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Here you find 16 upcoming hospitality marketing trends within the hospitality industry for 2021. 10 general & 6 COVID related trends.

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Hotel sales coordinators work within a hotel's marketing and events department, supporting and coordinating the booking of hotel facilities.

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Six essential hotel sales strategies are: group bookings, direct bookings, destination marketing, cross promotional sales, guest rewards strategies, revenue management strategies. Other room selling techniques might include upselling, cross-selling, packages, promotions, re-marketing, and local partnerships.

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Hospitality sales are different from consumer goods sales because marketers must sell tangible as well as intangible products. In many cases this means that they are marketing services rather than goods, and success hinges on creating the right feeling in the consumer. For example, a resort will want to cultivate a relaxing, fun atmosphere that is recognizable to customers and inspires those same feelings in the consumer.

Hotel sales and marketing: key trends and issues

You have great interpersonal skills that are paired with sound judgment. The Certified Hospitality Sales Professional certification recognizes the marketing and revenue management skills you

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DOI link for Hospitality Sales and Marketing. Hospitality Sales and Marketing book. An Evolutionary Journey with Howard Feiertag. By Howard Feiertag. Edition 1st Edition. First Published 2019. eBook Published 10 September 2019. Pub. Location Boca Raton. Imprint Apple Academic Press.

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