

The Marketing Mix

Create the Marketing Mix for a hotel in your area. Describe the main or primary **Product** your hotel offers and the secondary or additional products. Describe the **Place** or location for your hotel and why that location was selected. Describe the **Price** or price range for a night's stay at your hotel and explain the rationale for that rate. For **Promotion**, list all of the ways in which your hotel promotes its products and brand. In the middle, describe in detail the **Target Market** for your hotel.

Name of Hotel: _____

