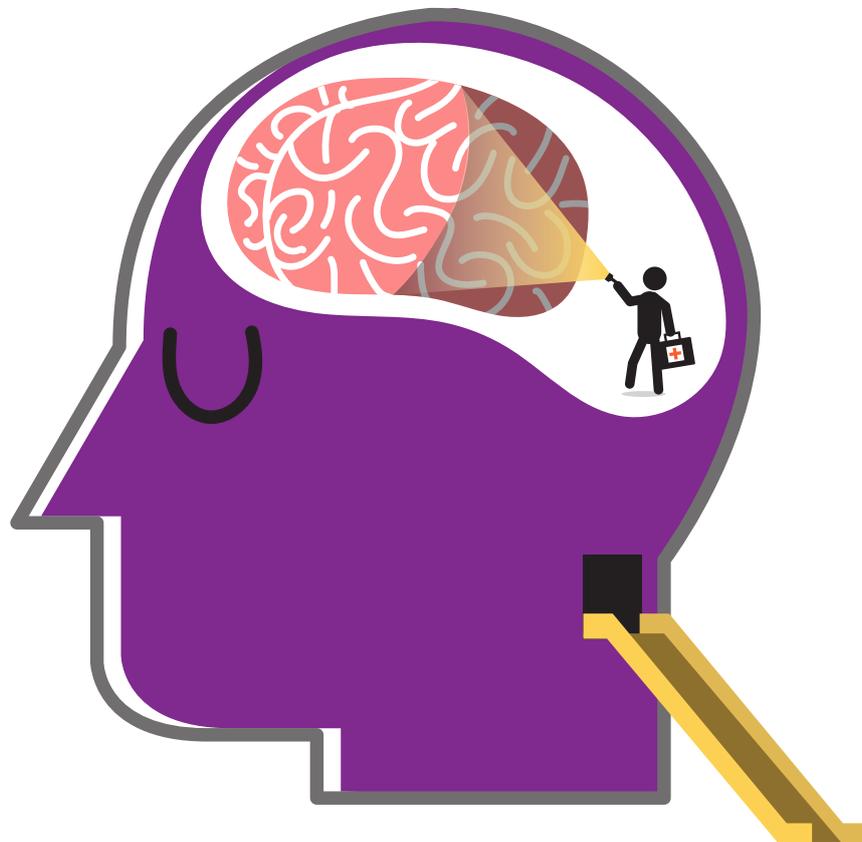




The Division

for Research and Analytical Study at **W7** Worldwide Communication Consultancy agency unveiled several key factors that contribute to the absence of

- ▶ The appropriate brand image and reputation within the sector of large and medium-sized hotels in Saudi Arabia. The chief focus was on 2 main categories, 4 and 5 stars hotels. The absence of an appropriate brand image and reputation has severely weakened the hotels' marketing and communications/media campaigns.



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The periodic

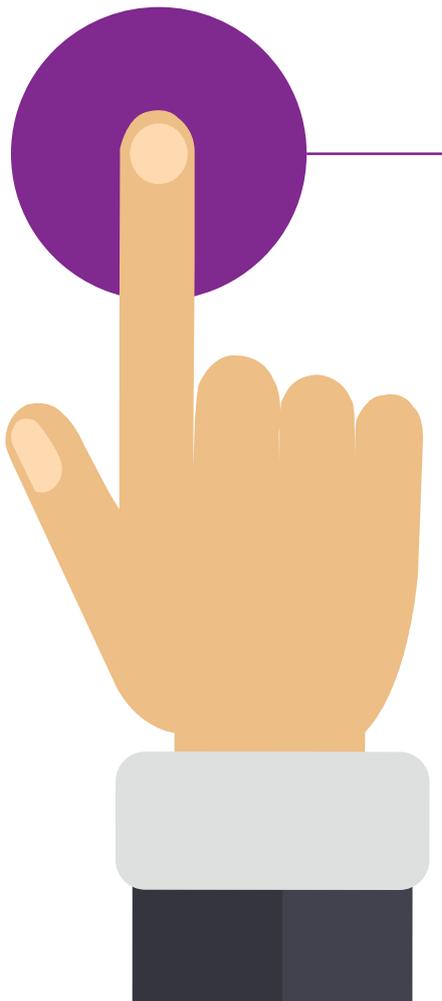
Advisory report (July 2018) that targets the hospitality and hotel sector classified the unavailability of the creative content as one of the main factors that led to the absence of the appropriate brand image and reputation. Consequently, the methodology followed in this report explains the heavy burden laid upon the hotels sector through two main aspects:

First:

The special interviews conducted by the Advisory team with the senior management officials in the hotels, either local or global brands.

Second:

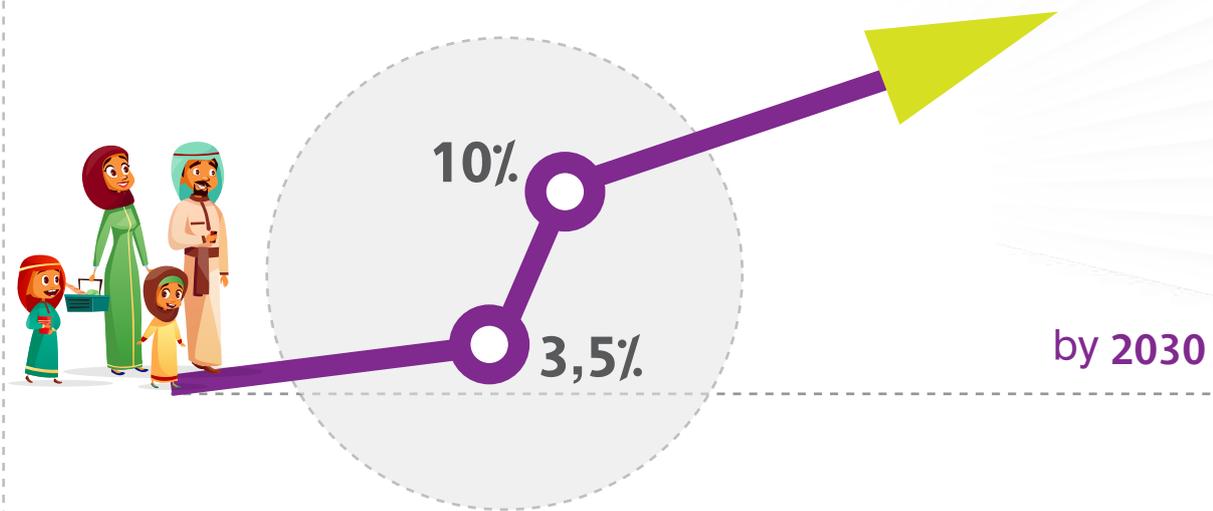
The media monitoring towards published materials in the sector in second quarter of the current year – **April, May, June.**





According

to the Council of Economic and Development Affairs (affiliated with the Saudi Council of Ministers), the contribution of the tourism sector is expected to increase in GDP from 3.5% to above 10% by 2030,



which requires extensive efforts to be exerted from the hospitality and hotel sector to build a solid brand image and reputation that is considered as the major component to attract customers in and out of the Kingdom, and promote the religious, heritage and entertaining tourism.



On the other hand, the analysis of the private interviews steered with some managerial bodies in the hotel sector revealed

10 factors that are directly and indirectly contributing in the absence and weakness of the brand image of the hotel sector in the Kingdom. These include:

1

Lack of a strategic vision of the sector in terms of building the reputation and the brand. To fill this gap, **W7 Worldwide** has designed the ABC Model to help the sector accurately deliver its message to the target audience.

2

The absence of specific PR and Communications department in Saudi hotels dedicated to care for building and improving the brand in the event of crisis, despite the fact that the corporate brand it represents shows bigger interest in this issue and considers it as a significant directorial pillar.

3

Assign the marketing managers/directors to assume the role of building the brand without differentiating between building the brand image and reputation in marketing or media.

4

Some of managers in well-renowned hotels do not believe in the issue of brand image and reputation.

5

Unavailability of an expert body or specialized communications (public relations) agencies to skillfully write creative and effective content.



6

Hotels' cluttered blend between the commercial content and the generated content, which results in offering the target audience poor and unattractive content.

7

Using only marketing websites or newspapers to publish materials.

8

The improper selection of the fitting tool that accurately suit the target message. Through the analysis the published news contents – the case studies – it was found that the websites utilized in publishing the hotels news are not effective.

9

Lack of content creation strategy through which the media content can be firmly built. This strategy has become one of the key tools in forming the brand.

10

Cooperating with regional or international (global) foreign agencies or companies that are not aware of the characteristics of the appropriate medium for the content. What is published on social media platforms may not deliver the same positive results when published in other mediums.

1. The ABC Model can be viewed on the following link: <http://www.w7worldwide.com/abc-model>, in addition to the study tackling the trends and indicators of the public relations and communication market in Saudi Arabia during 2018. This study can be found through the link: <http://www.w7worldwide.com/pr-study-ar/>



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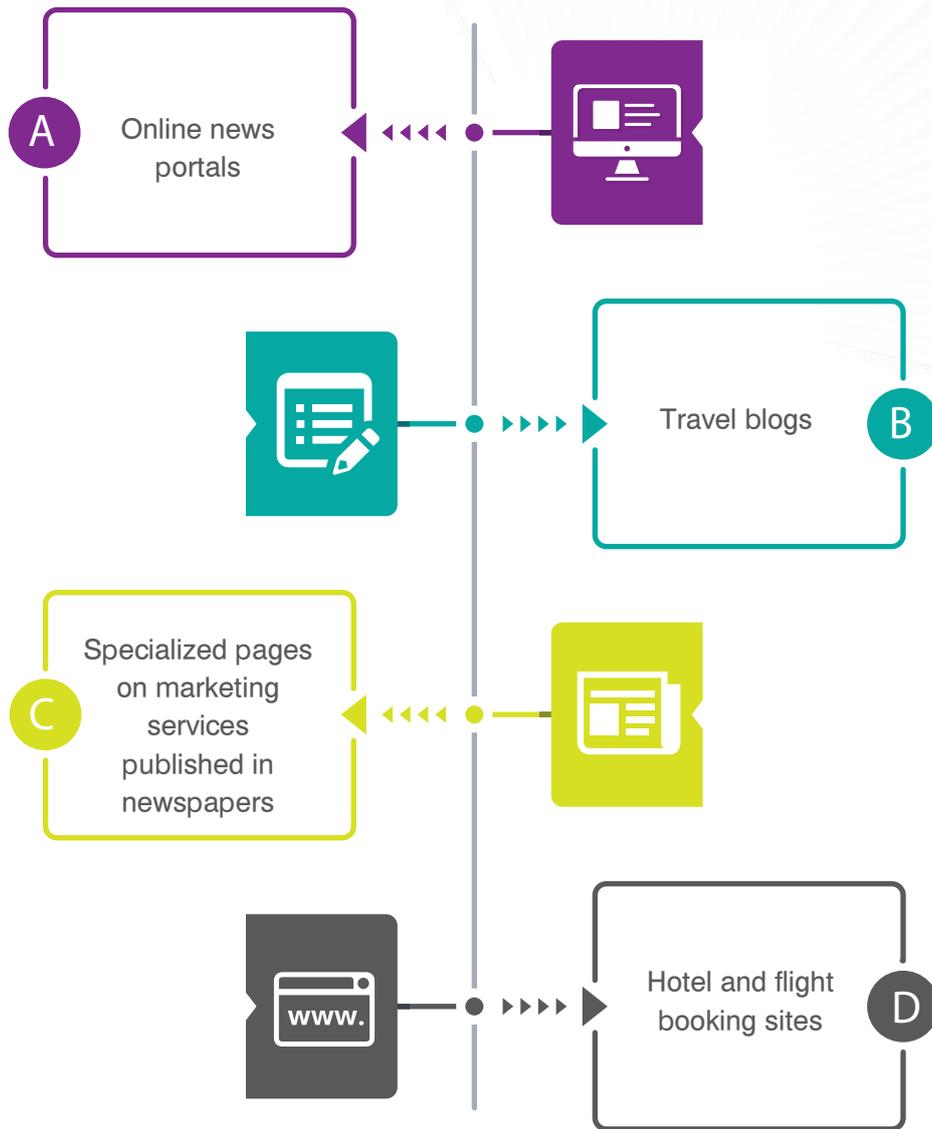
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It can be

stated that the published content of the hotels sector is restricted to 4 platforms:



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The mistake of mixing between commercial content and news generated content is one of the factors that lead to the decline in brand image and reputation for hotel brands.



Based on

the findings, the Saudi hotels sector prefers to publish its news online platforms by



at the expense of newspapers, which received



from the total publishing requirements. News of the 5-star hotels activities got the upper share with



while news of the 1-star hotels did not exceed the barrier of



Despite the immensity of the gap, there is a common denominator between the two parties regarding the weakness of the published content, the causes of which were mentioned in this report.



The publication focused on various aspects of the news, however, the announcement of launching new hotels within the Saudi hotels' map has won the biggest share



The indifferentiable blend between marketing and news content is one of the many factors that led the hotels sector to lose the brand image and reputation.

Hotels' establishment and follow up news was ranked second,



while the third place was taken by the news of hotels' awards, local and regional appreciation, and hotels' hosting of forums and conferences,



for each. In parallel rankings at a total ratio of



came the content of assorted news,



This section is restricted to the following:

- News: Recruitment - Acquisition - Weeks of International Cuisine - Hotel Renovation - Appointment of Executive Directors and Chefs - Hotel Expansion and Integration Projects - Culinary Competitions - Reasons for Delayed Construction - Signing New Agreements - Announcing New Dishes - Hotel Chefs' News.





Report Recommendations

The Advisors Team concluded with a few recommendations that could help in building an effective brand image and reputation that will witness, according to the Saudi Hotel Investment Forum held in February this year, extensive progress within the Kingdom's booming tourism. This will be attained by enhancing the hotels' march of development at an annual combined ratio of **16%** by to 2021.



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Four recommendations need to be achieved by the industry’s concerned officials to ensure building a solid brand image and reputation that will be aligned with the Kingdom’s Vision of 2030. Recommendations include:

Recommendation 1

Assigning the task of framing the brand image and reputation in the hotel sector to specialized local agencies that understand the characteristics and behaviors of the local target audience through creative content.

Recommendation 2

Applying the ABC Model to help send accurate messages.

(The Model can be easily received from  Worldwide

Recommendation 3

Integrating the communication process in order to smoothly communicate messages and generate target impact.

Recommendation 4

The senior officials of the hospitality sector have to be fully aware and fully understand the significance of building the brand image and reputation properly and to avoid merging it with the other marketing tools.

It is very important to allocate the task of framing the brand in the hotel sector to specialized local agencies.

Source of Report:  Worldwide marketing communications consultancy agency, July 2018

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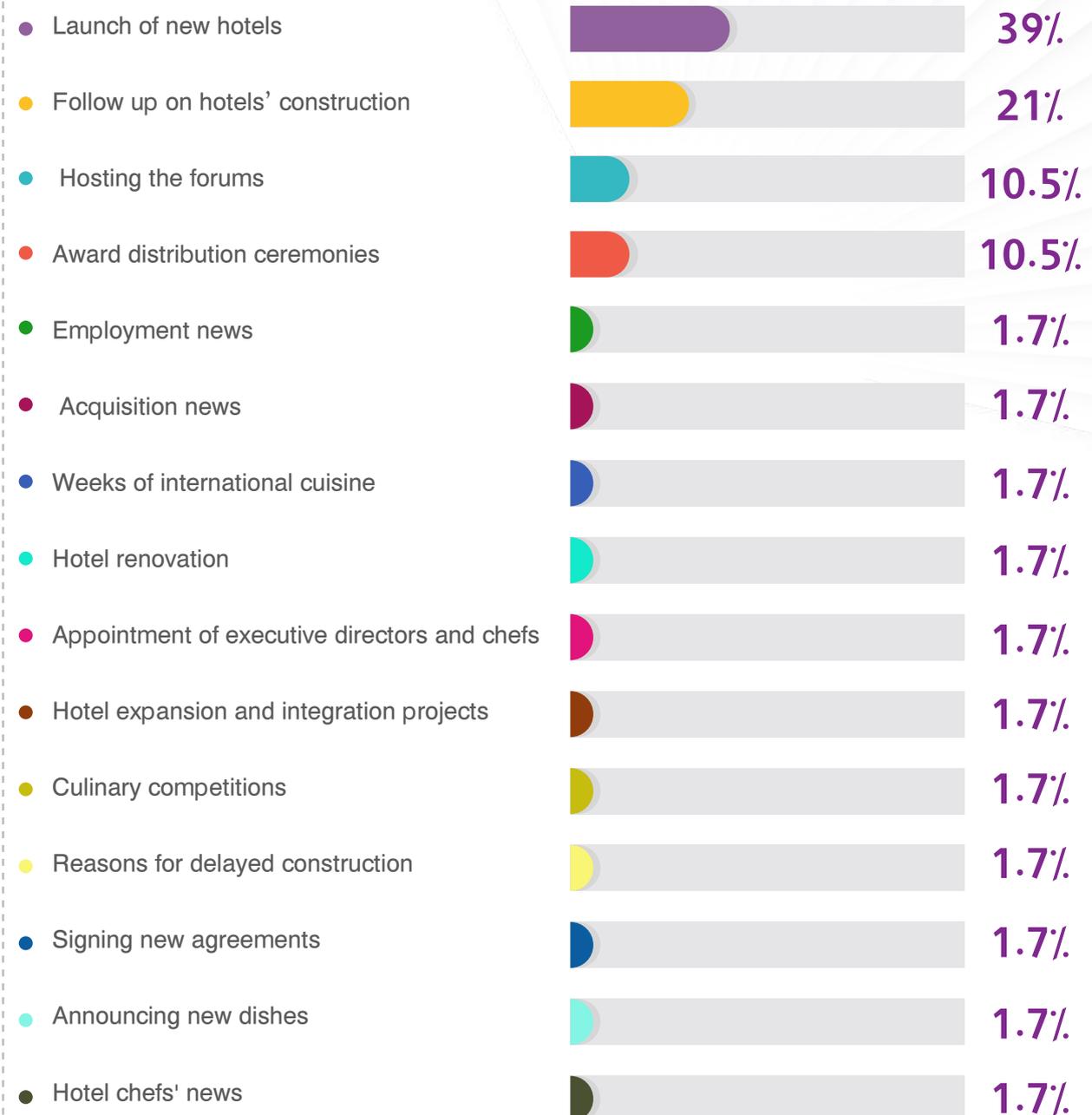
Appendix

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Hotel Priority Publications:



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Reasons for Hotel Sector's Poor Content



Source of Report: “W7 Worldwide” for Strategic and Media Consultancy, July 2018

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Study Information:

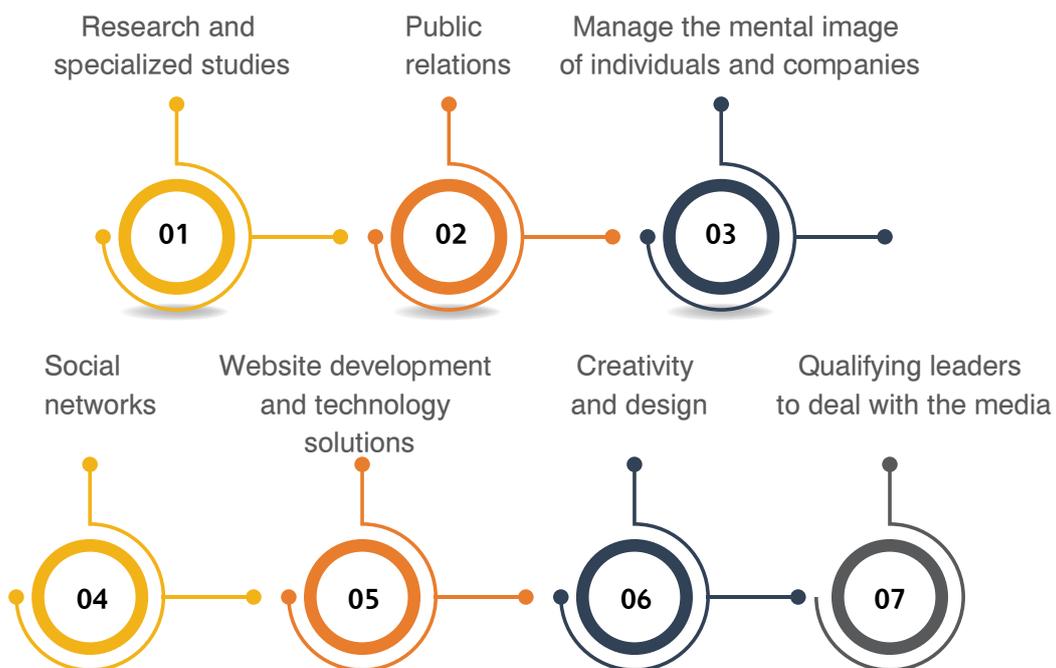
W7Worldwide has accumulated experience in strategic consulting and has provided advisory services to a number of government sectors (and ministries) that have contributed to the success of its diverse programs.

W7Worldwide has over

13 years of experience in the field of communication and information, serving more than

100 customers in **20** vital sectors.

W7Worldwide has a global and local knowledge equation for the Saudi Arabian market to serve its clients in the following areas:



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