

Introduction

Thailand is the Kingdom in Southeast Asia which is well-known as "The Land of the White Elephant". Thailand covers an area of 513,120 km² and has a population of 68 million people (Nationsonline, 2019). The Thailand capital city is Bangkok which is the largest city in the country. Bangkok is one of the world's top tourist city which continue the growing number of travelers in each year (Amazing Thailand, 2019). It is interesting to notice that the favorite tourist destination belongs to Bangkok which welcomes 19.4 million international visitors in 2015 (Hotels & Hospitality Group, 2017). Sukhumvit is a famous area in Bangkok which includes the famous night and daytime activities which is very suitable for the hotel business.

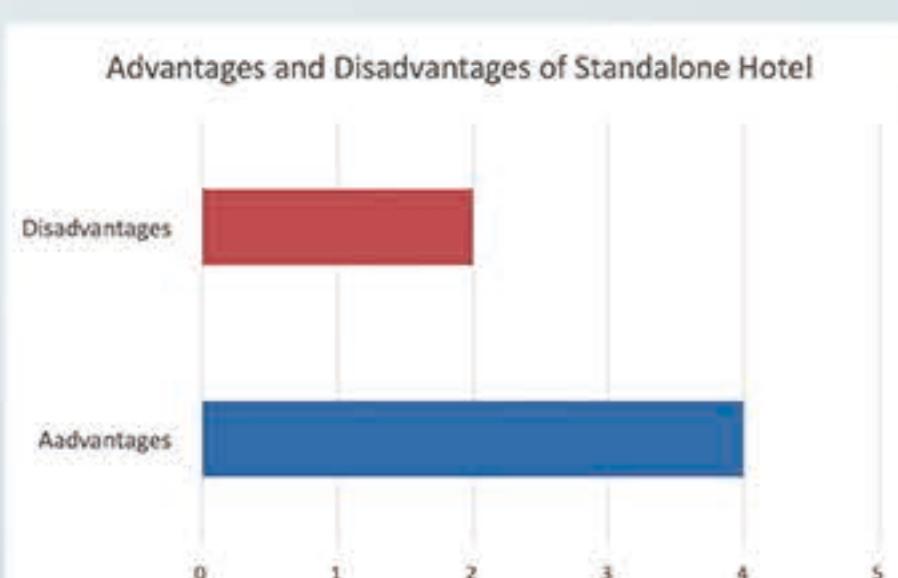


Background

Based on the current assets of 3 to 4-star hotel property with 250 rooms, a café of 100 seating capacity, a swimming pool and full Wifi, the owner has a motivation about transforming the current hotel into 4 to 4.5-star hotel in Bangkok Sukhumvit area. However, the owner is not competent with the process of contract terms, Global marketing, Sales and Distribution and the ability of running MICE business in the future. The thorough research will be provided below to address his concern.

Outcome B

The advantages & disadvantages of being a standalone hotel



Advantages

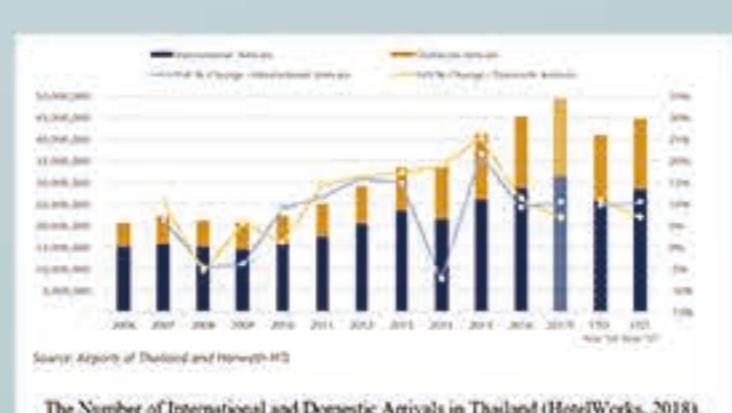
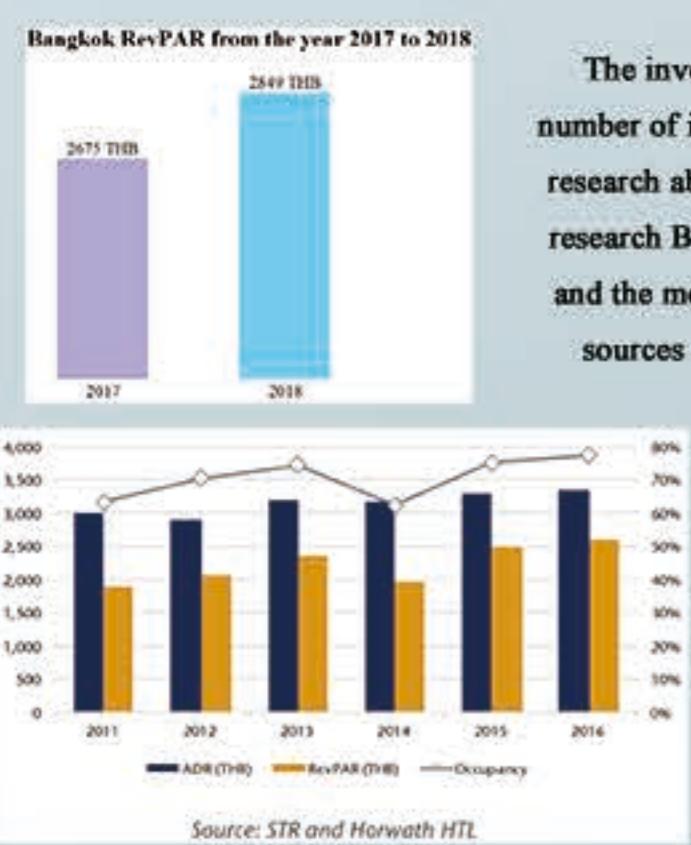
The advantage of being a standalone hotel involves the Personalized hotel services, Unique experience, Creative freedom, Agile policy and the disadvantage includes the Dependence of OTAs, Distribution networks and loyalty.

Disadvantages

Become a standalone hotel, the lack of marketing strategy to promote the business brand is obvious. The method to overcome this drawback depends on OTAs – Online Travel Agencies. Moreover, the independent business hotels have little distribution networks and loyalty programs.

Outcome D

Past trend and business outlook for 3 to 4-star hotels in Bangkok



Outcome E

The investigation about the past trend in Bangkok depends on the element of the number of international and domestic arrivals. For the business outlook, there is a deep research about the target market, Bangkok Hotel Performance, the place that travelers research Bangkok, the advertising platform that affect the choice of travel destination and the motivation for travelling. All secondary data is collected through the reliable sources such as Hotel Works, Skyscanner, Travel Weekly Asia, Thailand Retcat.

Outcome E

The selection of strategic partnership in the market for the owner

	Preferred Banks and Resorts	WorldBucks
Type	Legend : Lumen, Connect, Lifestyle, Resilience	Luxury, Elite, Distinctive
Focus offices	<ul style="list-style-type: none"> ▪ More than 100 sales people covering enterprises, groups, and leisure sectors in 21 global offices, including new locations in North Korea and Afghanistan, North America, Europe, Asia & Pacific, Caribbean, Central & South America, Africa, Middle East ▪ +2 supporting offices in China 	<ul style="list-style-type: none"> ▪ 30+ Global Sales Offices & Customer Centers: North America-Atlanta, Chicago, Dallas, Los Angeles, New York, Europe-Antwerp, Brussels, Cologne, Frankfurt, Hamburg, London, Madrid, Milan, Moscow, Paris, Rome, Stockholm, Asia & Pacific-Beijing, Hong Kong, Manila, Shanghai, Singapore, Tokyo, Central & South America-Buenos Aires, São Paulo, Australia-New Zealand, Sydney ▪ Distribution Partners: 50+ Countries, PwC, KPMG, EY, etc.
loyalty programs	<ul style="list-style-type: none"> ▪ Introducing the Perks™ points-based travel loyalty program. Complementary to joins, Perks rewards loyal travelers with points that can be exchanged for Award Certificate redeemable like cash during stays at more than 450+ destination participating hotels and resorts worldwide. ▪ Additional benefits: All Perks members, from corporate travelers to occasional vacationers, receive additional benefits upon check-in at every participating hotel through a web-based status system. 	<ul style="list-style-type: none"> ▪ Introducing theLoy® will enable to easily extend generous rewards during stay which are already being redeemed via hotel sites. ▪ Enjoying deep group travel benefits offered to every major group travel partners such as room upgrade, space availability, last-minute and a welcome礼 that truly speaks to the spirit of each of our independent hotel worldwide.
Sell experience	None	<p>Average the perfect business or travel needs:</p> <p>Whether you are looking for a unique meeting venue or a property to experience your next building project, we are here to help you identify local & genuine & successful ones.</p>
	Preferred Banks and Resorts	WorldBucks
Marketing support	<ul style="list-style-type: none"> ▪ Marketing support to independent hotels around the world ▪ Announced a new strategic marketing partnership with Sixt, Germany's number one car rental company ▪ Perks can automatically register for Sixt Gold Card membership ▪ Sixt Platinum Card holders are provided with a complementary Preferred Guest® membership 	<ul style="list-style-type: none"> ▪ Close collaboration with our sister-company ALICE™ to drive more inquiries to our member hotel ▪ Building a new performance management department focused on data mining to our franchisee websites as well as improving the retail and online strategy of each of our member's sites ▪ Developing a new dynamic, UK-focused ▪ Enhancing our storytelling and media engagement by partnering with globally recognized, travel-focused Public Relations Agency.
Distribution channels	<ul style="list-style-type: none"> ▪ Preferred Hotel Group sites ▪ Introduce the first "soft brand" website to join RoomzCity.com, the innovative new hotel search engine owned by one of the world's leading hotel companies ▪ Preferred Business™, Preferred Gold®, Perks® global guest benefits programs, and Preferred Family ▪ Facebook and Twitter 	<ul style="list-style-type: none"> ▪ Digital innovations and solutions ▪ E-commerce trends. Personalization and "Mobile is key", personalization and user interaction ▪ OTAs and the direct booking ▪ Instagram, Facebook or WhatsApp will become important future distribution channels
Support services	Providing a comprehensive range of services in areas including finance, risk, development, marketing, resource management, distribution, technology, and so much more.	Global marketing, sales, training services, quality-experience measurement, customer loyalty, operational support, e-commerce solutions and risk distribution and technology
Branches in Bangkok & Chiang Mai	Four in Bangkok, two in the Preferred and the other two in partner banks. A One in the Sathorn area	Nine (No Competitor)



Outcome F

The way that Bangkok is competing with Ho Chi Minh City and Jakarta in terms of MICE business

Thailand rank first for the preferred choice of MICE Destination (Thailand Convention and Exhibition Bureau, 2018). To strengthen the credibility of the favourite destination, some elements are highlighted in order to compare the degree of competitive advantages between 3 countries in terms of Aviation infrastructure, Airline services, Visa issuance/ waiver program, Food, Number of visitors, MICE

revenue, MICE activity and MICE facilities.

In Thailand, there are the Nikkei Asian Review, ThaiEmbassy, The Public Health and Safety Organization, HVS, Thailand Convention and Exhibition Bureau, UFI The Global Association of the Exhibition Industry, Bangkok Post. In Ho Chi Minh City, there are Vietnam Investment Review, ASEAN Framework Agreement on Visa Exemption, MyVietnamVisa, Vietnam National Administration of Tourism, ITE HCMC, HVS. In Jakarta, there are The Straits Time, TopBali, GBG Indonesia, HVS



Recommendation

- Catch up with the competitors through the competitors' rate, email deals, interaction on social media
 - Listening to the customers' feedback and outlining strengths, weaknesses, opportunities and threats
 - Delivering the unique experience
 - Advertise the hotels in the office time, the non-peak hours of a day, holiday, weekends using promotional vehicle such as Facebook, Instagram, Line and Twitter, TV and creative messages on Advertisement
 - Catch up with the change in the market through
 - Recognize and be aware of the airline industry participation.
 - Create the unique experience in terms of decoration, services
 - Establish the theme for running the business
 - Participate the MICE events in the hospitality industry to collect the experience thorough experts
 - Conduct the rational marketing strategy to recognize the competitive strategy and gradually eliminate the OTA dependence.
 - Outline the specific target market as well as emphasize the Chinese outbound market
 - Less dependence on OTA in the future
 - Establish the own website booking channel
 - The governments put more effort to strengthen the criteria of Aviation infrastructure, Airline services, Visa issuance/waiver program, Food, Number of visitors, MICE venue, MICE activity, MICE facility
 - Corporate with the representatives of WorldHotels
 - Thailand becomes the optimum destination in providing MICE business
 - Running the hotel with MICE service requires the purchasing the latest MICE facility, expansion the business dimension,



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