

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

MARKETING

Marketing in the Hospitality Industry

Building Guest Loyalty, Occupancy, and Revenue through Strategic Marketing

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Marketing	5 days & 2 weeks	US$ 2,100	3

OVERVIEW

About this course

The hospitality industry is built on the sale of an experience rather than a physical product, which makes marketing both especially challenging and especially powerful. Hotels, resorts, restaurants, and event venues must build trust and desire before a guest ever arrives, deliver on that promise consistently once they do, and then convert a single stay into a lasting relationship. At the same time, hospitality businesses face intense price transparency, a crowded field of online travel agencies, and guests who form their opinions as much from reviews and social media as from advertising.

This Seya Capital Marketing in the Hospitality Industry training course equips participants with the strategic and practical marketing skills needed to compete effectively in this environment. The course covers brand positioning, digital marketing and direct booking strategies, guest experience and service marketing, revenue and channel management, and reputation management, giving participants a complete toolkit for driving occupancy, revenue per available room (RevPAR), and guest loyalty.

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
12 – 16 Apr 2027	Johannesburg, South Africa	5 days	**US$ 2,200**
19 – 30 Apr 2027	Arusha, Tanzania	2 weeks	**US$ 3,780**
26 – 30 Apr 2027	Arusha, Tanzania	5 days	**US$ 2,100**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

HIGHLIGHTS

What you will learn

- The distinctive nature of services marketing and the extended marketing mix in hospitality
- Brand positioning and guest experience design across hotels, restaurants, and venues
- Digital marketing, website optimisation, and strategies to increase direct bookings
- Managing the relationship between direct channels, OTAs, and travel intermediaries
- Revenue management and pricing strategy as a driver of marketing decisions
- Online reputation, guest reviews, and service recovery
- Loyalty programmes and strategies for repeat business and referrals

OBJECTIVES

By the end of the course

By the end of this training course, participants will be able to:

- Apply the extended marketing mix (product, price, place, promotion, people, process, and physical evidence) to hospitality businesses
- Develop a brand positioning strategy that differentiates a property, restaurant, or venue from its competitors
- Design and manage effective digital marketing campaigns, including website, social media, and email marketing
- Balance direct booking strategies with the effective use of OTAs and other distribution partners
- Apply revenue management principles to align pricing and promotion with demand
- Manage online reviews and guest feedback to protect and build brand reputation
- Design loyalty and guest recognition programmes that increase repeat business and lifetime value

WHO SHOULD ATTEND

Designed for

This training course is suitable for a wide range of professionals working in the hospitality sector, and will greatly benefit:

- Hotel, resort, and restaurant marketing managers and executives
- General managers and operations managers with marketing responsibilities
- Revenue management and reservations professionals
- Sales, events, and MICE (meetings, incentives, conferences, and exhibitions) coordinators
- Digital marketing and social media specialists in hospitality
- Guest relations and customer experience professionals
- Owners and managers of independent hotels, guesthouses, and restaurants

PROGRAMME

Course outline

Day 1: Foundations of Hospitality Marketing

- The distinctive nature of services marketing: intangibility, perishability, and variability
- The extended marketing mix for hospitality: the 7Ps
- Understanding the guest decision journey, from inspiration to advocacy
- Market segmentation: leisure, corporate, MICE, and niche hospitality markets
- Analysing competitor properties, restaurants, and venues
- Aligning marketing strategy with brand standards and operational capability

Day 2: Brand Positioning and Guest Experience

- Building a compelling brand identity for a property, restaurant, or venue
- Positioning strategies across budget, mid-market, and luxury hospitality segments
- Designing the guest experience as a marketing and differentiation tool
- Storytelling, photography, and content strategy for hospitality brands
- Training and empowering staff as brand ambassadors
- Case studies: hospitality brands that compete on experience rather than price

Day 3: Digital Marketing and Distribution

- Building an effective, conversion-focused hospitality website
- Search engine optimisation and paid search for hotels and restaurants
- Social media strategy and user-generated content in hospitality marketing
- Understanding the role of OTAs, GDS, and metasearch platforms
- Strategies for increasing the share of direct bookings
- Email marketing and marketing automation for guest communication

Day 4: Revenue Management, Pricing, and Reputation

- Revenue management principles and their link to marketing strategy
- Dynamic pricing, packaging, and promotional strategy
- Managing seasonality and demand through targeted campaigns
- Monitoring and responding to online reviews and ratings
- Service recovery and turning guest complaints into loyalty opportunities
- Crisis communication and reputation management in hospitality

Day 5: Loyalty, Growth, and Strategy Development

- Designing loyalty and guest recognition programmes
- Turning satisfied guests into referrals and repeat business
- Partnership marketing and cross-promotion with local businesses and attractions
- Setting KPIs and measuring marketing return on investment
- Developing a marketing budget and resource plan
- Building a practical hospitality marketing strategy and implementation plan

METHODOLOGY

How you will learn

This training course combines presentations that share both theory and industry best practice with practical, hospitality-specific case studies and exercises, delivered in line with adult-learning and learner-centred principles. Participants will work individually and in groups on real hotel, restaurant, and venue marketing scenarios, review examples from leading hospitality brands, and leave with a draft marketing plan they can adapt to their own property or organisation.

IMPACT

The return on learning

For your organisation

- A more strategic, structured approach to hospitality brand and guest experience marketing
- Improved balance between direct bookings and third-party distribution costs
- Stronger digital marketing performance and online visibility
- More effective use of revenue management to support marketing and pricing decisions
- Improved management of online reputation and guest reviews
- Higher guest retention and increased repeat and referral business

For you

- Gain a structured framework for developing hospitality marketing strategies and plans
- Build confidence in using digital marketing and social media tools for hospitality businesses
- Develop skills in brand positioning, guest experience design, and service marketing
- Strengthen their understanding of the relationship between marketing, distribution, and revenue management
- Enhance their ability to manage online reputation and respond to guest feedback
- Increase their value to their organisation and their prospects for career progression

CERTIFICATION

Seya Capital certificate

Upon successful completion of the classroom-based training course, a Seya Capital Certificate will be awarded to delegates.

Upon successful completion of the online training course, a Seya Capital Certificate will be awarded to all delegates. Guided Learning Hours are awarded in accordance with ISO 9001:2015.

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Register or enquire

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