

Title : COSI'S hotels new marketing strategy dedicated to millennials generation

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Abstract

The objectives of this study were (1) to Analyze and understand what are the communication channels that the millennials are interested in, (2) to understand the consumer behavior in terms of travel preferences and expectations, especially regarding the accommodation, (3) to create a marketing strategy and plan that will fit the customer's wants and needs in order to attract them to Cosi Hotels, which would increase the profitability and success for the business.

Research methodology: Both qualitative and quantitative researches were conducted to achieve the research objectives. Semi-structured interview where used for the qualitative analysis. 3 persons within the millennials age range and from Europe, Asia and North American has been interviewed. As quantitative analysis, online survey questionnaire has been conducted. The sample size of the questionnaire was 269 respondents. SPSS software has been used to analyze and interpret the data collected via the survey.

Research findings were as follows: Majority of the respondents are Asian and European, within the age range 17 to 37 years old. As COSI is a new hotel brand the brand awareness is limited for now. Creating marketing plan for the brand is necessary for COSI in order to gain in brand awareness. It is vital for the brand.

Keywords: Qualitative and quantitative research, Interview, Communication, Marketing plan