



Four smart ways to build a hotel positioning strategy

The goal of hotel positioning is to create a clear and compelling image of the hotel in the minds of consumers. And to differentiate the hotel from its competitors in a way that resonates with its target audience.

There are many ways you can achieve it. Here we talk about four strategies that can stand out in today's market and help you create a unique proposition for your hotel business.



Turn the table

When you find nothing on the table, turn the table. Yes, turning the table can establish yourself as a unique brand. How? By turning the table, we mean thinking unconventionally. When everyone is looking to introduce some breakthrough, you can focus on the ordinary and position it as a luxury.

How will this work? Only some people want everything. And there are a lot of people who want basic things right. Find the essential things not many in the industry sell, but you do.



02

Create blue ocean

By creating a blue ocean, we mean creating a whole new category altogether. One step ahead from "turning the table."

The way OTTs brought live sport on the internet. Once you can redefine a category, you redefine a market and the competition. You will have the first-mover advantage, and everyone else will play a catch-up game.



Get one past one

To do a lot better, you don't necessarily need to do a lot. When we say, "get one past one," we mean thinking about the number one in your industry and finding out what's that one thing you can do better than them.

Find that UNIQUE spot of differentiation, and market it.



04

Be anti-establishment

Today if you glance over social media, you will find everyone is anti-something. It's true for your industry as well. That means people are telling you to be what some of the best players in your class are not.

Gather that data about the established players in your industry and find the category that allows you to be the best "anti-establishment." Here, you have your differentiation. Be a hero in your class by not doing what heroes do.



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