

# Experiential Marketing for Hotels



The world of hotel marketing is changing. Internet sites, OTAs, social media and other new channels hold the limelight while print advertising, radio, rack brochures and other 20th century staples fall out of practices. In these ever-evolving times, however, it would be folly to abandon the old ways entirely. Instead, an integrated approach works best via a circular strategy called experiential marketing, comprised of three broad components:

- Onsite / On-Property Excellence
- Relationship Management
- Advertising and PR

Like a virtuous circle or a golden triangle, each equal part feeds back into and reinvigorates the other two. In order to understand and apply the principles of experiential marketing, you must be able to grasp how each component acts on its own.

## Talent in the Hospitality World



Originally, I had set out to write a short, inspirational manifesto about the nature of innate talent versus the merits of hard work. But as more and more evidence mounted, I realized that there is a lot more behind the word 'talent', especially when applied to the hospitality industry. Even though the simple conclusion, in a strict business sense, is that hard work and dedication to one's job will always trump talent, the real answer is mired in gray.

## The Moore's Law of Demographics

It's often said that a key problem we face in today's labor market is not a lack of job opportunities, but a paucity of candidates with the prerequisite skills. Wrapping this sentiment around the prospects of hiring and training someone from the Millennial generation, I add that there's a scarcity of potential employees with the necessary motivation and passion to succeed at a given position. After all, if someone is properly motivated, they'll put in the effort to learn and exceed the base skill requirements.

## About Larry Mogelonsky

Larry Mogelonsky is the President and Founder of LMA Communications Inc., a Toronto-based hospitality consulting agency.

After completing his MBA, Larry began his marketing career with Procter & Gamble, then moved to the top-10 ad agency Bozell, acting as the managing director to serve the likes of Four Seasons Hotels & Resorts, Howard Johnson and American Airlines.

Founding LMA in 1991, his first assignment involved strategic planning for Preferred Hotels and Resorts. Since then, LMA has increased its hospitality presence with a global roster of hotel and tourism clients, winning 70 Adrian Awards and TravelClick's Worldwide e-Marketer of the Year.

Larry is one of the most frequently published writers in hospitality marketing. Larry has published three best-selling books on hospitality marketing and management entitled, "Are You An Ostrich Or A Llama?", "Llamas Rule" and "Hotel Llama." He is an associate of G7 Hospitality, Cayuga Hospitality Advisors and Laguna Strategic Advisors. In 2013, HSMAI recognized Larry as one of the "25 Most Extraordinary Minds in Hospitality."

