

Marketing Plan

Hotel Name Here

Year

WYNDHAM

HOTELS & RESORTS

Competitive Analysis

Strengths, Weaknesses, Opportunities, and Threats Analysis				
Strengths	My Company	Competitor 1	Competitor 2	Competitor 3
What are your business advantages?				
What are your core competencies?				
Where are you making the most money?				
What are you doing well?				
Weaknesses				
What areas are you avoiding?				
Where do you lack resources?				
What are you doing poorly?				
Where are you losing money?				
What needs improvement?				
Opportunities				
Any beneficial trends?				
Niches that competitors are missing?				
New technologies?				
New needs of customers?				
Threats				
Obstacles to overcome?				
Aggressive competitors?				
Successful competitors?				
Negative economic conditions?				
Changing business climate?				
Vulnerabilities?				

Competitor #1 S.W.O.T

Strengths

Weaknesses

Opportunities

Threats

Competitor #2 S.W.O.T

Strengths

Weaknesses

Opportunities

Threats

Competitor #3 S.W.O.T

Strengths

Weaknesses

Opportunities

Threats

City or Metro Area Marketplace S.W.O.T Analysis

Strengths

Weaknesses

Opportunities

Threats

**Target Market
Corporate Segment**

Segment's Needs	Your Offering to Segment
Positioning Statement:	

Top 5 Corporate Accounts

Company Name	Previous Year's Volume	Notes

Top 5 Wish List Corporate Accounts

Company Name	Hotel They Are Currently Using	Anticipated Volume	Notes

Sales & Marketing Objectives and Action Items

Objective 2:				
Segment:				
Action Item	Anticipated Cost	Action Owner	Implementation Date	Recap

Sales & Marketing Objectives and Action Items

Objective 3:				
Segment:				
Action Item	Anticipated Cost	Action Owner	Implementation Date	Recap

Sales & Marketing Objectives and Action Items

Objective 4:				
Segment:				
Action Item	Anticipated Cost	Action Owner	Implementation Date	Recap

Sales & Marketing Objectives and Action Items

Objective 5:				
Segment:				
Action Item	Anticipated Cost	Action Owner	Implementation Date	Recap

Future Sales & Marketing Actions

Year Two Objectives

-
-
-
-
-

Year Three Objectives

-
-
-
-
-

Miscellaneous Notes for Future Sales & Marketing Plans:

Entertainment												
Tradeshows												
Other												
TOTAL												

Budget Items Details: