



Hospitality Sales and Marketing

James R. Abbey, Ph. D.

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In today's highly-competitive hospitality market, it is essential to have an understanding of sales and marketing. This textbook goes beyond theory to focus on a customer-oriented and practical approach for effectively marketing hotels and restaurants. The book explores the four Ps(price, product, promotion, and place) as they relate to specific market segments, providing a customer-focused perspective. Illustrations and exhibits include industry examples (forms, checklists, advertisements, etc.)that are used by today's industry leaders to effectively market their properties.

The sixth edition provides the latest information on trends shaping the lodging and food service industries, including technology and social media, marketing to Millennials, sustainability, and the farm-to-fork movement. Most of the Insider Insights that open each chapter are new to this edition.

There are new sections on distribution,revenue management,and customer relationship management; updated profiles of frequent business travelers; and a new section on;wellness devotees;in the Other Special Marketing Segments section.

Learners will gain:

A thorough introduction to hospitality sales and marketing

Insight from numerous real-world examples of effective hospitality advertising campaigns and promotions

Insider information from industry professionals sharing their perspectives on current issues in hospitality sales and marketing

An understanding of the role the Internet plays in today's hospitality marketing efforts

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