

Group 6

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MONSARAZ HOTEL



MARKETING PLAN

WHAT IS OUR GOAL?

We intend to raise revenue by 25% in 2023



S

Strengths

- new appliances & interior
- aesthetically pleasing design
- restaurant
- coffee shop
- prime location, close to tourist attractions
- walking distance from shops

W

Weaknesses

- lack of social media/online presence
- advertisement
- limited connection with locals & community
- lack of visibility from street view
- parking

O

Opportunities

- utilize meeting rooms and patio for special events/community connection
- watch parties (ex. Padres game)
- add entertainment elements to patio (i.e. mini golf, fire pits, tv, etc)

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Threats

- parking
- expensive valet
- small amount of rooms
- local/fast food restaurants
- other coffee shops (i.e. Better Buzz)

REVIEWS



01

5/5 stars

"The Hotel was stunning! The staff was very hospitable."

02

5/5 stars

"The design is modern, attractive, and well appointed. Restaurant provides great taste of local cuisine."

03

5/5 stars

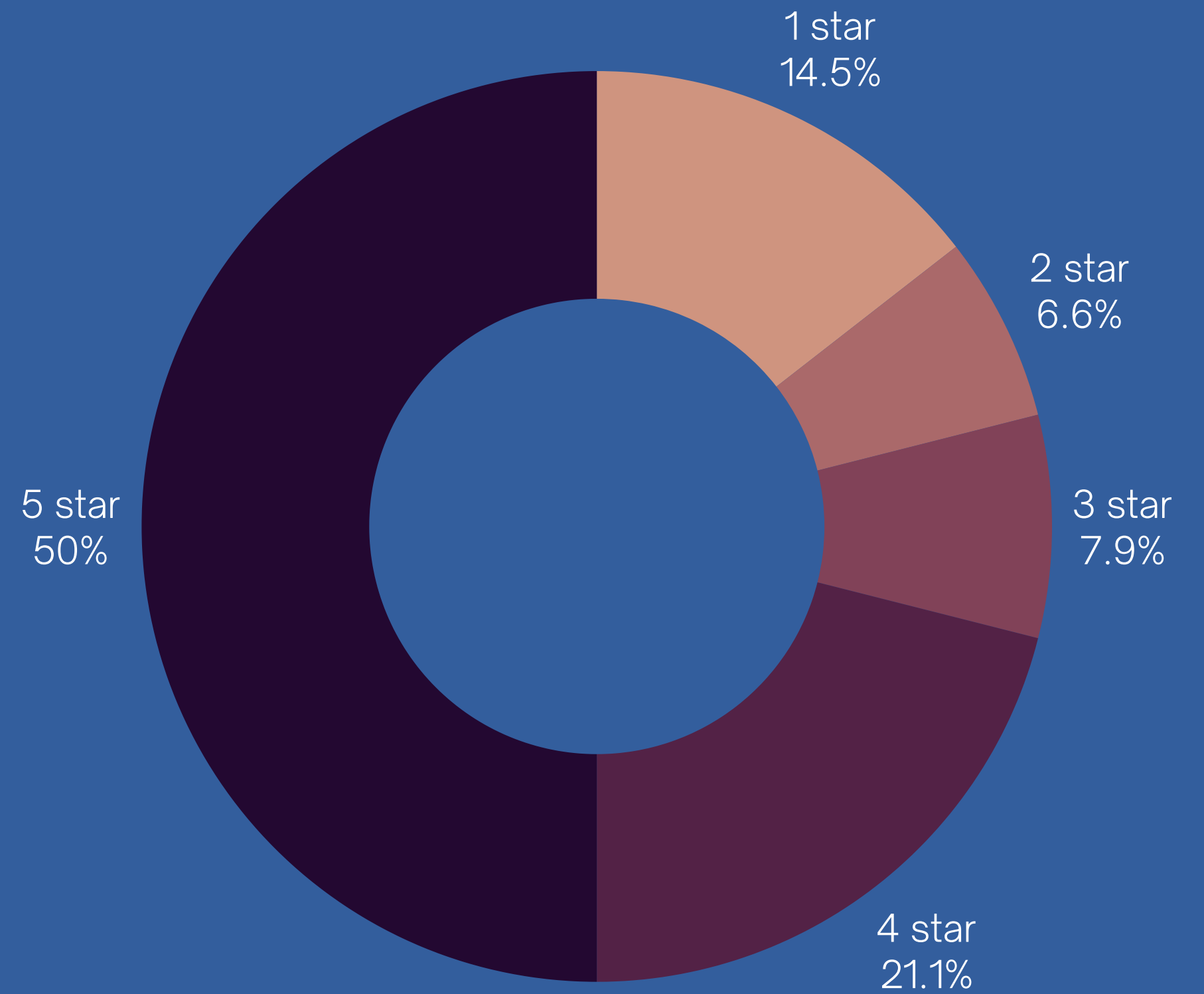
"Felt like a home away from home."

04

5/5 stars

"Ideal location"

STARS SUMMARY



COMPETITION ANALYSIS

	MONSARAZ HOTEL	BAY CLUB HOTEL	SHELTER ISLAND BEST WESTERN	MARRIOTT COURTYARD	
PARKING FEE	\$37	\$18	\$25	\$19	
EXERCISE FACILITY	✓	✓	✓	✓	
PET FRIENDLY	✓				
ON-SITE RESTERAUNT	✓	✓	✓	✓	

WHAT IS THE PROBLEM.

LACK OF AWARENESS IN HOTEL AND LACK OF COMMUNITY INVOLVEMENT

WHAT IS THE SOLUTION.

BRING MORE AWARENESS OF THE HOTEL





In-state Guests

Families and Singles

Guest with cars driving from San Diego, Los Angeles, near-by states



Out-of states guests

Families and Singles

Guest that take a flight to visit San Diego. Includes Domestic and International guests.



Point Loma Parents

PLNU Parents

Families visiting the university for events like NSO, Family Weekend, or college tours

TARGET CUSTOMERS

THE SOLUTION

ACTIONS AND SOLUTION

- Partner with PLNU parents
- social media presence
- Implement new website design

increase awareness,
more traffic=Increased
revenue

BENEFITS

- In touch community
- Returning customers

THE 3 P'S

Price.

This refers to what the hotel will spend on promoting their product, the product being the Monsaraz

Placement.

This refers to how we position the Monsaraz in the minds of our guests as a desirable hotel

Promotion.

Your promotion strategy refers to all the marketing methods we use, and what we will say and do to reach our goal



PLNU PARTNERSHIP

PLNU currently partners with eight different Bartell Hotels in the area, offering a 15% discount for people associated with PLNU, one of them being the Hilton Hotel on Harbor Island.

This information is advertised on the PLNU website page specifically for parents.

The Monsaraz is one of the closest hotels to the campus, and is not being advertised to the community.

PLNU PROMOTION

Parents of Point Loma

Include flyer on PLNU parent emails

Discount

offering a dicounted rate will be an
incentive for parents

Social Media

Flyer can be posted on the
Monsaraz instagram or facebook
offering discount



THE MONSARAZ

HOTEL
RECOMENDATION FOR
PLNU PARENTS

10% OFF FOR PLNU PARENTS

- Single Room
- Luxurious Room
- Unique atmosphere
- Chic design
- Family and pet friendly
- Gym & Fitness

USE CODE
"PLNUPARENT"
AT CHECKOUT

BEDROOM

RESTAURANT

PROMOTION ADS


OFFER ADS IN ENGLISH AND SPANISH

— Monsaraz Hotel —



The Monsaraz is a beautiful boutique hotel with a Portuguese flair, partnered with the Hilton, belonging to their tapestry collection. We offer a unique culture and design offering a welcoming home away from home in beautiful Point Loma San Diego.

Get in touch:


 619-790-5700

— Monsaraz Hotel —



El Monsaraz es un hermoso hotel boutique con un toque portugués, asociado con el Hilton, perteneciente a su colección de tapices. Ofrecemos una cultura y un diseño únicos que ofrece un hogar lejos de casa en el hermoso Point Loma San Diego.

ponerse en contacto:

 619-790-5700

INSTAGRAM POST EXAMPLE



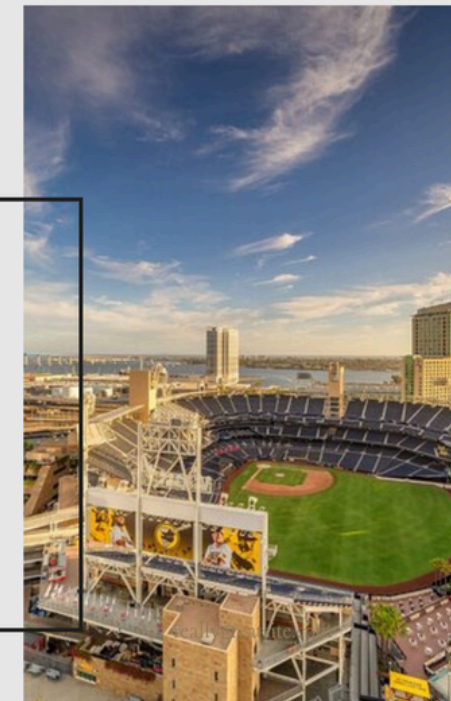
Attractions
near us



SeaWorld



THE
GASLAMPS



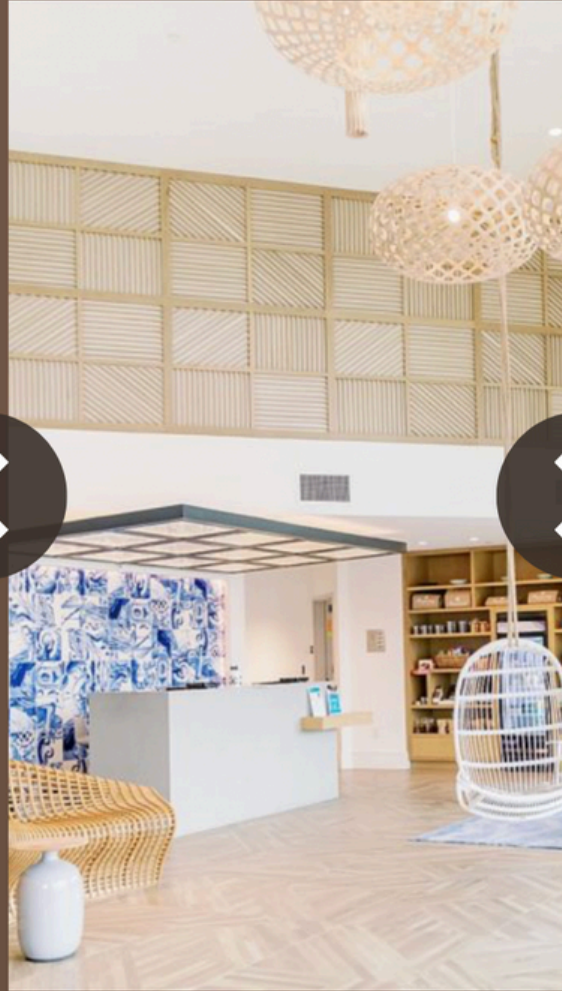
PETCO
PARK
Padres game



San Diego zoo and
safari park

THE MONSARAZ HOTEL

hilton tapestry collection



The Monsaraz is a beautiful boutique hotel with a Portuguese flair, partnered with the Hilton, belonging to their tapestry collection. We offer a unique culture and design offering a welcoming home away from home in beautiful Point Loma San Deigo.

RESERVE ROOM HERE

THE MONSARAZ

Hilton Tapestry Collection

Rooms

The Westley

About Us

BOOK A ROOM

THE MONSARAZ HOTEL

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RESERVE
ROOM HERE



PLACEMENT

TikTok:

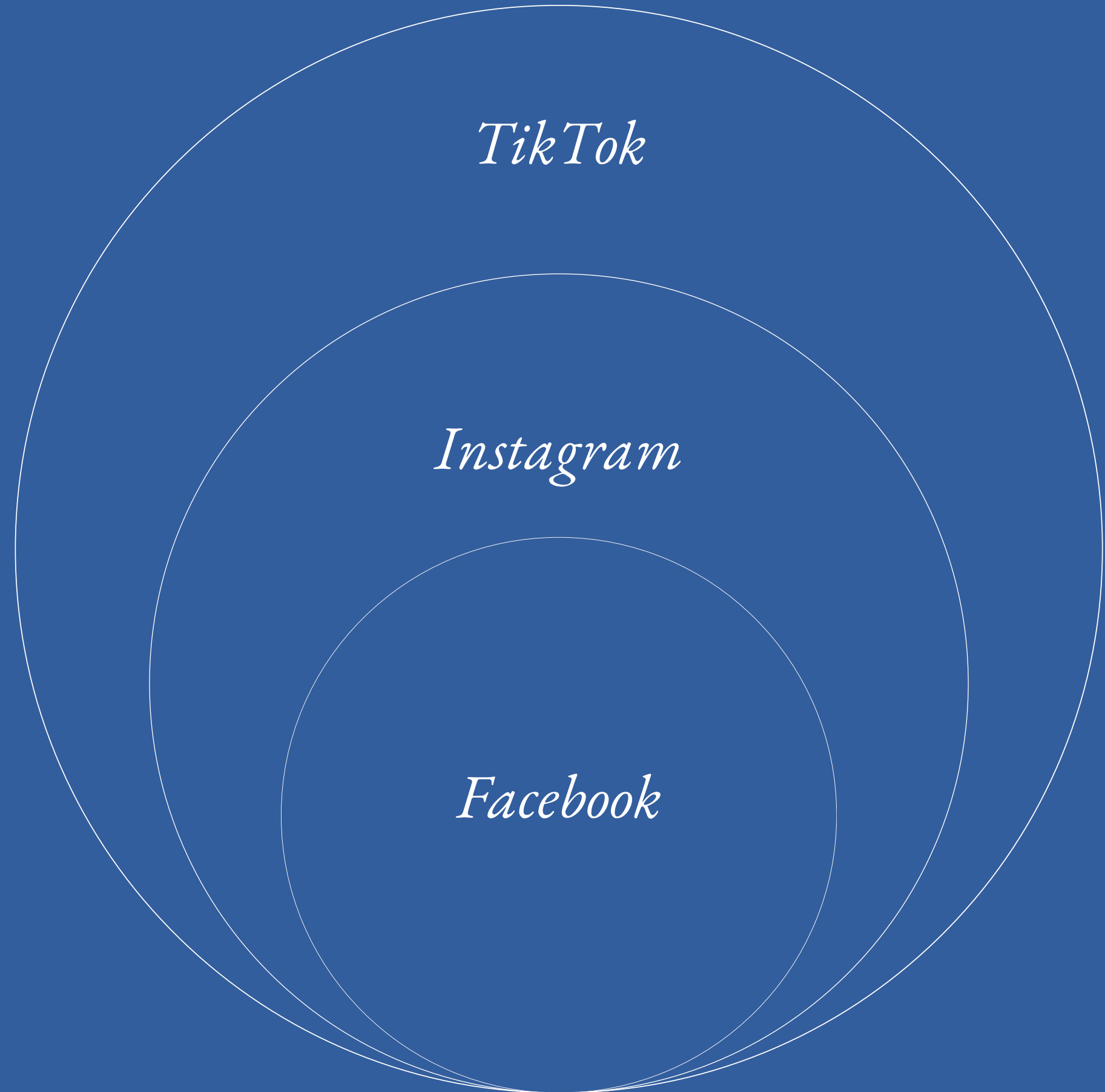
- 1 billion monthly users
 - Ad engagement rate 17.5%
 - Westerly advertising
 - Share menu and best food options

Instagram:

- 2.9 billion monthly visits
- 58% users say they are more interested in brand after viewing stories
 - Plan
 - regular post routine
 - show your faces and work culture

Facebook:

- 54% Americans have FB
- Largest users-25-34 yr olds
 - give facebook users the same information, thats given to Instagram
 - gear posts towards older generations



PRICE

Social Network	CPC	CPM (cost per thousand impressions)	Yearly costs (10,000 clicks)
Instagram	\$0.20-\$2.00	\$6.70	\$67
Facebook	\$0.97	\$7.19	\$72.00
TikTok	\$1.00	\$10.00	\$100
PLNU Partnership/Email List	No cost	No cost	\$0.00
Google Search Ads	\$2.32	\$38.00	\$619

Revenue

Queen size room for \$197. After applying 10% discount = \$177.3

Occupancy Rate	Rooms for PLNU Families	Revenue
25%	92 rooms x .25 = 23 rooms	23 rooms x \$177.3 = \$4,077.9
50%	92 rooms x .5 = 46 rooms	46 rooms x \$177.3 per room = \$8,155.8
75%	92 rooms x .75 = 69 rooms	69 rooms x \$177.3 per room = \$12,233.7
100%	92 rooms x 1 = 92 rooms	92 rooms x \$177.3 per room = \$16,311.6

92 rooms x \$197 (original rate) = \$18,124

- \$18,124 x 25% = \$4,531 is the amount we need to increase

SUMMARY

01

Monsaraz Hotel

Pet friendly, great location, unique aesthetic

02

Problem

Not many people know of the hotel and lack of community involvement

03

Solution

Market to PLNU families through promotions and ad campaigns to increase traffic and knowledge of hotel

04

Increase revenue by 25%

Partnership with PLNU will help more rooms to be booked during event seasons and gain more revenue

Thank you!

Questions?