

Generative AI in Hotel Marketing – A Reality Check

Abstract

This paper verifies the capacity of generative AI (ChatGPT in particular) to design a marketing strategy for a hotel by using the example of a 5-star property in the centre of Lisbon. The indicative solutions and reflexive tactics suggested by Dwivedi et al. (2023) were used to develop the prompts based on which ChatGPT designed the hotel's marketing strategy. The proposed approach incorporates the marketing mix elements, including digital marketing tips, the competitive set definition, a name for a marketing campaign, a logo, identification of an appropriate partner and suggested cross-selling actions. This is one of the first attempts to utilise generative AI to design a marketing strategy for a product/service. The findings of this research verify the previous assumption that ChatGPT can write it!

Keywords: generative AI, hotel marketing, 5-star hotel, ChatGPT

1. Introduction

The idea for this paper emerged after reading one of the most fundamental articles on the business aspects of generative AI: “So what if ChatGPT wrote it? (...)” (Dwivedi et al., 2023). The current paper's authors decided to answer this question by providing a reality check of the content ChatGPT wrote about a hotel's marketing strategy. The authors chose marketing strategy content because of its practical applicability, importance and tangible benefits to businesses' competitiveness and profitability. The hotel business was selected to put the empirical context of the marketing strategy and provide its real-life relevance.

Artificial Intelligence (AI) is about “programs, algorithms, systems and machines that demonstrate intelligence” (Shankar, 2018, p. 6) and a form of self-learning technology (Davenport & Ronanki, 2018). Nowadays, many people consider content generation and the creative process a human responsibility. However, the current advances in generative AI (Dwivedi et al., 2023; Dogru et al., 2023; Fui-Hoon Nah et al., 2023; Iskender, 2023; Rather, 2024) show that this assumption is not necessarily valid. This research shows that it is possible to design a marketing strategy for a hotel with the help of ChatGPT. Therefore, AI is not a theoretical problem anymore; it is now a concern to the market players, as prophesied by Holloway and Hand (1988, p. 70), who stated nearly four decades ago that “Artificial intelligence is no longer an academic term, but a reality. And, in some companies, it seems that the AI system has replaced the human as the business and ethical decision maker”.

The technology of generative AI has diverse applications such as producing images (photo, video); generating text, including writing news, articles, poetry, scripts, and translations; and making sounds and sound effects (Euchner, 2023; Gołąb-Andrzejak, 2023; Haleem et al., 2022a). Lowton (2023) stated that generative AI has vast business applications, such as automatically interpreting existing content and creating new content. Developers were exploring ways to integrate this technology into workflows, aiming to maximise its benefits, such as automating content creation, simplifying email response efforts, better addressing technical queries, summarising complex information, and streamlining content creation in specific styles. At the same time, some limitations were identified, such as limited source referencing, difficulties in detecting and addressing bias in

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sources, content inaccuracies, difficulty in adapting to new contexts, and potential bias, prejudice, and hatred in results (Lowton, 2023). Generative AI applications (e.g., ChatGPT) may possess impressive conversational abilities, but they may struggle to answer questions worded in specific ways, compelling users to rephrase their queries for better understanding. Users can improve the content generated by these applications mainly through passive feedback (e.g., by rating the response or requiring content regeneration), active feedback (e.g. by writing textual feedback) or prompt engineering (e.g. providing specific context and details in the prompt). Dwivedi et al. (2023) emphasised the significant marketing implications of ChatGPT, especially in building marketing campaigns, content marketing, customer services, and marketing research, among others.

This paper provides a reality check on the actual capabilities of generative AI in the context of its implementation in marketing. It tries to assess generative AI's actual (rather than the assumed) capabilities in marketing to find or not support the claims in previous conceptual academic studies about them. Specifically, it tries to answer the following research questions:

- RQ1: How easy is it to develop a new marketing strategy for a product with the help of ChatGPT?
- RQ2: Can ChatGPT replace the marketer's tasks in the design of a marketing strategy?
- RQ3: Can ChatGPT design a creative marketing campaign for a specific product or a service to enhance guest experiences?
- RQ4: Are ChatGPT's ideas and suggestions practical? Can they be operationalised?

To answer these research questions, this article is structured as follows: the next section presents the literature review on marketing mix, artificial intelligence and generative AI in marketing. The third section shows the methods and AI prompt production process. The fourth section presents the ChatGPT-generated content on the marketing strategy and discusses it. The last section presents the conclusions, theoretical and managerial contributions, limitations and future research directions.

2. Literature review

2.1. Marketing mix

Neil Borden presented the marketing mix concept as a set of elements for a market response. Borden's original mix had 12 elements: product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and analysis (Borden, 1964). McCarthy reduced Borden's 12 elements to the 4Ps: product, price, promotion, and place (McCarthy et al., 1979). Later, Booms and Bitner (1981) added three more Ps to the 7Ps in the services marketing mix - product, price, place, promotion, participants, physical evidence, and process. Salman et al. (2017) proposed the marketing mix components as follows: product (design and quality), price (affordability), place (convenience), promotion (messaging and communication channels), people (stakeholders and customers as co-producers), process (service delivery mechanism), physical evidence (environmental factors), partners (collaborators), purse string (funding sources), perception (interpretation of stimuli), programming (reward program). Marshall and Johnston (2019) suggest that the marketing mix is a marketer's "arsenal" for implementing marketing tactics. It enables firms to convert their resources into favourable outcomes, enhancing their competitive advantage.

The classical 4Ps marketing mix has long been utilised in the hotel industry as a vital tool to implement hotels' marketing strategies. Hoteliers blend these tools to cater to the preferences and needs of their target markets, aiming for a positive response. Lovelock and Wirtz (2011) highlighted the relevant marketing mix factors in the hotel sector, adding physical evidence, promotion, participants/people, process, and productivity/quality. Epuran (2015) discussed the emergence of new operational management models in the tourism sector and formulated the 4E's mix: experience, everyplace, exchange, and evangelism. This alternative approach

provides new insights into hospitality marketing. According to Epuran (2015, p. 79), marketing now involves engaging and building customer relationships.

The marketing mix is studied globally. Magatef (2015) explored its impact on tourist's satisfaction in Jordan, while Epuran et al. (2015) examined its evolution in the hotel industry. Siakalli et al. (2017) emphasised the power of marketing mix, both online and offline, and the strategies and practices used in the hotel industry. They advocated for leveraging the potential of the internet to innovate and improve the hotel's performance. Khalayleh and Hawary (2022) investigated the effect of digital content on marketing performance, focusing on dimensions such as digital marketing databases, social media platforms, digital pricing, and digital advertising.

In summary, the marketing mix concept, introduced by Neil Borden, has grown into a fundamental framework for effective marketing strategies. McCarthy's 4Ps and Booms and Bitner's 7Ps for services have refined it. The 4Ps are vital for tailored marketing strategies for positive customer responses in the hotel industry. Epuran's 4E focuses on engagement, while Lovelock and Wirtz (2011) expand the mix with factors like physical evidence, participants, and processes. The marketing mix remains a versatile tool for crafting strategies across industries.

2.2. Artificial intelligence

Artificial Intelligence is the science and engineering of making intelligent machines and computer programmes. Wang (2019) defines intelligence as "the capacity of an information-processing system to adapt to its environment while operating with insufficient knowledge and resources" (p. 17). AI simulates human cognitive abilities like speech, problem-solving, and learning (Russell et al., 2015). Other authors emphasise AI's independent data interpretation, learning from data (Gude, 2023) and adaptive capabilities (Kaplan & Haenlein, 2019). AI is used to communicate through chatbots (Skrebeca et al., 2021; Stoilova, 2021), to forecast (Staffing, 2022), for pricing hospitality services (Dogru et al., 2023), to analyse social media posts (Verma et al., 2021) and numerous other tasks. From a business perspective, AI helps organisations make decisions (Ivanov, 2023; Korzynski et al., 2023), improves business performance (Wamba-Taguimdje et al., 2020), and facilitates customer interactions. For example, Li et al. (2021) identified four modes of AI technology-based service encounters (AI-supplemented, AI-generated, AI-mediated, and AI-facilitated encounters).

AI has various positive and negative impacts on companies, people, and societies. Tussyadiah and Miller (2019) outlined the following positive impacts of AI: easier decision-making, convenience, health improvements, time savings, skill enhancement, economic benefits, resource efficiency, and environmental positivity. They also highlighted the negative impacts: environmental harm, transportation issues, infrastructure disruptions, and potential for conflicts. Risky impacts include accidents, human manipulation, cyber-attacks, privacy concerns, criminal AI use, data access, and job losses (Bécue et al., 2021). Müller (2021) summarised the ethical challenges AI poses, including concerns about bias, transparency, accountability, and the potential for harm in various domains of AI applications. Baker-Brunnbauer (2021) developed the Trustworthy Artificial Intelligence Implementation (TAII) Framework to help organisations deal with the implementation of AI systems in an ethical way.

2.3. Generative AI in marketing

AI is pivotal in marketing (Dwivedi et al., 2023; Verma et al., 2021). It has been extensively researched in the field of marketing as an umbrella area (Bulchand-Gidumal et al., 2023; Chen et al., 2022; Sudhir & Toubia, 2023) and in its various subareas such as advertising (Dwivedi et al., 2023; Haleem et al., 2022b; Jain et al., 2023), branding (Dwivedi et al., 2023; Jain et al., 2023; Nalbant & Aydin, 2023), sales (Davenport & Ronanki, 2018; Yang & Siau, 2018), and pricing (Aparicio & Misra, 2023), among others. Verma et al. (2021) comprehensively reviewed AI in marketing using bibliometric, conceptual, and intellectual network analyses. They pointed out that AI was a disruptor with transformative potential in marketing

tasks such as data analytics, personalisation, content generation, predictive analytics, marketing automation, social marketing analytics, etc. Haleem et al. (2022a) showed that AI-driven personalisation created a comfortable user environment, boosting purchase likelihood. Additionally, AI tools could analyse competitors' campaign effectiveness and unveil customer expectations. Ameen et al. (2022) highlighted AI's role in sparking marketing creativity.

Recently, generative AI tools, the most popular of which is ChatGPT, have entered the arsenal of marketing managers. ChatGPT is a chatbot powered by artificial intelligence and created using Open AI's GPT-3.5 and GPT4 large language models. After its launch in November 2022, ChatGPT quickly gained popularity and has been widely used. In January 2023, ChatGPT users exceeded 100 million, making it the fastest-growing consumer application (Milmo, 2023). ChatGPT presents diverse possibilities for marketers throughout various customer journey phases (Dwivedi et al., 2023; Haleem et al., 2022b).

Research on ChatGPT and its application in marketing is rapidly growing (Dwivedi et al., 2023). Paul et al. (2023) pointed out that ChatGPT provided more interactive experiences with consumers than traditional communicational forms. Jain et al. (2023) explained that ChatGPT could analyse large datasets to identify patterns and trends that drive purchase decisions and brand loyalty while explaining the underlying customer motivations. It can assist consumers in exploring and evaluating product options, recommending and comparing products, and explaining technical terms and features to aid in making informed decisions. Kshetri et al. (2023) identified how generative AI-enhanced marketing efficiency and productivity by generating content. Gołąb-Andrzejak (2023) developed a conceptual framework for generative AI and ChatGPT throughout the different phases of creating a digital advertising campaign: ideate, draft, iterate, and test. ChatGPT can potentially augment the effectiveness of ad campaigns by experimenting with diverse messaging, imagery, and creative concepts (Gołąb-Andrzejak, 2023; Jain et al., 2023). ChatGPT can help to customise ad campaigns, to segment needs and preferences (Jain et al., 2023; Gołąb-Andrzejak, 2023; Ooi et al., 2023) and enhance consumer engagement (Paul et al., 2023). In addition, ChatGPT can analyse customer data related to demographic interests (Gude, 2023), evaluate user satisfaction, assess their impact on sales, enhance customer retention and drive sales through personalised and relevant product suggestions (Orzoł & Szopik-Depczyńska, 2023).

Jain et al. (2023) and Dogru et al. (2023) pointed out that if integrated into appropriate software applications, ChatGPT could scrutinise social media and online data to gain insights into the personality traits that customers associated with a brand or product, which could aid in refining brand positioning strategies. ChatGPT can also outline areas of strength and weakness in brand perception, enabling the development of methods to enhance brand reputation and loyalty. Furthermore, it can aid in selecting a brand name and colours. By providing valuable insights into brand perception, ChatGPT can be instrumental in enhancing brand positioning, brand reputation and employer branding (Pandey, 2023). Regarding sales, ChatGPT, customised for sales purposes, has the potential to support businesses in predicting sales and revenue by analysing data and observing market trends (Gołąb-Andrzejak, 2023; Jain et al., 2023). It can aid in micro-segmentation, market research, creating sales strategies, setting targets, designing sales training modules (Dwivedi et al., 2023; Gude, 2023; Jain et al., 2023; Haleem et al., 2022a) and making decisions (Korzynski et al., 2023). Moreover, it can provide chatbot support for efficient customer service and assist in creating sales pitches and client briefs (Jain et al., 2023).

In the hospitality industry's marketing operations, generative AI can use travellers' historical data, preferences, and social media content to craft personalised suggestions for travellers, produce descriptions of destinations and hotel establishments, develop travel itineraries, and even construct virtual tours of hotels and attractions (Carvalho & Ivanov, 2024; Fusté-Forné & Orea-Giner, 2023). This concurrently delivers value to businesses and consumers (Dogru et al., 2023).

3. Methods

This paper utilised ChatGPT to co-create the marketing strategy for a fictional hotel. The authors stepped on the marketing strategies, indicative solutions and reflective tactics elaborated in Dwivedi et al. (2023) and prior marketing literature to develop prompts for ChatGPT to generate text for the strategy of the hotel in this study, summarised in Table 1. The table outlines *i)* the marketing strategies, elaborated by Dwivedi et al. (2023); *ii)* the indicative solutions to operationalise the strategies with the help of ChatGPT; *iii)* the reflective tactics which explain the tactical move marketers should follow to leverage ChatGPT to its fullest potential; and *iv)* the specific prompts used in the communication with ChatGPT in this paper. The first three columns were the basis for creating the fourth column with the ChatGPT prompts. The conversation with ChatGPT took place initially between the 17th and 19th of May 2023 using ChatGPT 3.5 Version. Due to the fast advances of the generative AI technology, the prompts were rerun on 22nd February 2024 with ChatGPT 4 to reflect the new developments of the tool. The paper presents ChatGPT’s second set of answers (February 2024), which are similar but more elaborate than the initial ones (May 2023). The logos were designed with the help of DALL-E 3 for ChatGPT 4 on 20th October 2023, when it was made available to subscribers.

Table 1
Prompt development

Marketing strategies	Indicative solutions	Reflective tactics	ChatGPT prompts used
Building marketing campaigns	ChatGPT could give suggestions to develop a successful marketing campaign.	As a generative tool, ChatGPT requires precise queries.	<p>Marketing mix Prompt 1: I manage a luxury 5-star hotel in Lisbon, Portugal. Act as a marketing consultant to help develop the marketing strategy of the hotel. I will ask you a few questions and you will answer them. The first one is: What are the 7Ps of my hotel’s marketing mix?</p> <p>Pricing strategy Prompt 3: What should be the pricing strategy of my hotel?</p> <p>Distribution channels Prompt 4.1: Which distribution channels should I use for my hotel? Prompt 4.2: Provide specific examples of OTAs that serve the luxury market.</p> <p>Effective marketing communications Prompt 5.1: Suggest communication channels that best fit my hotel. Prompt 5.2: Please specify the social media platforms that best fit my hotel. Prompt 5.3: Create ideas for Facebook posts for my hotel. Prompt 5.6: If I decide to use event sponsorship to promote my hotel, which companies should I invite?</p> <p>Partnership Prompt 6: Provide an example of a luxury brand to invite to partner with my hotel.</p> <p>Marketing campaigns Prompt 8.1: Considering the partnership with Bulgari and the idea of a Bulgari-branded luxury spa, suggest the name for a marketing campaign to retain hotel guests and engage them with the brand.</p>
Content marketing	ChatGPT could develop content for a marketing campaign, product description, sales page, email correspondence, and blog post	Creative results depend on the preciseness of the prompt.	<p>Blog content Prompt 5.4: Give me specific examples of blogs focusing on luxury hotels where I can promote my hotel. Prompt 5.5: Write a blog post about my hotel for a blog related to luxury hotels.</p>
Content designing	ChatGPT can provide design ideas	DALL-E 3 can be used to design a logo based on ChatGPT’s recommendations.	<p>Logo design Prompt 9: Can you please make a logo for a 5-star luxury hotel in Lisbon, Portugal?</p>

Table 1 (continued)

Customer experience	ChatGPT can provide an enriching customer experience	ChatGPT can provide practical ideas how to improve customer experiences	Customer experience Prompt 7: Based on your previous suggestions, specify how can I increase guests' experience during their stay in my hotel?
Keyword suggestions	ChatGPT can suggest keywords for sponsored campaigns. In addition to regular keywords, ChatGPT allows marketers to test the alternate keywords in the campaign	The search for content and keywords should be narrowed based on the personalised campaign requirements.	Google ads Prompt 10: Suggest keywords that should be used for a Google ad sponsored campaign to attract customers to the website of the hotel
Marketing research	ChatGPT can help in testing content performance (A/B testing), market statistics and analysis, and demographic targeting.	ChatGPT can provide guidelines for the evaluation fo marketing campaigns, benchmarking content, and performance indicators.	Marketing campaign efficiency Prompt 8.2: Advise what indicators should be considered to evaluate the efficiency of the marketing campaign.
Brand comparison	ChatGPT can help in understanding brand position against competitors	ChatGPT could help identify the competitors and compare their products/brands	Competitive set Prompt 2.1: What is the competitive set of my hotel? Prompt 2.2. Be specific and name some competitors of my hotel. Prompt 2.3: What does my hotel have in common with these competitors?

Source: Developed by the authors based on Dwivedi et al. (2023, p. 15).

4. Findings

4.1. AI generated content

This section presents the marketing campaign for a fictitious 5-star hotel in the centre of Lisbon developed by ChatGPT. The text is provided as generated by ChatGPT without editing by the authors. The authors present the first versions of the generated answers to the prompts. The conversation is available at <https://chat.openai.com/share/5c1baf10-aa3d-4186-8d06-fe5c242b41d5>

Theme 1. Marketing mix

Prompt 1: I manage a luxury 5-star hotel in Lisbon, Portugal. Act as a marketing consultant to help develop the hotel's marketing strategy. I will ask you a few questions, and you will answer them. The first one is: What are the 7Ps of my hotel's marketing mix?

Output 1:

The 7Ps of the marketing mix, a concept that has evolved from the original 4Ps (Product, Price, Place, Promotion), are crucial for a comprehensive marketing strategy, especially in the highly competitive hospitality industry. For a luxury 5-star hotel in Lisbon, Portugal, here's how you can consider each of these Ps:

- 1. Product:** This refers to what your hotel offers, including the physical hotel rooms, amenities (spa, gym, swimming pool), services (concierge, room service, valet parking), and any unique experiences or offerings that differentiate your hotel from competitors. Luxury elements could include bespoke services, personalized experiences, and high-end room features.
- 2. Price:** Pricing strategies for a luxury hotel should reflect the premium value of your offerings, considering the perceived value, competitive pricing, and dynamic pricing strategies to adjust for peak and off-peak seasons. Luxury pricing should also consider packages and exclusive offers that add value without diminishing the brand's perceived luxury.

3. **Place:** This covers the location of your hotel's location and how customers can book their stay. For a luxury hotel in Lisbon, the place is not just the physical locale (which should be advantageous or exclusive) but also the distribution channels - direct bookings through your website, luxury travel agents, and partnerships with premium booking platforms.
4. **Promotion:** Promotional activities should aim to reach your target market through channels most relevant to them. This includes online marketing (SEO, PPC advertising), social media marketing focusing on platforms where your target audience is active (Instagram, Facebook, LinkedIn), email marketing, public relations, and high-end events or sponsorships that align with the luxury lifestyle.
5. **People:** Staff and customer service are paramount in the luxury hotel sector. Investing in the right people is critical - hiring skilled, hospitable, and professional staff and providing them with extensive training to ensure exceptional service. Your staff's interaction with guests can significantly impact guest satisfaction and loyalty.
6. **Process:** This refers to the systems and processes that deliver your service. For a luxury hotel, this could include the booking process, check-in and check-out procedures, room service, and any other guest interactions with your services. The goal is to make these processes as smooth and pleasant as possible, minimizing friction and enhancing the guest experience.
7. **Physical evidence:** In the hospitality industry, physical evidence goes beyond the tangible aspects of the product. It includes the hotel's ambience, cleanliness, design, and overall aesthetic, reflecting the luxury positioning. It also encompasses the online presence (website, social media profiles) and marketing materials, which should consistently communicate the luxury experience.

Developing your marketing strategy around these 7Ps will help ensure a comprehensive approach that addresses all aspects of your hotel's offering, positioning, and guest experience.

Theme 2. Competitive set

Prompt 2.1: What is the competitive set of my hotel?

Output 2.2:

Identifying the competitive set for your luxury 5-star hotel in Lisbon involves analyzing other hotels and accommodations that potential guests might consider as alternatives to yours. Your competitive set will include hotels that match or closely rival your offerings in price, quality, location, amenities, and services. Here's how you can define your competitive set:

1. **Direct competitors:** These are other luxury 5-star hotels in Lisbon that directly compete with you for the same target audience. They likely offer similar service amenities in comparable or desirable city areas. Look for hotels with similar themes or unique selling propositions (USPs) that match yours (e.g., boutique luxury, historical significance, waterfront views).
2. **Indirect competitors:** While not directly comparable in terms of star rating, these could include high-end 4-star hotels, luxury boutique hotels, or unique accommodation experiences (like luxury serviced apartments or villas) that offer a similar level of comfort, exclusivity, or personalized services that attract your target market.
3. **Geographical competitors:** Hotels in areas that attract similar clientele due to proximity to attractions, business districts, or unique geographical features of Lisbon. This includes hotels in prime locations such as downtown Lisbon, near historical landmarks, or in areas known for luxury shopping and dining.
4. **Online competitors:** Consider the digital space where potential guests might discover alternative accommodations. This includes luxury accommodations listed on platforms like Airbnb, Booking.com, and others, especially those with high ratings and reviews that cater to luxury travellers.

5. **Experience competitors:** Beyond traditional hotel accommodations, consider other experiences that might appeal to your target market, such as luxury cruises docking in Lisbon, high-end spa retreats, or exclusive resort stays outside the city but within a short travel distance.

To accurately determine your competitive set, conduct a thorough market analysis, including:

- **Guest reviews and ratings** on TripAdvisor, Google, and social media to understand what guests value and any gaps your hotel could fill.
- **Pricing and availability** analysis to understand how competitors position themselves during different seasons.
- **A comparison of amenities and services is needed** to see what unique offerings you could highlight or improve upon.
- **Marketing strategies** to identify how competitors are reaching out to potential guests and any niches or channels you might be overlooking.

Understanding your competitive set allows you to refine your marketing strategy, highlighting what makes your hotel unique and positioning it effectively against others in the market.

Prompt 2.2. Be specific and name some of my hotel's competitors.

Output 2.2:

To provide you with specific names of potential competitors for your luxury 5-star hotel in Lisbon, Portugal, we'll consider well-known luxury hotels in the city likely to share your target market. These competitors can be categorized based on their luxury offerings, location, and unique selling points that attract guests looking for high-end accommodations. Here are some notable examples:

1. **Four Seasons Hotel Ritz Lisbon:** Known for its exceptional service, luxury amenities, and prime location with stunning city views, the Four Seasons Hotel Ritz Lisbon sets a high standard for luxury accommodation in the city.
2. **Olisippo Lapa Palace:** Nestled in a historic building, this hotel is renowned for its tranquil garden setting, luxurious spa, and personalized services, appealing to those seeking a peaceful retreat within the city.
3. **Pestana Palace Lisboa:** Located in a beautifully restored 19th-century palace, this hotel offers a unique blend of historical elegance and modern luxury, with lush gardens and a refined atmosphere.
4. **Bairro Alto Hotel:** A boutique luxury hotel that combines contemporary luxury with traditional Portuguese elements, located in one of Lisbon's most vibrant neighbourhoods, appealing to guests seeking luxury and cultural immersion.
5. **Altis Belém Hotel & Spa:** This hotel offers a modern take on luxury with its waterfront location, contemporary design, and a focus on wellness and relaxation, attracting guests interested in a serene escape with easy access to Lisbon's landmarks.
6. **Tivoli Avenida Liberdade Lisboa:** A historic luxury hotel on Lisbon's prestigious Avenida da Liberdade, known for its classic elegance, sophisticated dining, and rooftop bar with panoramic city views.
7. **Memmo Príncipe Real:** This design hotel is situated in one of Lisbon's most exclusive districts, offering a contemporary luxury experience with stunning city views and a focus on local culture and cuisine.

These hotels represent a mixture of direct competitors based on their luxury rating, location, and the type of guests they attract. When analyzing your competitive set, consider what unique features, services, or experiences your hotel can offer to stand out from these established names. Whether through exceptional service,

distinctive amenities, cultural experiences, or innovative marketing strategies, differentiating your hotel from these competitors is critical to attracting and retaining guests in the competitive Lisbon luxury hotel market.

Prompt 2.3: What does my hotel have in common with these competitors?

Output 2.3:

Given your hotel is a luxury 5-star establishment in Lisbon, Portugal, it shares several key characteristics with the named competitors, which are integral to operating in the high-end segment of the hospitality market. Here's what your hotel likely has in common with these competitors:

1. **High standards of service:** Luxury hotels, including yours, are known for providing exceptional, personalized service. This includes concierge services, 24-hour room service, and attention to detail in guest interactions.
2. **Premium amenities and facilities:** Like your competitors, your hotel offers a range of high-end amenities such as a spa, fitness centre, swimming pool, fine dining restaurants, and possibly exclusive access to certain local attractions or experiences.
3. **Luxurious accommodations:** This includes well-appointed rooms and suites with premium bedding, designer toiletries, state-of-the-art technology, and often breathtaking views of Lisbon or unique aspects of the hotel's architecture and design.
4. **Strategic location:** Your hotel, similar to these competitors, is likely situated in a prime location that is attractive to tourists and business travellers alike, offering convenience and access to Lisbon's key attractions, business districts, or unique neighbourhoods.
5. **Cultural and local integration:** Many luxury hotels in Lisbon, including yours, integrate local culture and heritage into the guest experience, whether through design, gastronomy, or curated local experiences, celebrating the rich history and culture of Portugal.
6. **Market positioning:** Your hotel and these competitors target a similar market segment, catering to guests who seek luxury, exclusivity, and a high level of service during their stay in Lisbon.
7. **Pricing strategy:** Operating in the luxury segment means your pricing strategy is likely aligned with these competitors, reflecting the premium value of the services, experiences, and amenities.
8. **Marketing and branding:** Your hotel probably employs sophisticated marketing and branding strategies that emphasize luxury, quality, and unique selling points, similar to how these competitors position themselves in the market.

Understanding these commonalities is crucial for identifying where your hotel can align with industry standards and differentiate itself. Whether it's through offering unique experiences that immerse guests in the local culture, pioneering sustainability efforts, or leveraging technology to enhance the guest experience, distinguishing your hotel from these competitors is critical to capturing and retaining market share in Lisbon's competitive luxury hospitality scene.

Theme 3. Price strategy

Prompt 3: What should be my hotel's pricing strategy?

Output 3:

Developing an effective pricing strategy for a luxury 5-star hotel in Lisbon, Portugal, involves balancing premium value perception with competitive market positioning. Your pricing strategy should reflect the high quality of services, amenities, and experiences you offer while also considering market demand, competitor pricing, and economic factors. Here are key components to consider for your pricing strategy:

1. **Value-based pricing:** Set prices based on the perceived value to your guests rather than just cost-plus pricing. This involves understanding what aspects your hotel guests value the most—location, luxury amenities, exclusive services, or unique experiences—and pricing accordingly.
2. **Competitive analysis:** Regularly monitor the pricing of your competitive set in Lisbon. This doesn't mean you always need to match or undercut their prices, but you should understand the value proposition they offer at their price points. Use this information to justify pricing based on your hotel's superior value or unique offerings.
3. **Dynamic pricing:** Implement a dynamic pricing model that adjusts rates based on demand, seasonality, and booking patterns. Use historical data and predictive analytics to forecast high-demand periods and adjust your prices to maximize revenue while ensuring your rates remain attractive to your target market.
4. **Segmentation pricing:** Offer different price points for different customer segments or booking channels. For example, you might offer premium packages with additional amenities or experiences at a higher rate while having a base rate for guests looking for a luxury experience without the extras.
5. **Psychological pricing:** Use pricing tactics that make your rates more appealing, such as setting prices just below a round number (e.g., €499 instead of €500). This can make the price appear significantly lower in the eyes of consumers.
6. **Package and bundled pricing:** Create packages that combine rooms with other services (like spa treatments, dining experiences, or tours). These can offer better-perceived value and encourage guests to spend more overall while experiencing more of your hotel's offerings.
7. **Loyalty and retention pricing:** Implement loyalty programs or offer special rates to repeat guests. This fosters guest loyalty and encourages direct bookings, reducing reliance on third-party booking platforms and their associated fees.
8. **Yield management:** Use yield management strategies to adjust real-time prices based on occupancy levels and booking pace. This approach helps maximise revenue per available room (RevPAR) and overall profitability.
9. **Transparent communication:** Ensure that your pricing strategy is communicated transparently to avoid hidden charges. This builds trust and can enhance guest satisfaction and loyalty.

By combining these strategies, your hotel can develop a pricing model that reflects its luxury status, competes effectively in the Lisbon market, and adapts to changing market dynamics to maximize revenue and profitability.

Theme 4. Distribution channels

Prompt 4.1: Which distribution channels should I use for my hotel?

Output 4.1:

For a luxury 5-star hotel in Lisbon, Portugal, leveraging a mix of distribution channels is crucial to maximize visibility, bookings, and revenue. Each channel comes with its own set of advantages and considerations. Here's a strategic approach to selecting distribution channels for your hotel:

1. Direct bookings through your website

- **Advantages:** Higher profit margins with no intermediary fees, direct communication with guests, and control over the customer experience.
- **Strategy:** Optimize your website for SEO, ensure it's mobile-friendly, offer exclusive deals or perks for direct bookings, and use high-quality images and descriptions.

2. Online travel agencies (OTAs)

- **Advantages:** Extended reach to a global audience, increased visibility during searches, and access to guests who prefer booking through OTAs.
- **Strategy:** Partner with leading OTAs like Booking.com, Expedia, and luxury-focused platforms. Use these channels for visibility but encourage direct bookings through loyalty programs or direct booking benefits.

3. Global distribution systems (GDS)

- **Advantages:** Access to corporate travellers and travel agencies, broad visibility across different booking platforms.
- **Strategy:** Ensure your GDS listings are updated with accurate descriptions, photos, and availability. Focus on networks used by travel professionals, like Amadeus, Sabre, and Travelport.

4. Luxury travel agents and concierge services

- **Advantages:** Access to high-net-worth individuals looking for personalized service and exclusive experiences.
- **Strategy:** Establish relationships with luxury travel agencies and concierge services that cater to the luxury market. Offer them familiarization trips to experience your hotel firsthand.

5. Social media and digital marketing

- **Advantages:** Direct engagement with potential guests, brand building, and the ability to target specific demographics.
- **Strategy:** Use platforms like Instagram, Facebook, and LinkedIn to showcase your hotel's amenities, services, and unique experiences. Consider paid advertising to target specific audiences.

6. Email marketing

- **Advantages:** Direct communication with past and potential guests, high ROI, and the ability to personalize offers.
- **Strategy:** Build an email list of past guests and website visitors. Send them personalized offers, updates about the hotel, and news about local events or attractions.

7. Partnerships and collaborations

- **Advantages:** Access to new customer bases, shared marketing costs, and enhanced product offerings.
- **Strategy:** Partner with luxury brands, local attractions, and event organizers to offer exclusive packages or promotions. Collaborate with airlines for joint marketing efforts.

8. Meta-search engines

- **Advantages:** Visibility in price comparison searches, potentially lower costs than OTAs.
- **Strategy:** Ensure your hotel appears on meta-search engines like Trivago, Kayak, and Google Hotel Search. This can drive direct bookings if you offer competitive rates.

Best practices

- **Diversify:** Don't rely on a single distribution channel. Use a mix to maximize reach and revenue.
- **Optimize:** Regularly review and optimize your presence on each channel based on performance metrics and ROI.
- **Brand consistency:** Ensure your brand messaging is consistent across all channels to maintain a strong brand image.
- **Monitor and adjust:** Stay informed about market trends and adjust your strategy to remain competitive.

By carefully selecting and managing these distribution channels, your luxury hotel can enhance its visibility, attract a diverse clientele, and increase bookings while maintaining a premium brand image.

Prompt 4.2: Provide specific examples of OTAs that serve the luxury market.

Output 4.2:

For a luxury 5-star hotel like yours in Lisbon, Portugal, leveraging Online Travel Agencies (OTAs) that cater specifically to the luxury travel market can be particularly beneficial. These platforms are tailored to the needs and expectations of luxury travellers, offering a curated selection of high-end accommodations and experiences. Here are some OTAs and platforms that are well-regarded in the luxury travel market:

1. **Virtuoso:** Known for its exclusive network of luxury travel advisors, Virtuoso specializes in creating personalized, high-end travel experiences. Listing your hotel on Virtuoso can connect you with affluent travellers seeking unique and luxurious stays.
2. **Mr & Mrs Smith:** This boutique hotel booking service is curated for travellers looking for luxury and character in their accommodations. Hotels are handpicked for their style, service, and uniqueness, making them an excellent fit for distinctive luxury hotels.
3. **Kiwi Collection:** This platform features a carefully selected collection of the world's best luxury hotels. Hotels are chosen based on strict criteria, including location, amenities, and exceptional service levels.
4. **Small Luxury Hotels of the World (SLH):** SLH specializes in showcasing small, independent luxury hotels around the globe. This could be a fitting channel if your hotel offers a unique boutique experience.
5. **Leading Hotels of the World (LHW):** LHW represents a collection of more than 400 luxury hotels in over 80 countries. Membership is by invitation only and requires adherence to high standards of quality and luxury.
6. **American Express Fine Hotels & Resorts (FHR):** Available exclusively to American Express Platinum and Centurion cardmembers, FHR offers access to luxury hotels with unique benefits like room upgrades, complimentary breakfasts, and late check-outs.
7. **Tablet Hotels:** Acquired by Michelin in 2018, Tablet Hotels is known for its selection of unique and luxury boutique hotels worldwide. It's a good platform for luxury hotels that want to stand out for their design and experience.
8. **Luxury Retreats (now part of Airbnb Luxe):** While primarily focused on luxury vacation rentals, Airbnb Luxe represents a market segment interested in high-end, unique accommodations, which can include exclusive boutique hotels or estates.

Each of these OTAs offers a different value proposition and market reach, catering to segments of the luxury travel market that value exclusivity, personalized service, and unique travel experiences. Being listed on these platforms can enhance your visibility among affluent travellers, generate high-value bookings, and align your brand with the luxury market's expectations. Maintaining a balanced distribution strategy that includes direct bookings and other channels to maximize your revenue and brand presence in the luxury hospitality sector is also beneficial.

Prompt 4.3: Please design a sales strategy for my hotel related to the OTAs that serve the luxury market.

Output 4.3:

A multi-faceted approach involves designing a sales strategy for your luxury 5-star hotel in Lisbon, Portugal, that leverages Online Travel Agencies (OTAs) catering to the luxury market. This strategy should maximize your visibility and bookings on these platforms while enhancing your hotel's prestige and appeal to high-end travellers. Here's how you can structure your sales strategy around luxury OTAs:

1. Selective OTA partnerships

- **Target specific OTAs:** Focus on OTAs that align with your hotel's brand and cater to the luxury market, such as Virtuoso, Mr & Mrs Smith, Kiwi Collection, and Leading Hotels of the World.
- **Negotiate terms:** Work on favourable commission rates and terms that acknowledge your hotel's unique offerings and appeal to luxury travellers.

2. Optimized OTA listings

- **High-quality content:** Ensure your listings on these OTAs include high-resolution images of your hotel, rooms, amenities, and unique experiences. Use compelling descriptions that highlight your hotel's luxury elements and local charms.
- **Up-to-date information:** Regularly update your listings to reflect the latest amenities, services, promotions, and any new experiences your hotel offers.

3. Exclusive offers and packages

- **Create unique packages:** Develop exclusive packages for OTA customers that combine accommodation with unique experiences, such as private tours, gastronomy experiences, or wellness retreats.
- **Special promotions:** Offer time-limited promotions or perks such as room upgrades, late check-out, or complimentary services to entice bookings through these platforms.

4. Personalized guest experiences

- **Leverage guest data:** Use the booking information from OTA reservations to personalize guest experiences, from tailored welcome amenities to personalized activity recommendations.
- **Feedback loop:** Encourage and respond to reviews on these OTAs, using guest feedback to refine your offerings and improve guest satisfaction.

5. Direct booking incentives

- **Encourage repeat bookings:** Use the initial OTA booking to encourage direct bookings for future stays by highlighting direct booking benefits like loyalty points, discounts, or exclusive access to specific amenities.
- **Loyalty programs:** Develop a loyalty program that rewards guests for direct bookings and repeat stays, offering perks that are not available through OTA bookings.

6. Strategic rate management

- **Competitive pricing:** Monitor competitor pricing on these OTAs to ensure your rates are competitive while reflecting the value of the luxury experience you offer.
- **Dynamic pricing:** Implement dynamic pricing strategies to optimize your rates based on demand, seasonality, and booking lead times.

7. Performance analysis and adjustments

- **Monitor performance:** Regularly review your hotel's performance on each OTA, analyzing metrics such as booking volumes, revenue, and guest reviews.
- **Adjust strategies:** Use performance data to make informed adjustments to your OTA strategy, whether it's tweaking your listings, adjusting your rates, or changing your promotional tactics.

8. Marketing and promotion alignment

- **Integrated marketing efforts:** Ensure your OTA promotions are aligned with your overall marketing strategy, including social media, email marketing, and your hotel's website.
- **Highlight OTA partnerships:** Feature your presence on luxury OTAs in your marketing materials to leverage their brand equity and attract their audience to your hotel.

By implementing this comprehensive sales strategy, your luxury hotel can effectively leverage its presence on luxury OTAs to increase visibility, attract high-value guests, and enhance overall revenue while maintaining your brand's prestige and high standards.

Theme 5: promotion

Prompt 5.1: Suggest communication channels that best fit my hotel.

Output 5.1:

For a luxury 5-star hotel in Lisbon, Portugal, your communication strategy should focus on channels that enhance your brand's prestige, reach your target audience effectively, and provide platforms for engaging storytelling about your property and services. Here are communication channels that best fit your hotel, along with strategies for each:

1. High-quality website

- **Description:** Your website should be the cornerstone of your communication strategy, offering a visually appealing and informative portal for guests to explore your hotel.
- **Strategy:** Use high-resolution images, virtual tours, and compelling content that highlights the luxury and uniqueness of your hotel. Ensure it's optimized for SEO to improve visibility.

2. Social media platforms

- **Description:** Platforms like Instagram, Facebook, and LinkedIn are crucial for engaging with potential and past guests.
- **Strategy:** Post high-quality images, behind-the-scenes videos, guest testimonials, and exclusive offers. Use Instagram Stories and Reels for more dynamic content. LinkedIn can be used for B2B communications and networking.

3. Email marketing

- **Description:** A direct and personalized way to reach your guests, offering updates, promotions, and exclusive content.
- **Strategy:** Send tailored newsletters, offers, and updates to different segments of your audience. Use automation to send personalized greetings and follow-ups.

4. Content marketing

- **Description:** This involves creating and sharing valuable content to attract and retain a clearly defined audience.
- **Strategy:** Publish blog posts, articles, and videos that showcase your hotel's amenities, the local culture, and upcoming events. This content can be shared across your website, social media, and email newsletters.

5. Public relations (PR)

- **Description:** Use PR to generate positive media coverage in travel magazines, luxury lifestyle publications, and influential blogs.
- **Strategy:** Host press events, collaborate with influencers, and distribute press releases highlighting hotel achievements, renovations, or special packages.

6. Online travel agencies (OTAs)

- **Description:** While primarily a distribution channel, OTAs also serve as a communication platform due to their extensive reach.
- **Strategy:** Ensure your hotel's listing includes up-to-date information, high-quality images, and engaging descriptions. Respond to guest reviews to enhance your reputation.

7. Travel review websites

- **Description:** Websites like TripAdvisor are crucial for reputation management and communication.
- **Strategy:** Actively manage your presence by responding to reviews, thanking guests for positive feedback, and addressing any concerns raised in negative reviews.

8. Influencer partnerships

- **Description:** Collaborating with influencers can help you reach a wider audience and add credibility to your hotel.
- **Strategy:** Partner with luxury travel and lifestyle influencers to create authentic content about their stay, showcasing your hotel's unique experiences.

9. Event sponsorships and participation

- **Description:** Sponsoring or participating in luxury events, trade shows, and conferences can increase visibility among your target demographic.
- **Strategy:** Choose events that align with your brand values and target audience. Use these opportunities to network and promote your hotel directly to potential guests and partners.

10. Direct mail

- **Description:** Though more traditional, direct mail can be a luxurious touchpoint that stands out.
- **Strategy:** Send personalized invitations, holiday greetings, or exclusive offers to past and potential guests, especially those who have preferred high-touch communication.

Each channel offers unique advantages and can be used in tandem to create a cohesive and comprehensive communication strategy that elevates your hotel's brand, engages your target audience, and drives bookings. Tailor your content and messaging to reflect the luxury experience, personalized service, and unique cultural touches that set your hotel apart.

Prompt 5.2: Please specify the social media platforms that best fit my hotel.

Output 5.2:

For a luxury 5-star hotel in Lisbon, Portugal, your social media strategy should focus on platforms that allow you to visually showcase your hotel's amenities, services, and the unique experiences you offer while also enabling you to engage directly with your target audience. Here are the social media platforms best suited for your hotel, along with tailored strategies for each:

1. Instagram

- **Best for:** Visual storytelling engagement through images, videos, Stories, and Reels.
- **Strategy:** Post high-quality photos of your hotel, including rooms, amenities, and special events. Use Stories to share behind-the-scenes content and Reels for engaging, short-form videos. Utilize hashtags to increase discoverability and engage with user-generated content by encouraging guests to share their experiences.

2. Facebook

- **Best for:** Broad reach, targeted advertising, and community building.
- **Strategy:** Use Facebook to share updates, event information, and special offers. Create targeted ad campaigns based on demographics, interests, and behaviours to reach potential guests. Engage with your audience through comments and messages. Facebook's event feature can also help promote hotel events.

3. LinkedIn

- **Best for** B2B relationships, corporate event promotions, and professional networking.

- **Strategy:** Share content highlighting your hotel's capabilities for hosting corporate events, conferences, and business meetings. Engage with businesses and professionals by sharing industry insights and trends. LinkedIn is also an excellent platform for recruiting top talent.

4. YouTube

- **Best for:** Long-form video content, virtual tours, and storytelling.
- **Strategy:** Create videos that showcase the luxury experience of staying at your hotel, including detailed virtual tours, testimonials from satisfied guests, and videos highlighting unique experiences and amenities. YouTube videos can significantly boost your SEO and online presence.

5. Pinterest

- **Best for:** Inspiration-driven traffic visual discovery.
- **Strategy:** Use Pinterest to share high-quality images of your hotel, themed boards related to travel inspiration, wedding and event hosting, and local attractions in Lisbon. Pinterest drives a significant amount of website traffic and is ideal for reaching travellers in the dreaming phase of their journey.

6. Twitter

- **Best for** Real-time communication, sharing news, and customer service.
- **Strategy:** Use Twitter to share news updates, engage in conversations about travel and luxury hospitality, and provide customer service. It's an excellent platform for real-time engagement with guests and to stay connected with the travel industry.

Tailoring your content for each platform:

- **Customize your content** for each platform to match its unique format and audience preferences.
- **Engage actively** with your audience through comments, direct messages, and by sharing user-generated content.
- **Monitor trends** and adapt your strategy to include new features and content types that resonate with your audience.

By focusing on these platforms, your luxury hotel can effectively showcase its offerings, engage with potential and past guests, and build a solid online presence that enhances your brand and drives bookings.

Prompt 5.3: Create ideas for Facebook posts for my hotel.

Output 5.3:

Creating compelling Facebook posts for your luxury 5-star hotel in Lisbon, Portugal, involves crafting content that highlights your hotel's unique offerings, engages your audience, and encourages shares and bookings. Here are several ideas for Facebook posts tailored to showcase the luxury and exclusivity of your property:

1. Behind-the-scenes look

- **Post idea:** Share a behind-the-scenes video or photo series showcasing how your team prepares for a guest's arrival, highlighting meticulous attention to detail and personalized service.
- **Caption example:** "Ever wondered what goes into preparing for your arrival? ✨ Here's a sneak peek behind the curtains to show how our dedicated team ensures everything is perfect for your stay. #LuxuryExperience #AttentionToDetail"

2. Guest testimonials and stories

- **Post idea:** Feature a story or testimonial from a satisfied guest, ideally with a high-quality image or video of them enjoying their stay (with their permission).
- **Caption example:** "Hearing from our guests is always a treat! Here's what John and Sarah had to say about their unforgettable anniversary stay with us. Ready to create your memories? #GuestLove #AnniversaryCelebration"

3. Highlight local culture and events

- **Post idea:** Create posts that showcase local events, festivals, or cultural experiences guests can enjoy while staying at your hotel, including exclusive hotel-arranged tours.
- **Caption example:** “Experience Lisbon like never before with our exclusive guided tours, tailored to show you the heart and soul of our beautiful city. From the historic Tram 28 to the vibrant Feira da Ladra market, unforgettable adventures await. #ExploreLisbon #ExclusiveTours”

4. Seasonal offers and packages

- **Post idea:** Announce special seasonal offers, packages, or promotions, highlighting what guests can expect during their stay, such as a complimentary spa service or a unique dining experience.
- **Caption example:** “Embrace the magic of Lisbon’s spring with our exclusive Spring Getaway Package. Enjoy a complimentary spa day and a special tasting menu at our rooftop restaurant, all while soaking in the breathtaking views of the city. #SpringInLisbon #SpecialOffer”

5. Showcase hotel amenities and features

- **Post idea:** Share high-quality images or videos of your hotel’s amenities, such as the spa, pool, dining areas, or unique architectural features.
- **Caption example:** “Dive into relaxation in our serene pool oasis, a tranquil escape from the bustling city. It’s just one of the many ways to unwind at our hotel. #LuxuryTravel #PoolDay”

6. Food and beverage highlights

- **Post idea:** Post mouth-watering photos or videos of signature dishes or cocktails at your hotel’s restaurant or bar, perhaps with a short story about the inspiration behind a particular dish or drink.
- **Caption example:** “Introducing our signature cocktail, the Lisboa Luxe: a refreshing blend inspired by Portugal’s vibrant colours and flavours. Savour the taste of luxury. #SignatureCocktail #CulinaryArt”

7. Sustainability initiatives

- **Post idea:** Share your hotel’s efforts in Sustainability, such as eco-friendly practices, community support, or conservation projects.
- **Caption example:** “Sustainability is at the heart of luxury. Discover how our hotel is committed to preserving the beauty of our planet for future generations, from locally sourced ingredients to supporting local artisans. #SustainableLuxury #EcoFriendly”

8. Interactive posts

- **Post idea:** Engage your audience with interactive content, such as polls about guest preferences or quizzes related to Lisbon and your hotel.
- **Caption example:** “What’s your ideal day in Lisbon? 🌟 A stroll through Alfama’s historic streets or a day of pampering in our luxury spa? Vote below! #LisbonLove #ChooseYourAdventure”

These ideas can help your hotel utilize Facebook effectively to connect with your audience, showcase the luxurious and unique experiences you offer, and drive engagement and bookings. Remember to monitor the performance of your posts to understand what resonates best with your audience and refine your strategy accordingly.

Prompt 5.4: Give me specific examples of blogs focusing on luxury hotels where I can promote my hotel.

Output 5.4:

Promoting your luxury 5-star hotel in Lisbon on blogs focusing on luxury travel and accommodations can significantly enhance your visibility among affluent travellers. These blogs often have a dedicated readership that relies on them for recommendations on the best places to stay worldwide. Here are several well-regarded blogs and online platforms where promoting your hotel could align with the interests of their audience:

1. Luxury Travel Diary

- **Focus:** A mix of luxury travel auctions, reviews, and travel tips, Luxury Travel Diary covers a wide range of topics, including luxury hotels, flights, and experiences around the globe.
- **Promotion strategy:** Consider reaching out for a review or feature article or participating in their luxury travel auctions to gain exposure.

2. The Points Guy

- **Focus:** While The Points Guy (TPG) focuses broadly on travel advice and reviews, including maximizing travel points, it also features reviews of luxury hotels worldwide.
- **Promotion strategy:** Offering a detailed review opportunity could attract their attention. Highlight any unique points or loyalty program partnerships your hotel has.

3. A Luxury Travel Blog

- **Focus:** One of the most popular luxury travel blogs focuses on all things luxury travel: hotels, destinations, and insider tips.
- **Promotion strategy:** Pitch a unique angle about your hotel or an exclusive experience guests can only have at your property for a potential feature.

4. Kiwi Collection

- **Focus:** Though a booking site, Kiwi Collection features extensive editorial content on the world's best luxury hotels, offering insights, reviews, and travel inspiration.
- **Promotion strategy:** Ensure your hotel is listed and consider reaching out to see if there are opportunities for featured editorial content.

5. Condé Nast Traveler

- **Focus:** This renowned travel magazine and its online platform cover luxury travel extensively, including hotel reviews, destination guides, and travel tips.
- **Promotion strategy:** While more mainstream, getting featured in Condé Nast Traveler can significantly boost your hotel's profile. Engage with their editors or contribute to their content as an expert on luxury travel in Lisbon.

6. Luxury Columnist

- **Focus:** Focused on luxury experiences, travel, and lifestyle, Luxury Columnist provides insightful reviews and guides on upscale travel destinations and accommodations.
- **Promotion Strategy:** Pitch an exclusive experience or a behind-the-scenes look at your hotel for a feature.

7. JustLuxe

- **Focus:** Covering the luxury lifestyle sector, including travel, JustLuxe offers reviews, news, and features on luxury hotels and resorts worldwide.
- **Promotion strategy:** Explore opportunities for a review or a feature that highlights the unique aspects of your property.

8. The Luxe Insider

- **Focus:** A blog dedicated to luxury travel and lifestyle, offering reviews, news, and insights on some of the world's most luxurious hotels and resorts.
- **Promotion strategy:** Share stories about your hotel's exceptional experiences, design, or history that could intrigue their readership.

When reaching out to these blogs for promotion, it's essential to clearly understand their audience and the type of content they publish. Tailor your pitch to highlight what makes your hotel unique and why it would

interest their readers. Offering an exclusive stay for a review, hosting a special event for bloggers and media, or providing unique insights into luxury travel in Lisbon are all potential ways to gain coverage on these platforms.

Prompt 5.5: Write a blog post about my hotel for a blog related to luxury hotels.

Output 5.5:

Certainly! Here's a blog post tailored for a luxury hotel-focused blog designed to highlight the unique qualities and experiences your 5-star hotel in Lisbon, Portugal, offers to discerning travellers. This post aims to capture the essence of your property, its amenities, and the unparalleled experiences guests can enjoy during their stay.

“Discover timeless elegance at Lisbon’s premier 5-star luxury haven.”

Nestled in the heart of Portugal’s sun-drenched capital, Lisbon’s premier 5-star luxury hotel offers an oasis of elegance and unparalleled luxury for those who seek the extraordinary. With its stunning blend of classical charm and contemporary sophistication, [Your Hotel’s Name] invites guests to embark on a journey of indulgence and discovery.

A sanctuary of luxurious comfort

From the moment you step into the grand lobby, the hotel promises an unforgettable experience. Each meticulously designed room and suite offers a harmonious blend of comfort and luxury, with panoramic views of Lisbon’s historic skyline or the serene waters of the Tagus River. Tailored to meet the needs of the modern traveller, our accommodations feature state-of-the-art amenities, opulent furnishings, and bespoke services, ensuring a stay that is as relaxing as it is luxurious.

Culinary journeys to remember

[Your Hotel’s Name] is a culinary destination in its own right. Our acclaimed restaurants and bars serve various flavours that cater to sophisticated palates, from traditional Portuguese fare to international haute cuisine. Under the guidance of renowned chefs, each dish is a masterpiece, crafted from the freshest local ingredients and served in settings that range from the elegantly formal to the delightfully casual. Our rooftop bar offers signature cocktails and breathtaking views of Lisbon at dusk, making it the perfect spot for an evening to remember.

An oasis of wellness and rejuvenation

Our state-of-the-art spa and wellness centre is a sanctuary for those seeking relaxation and rejuvenation. Guests can indulge in treatments that blend traditional techniques with modern wellness practices to soothe the body and mind. The outdoor pool, surrounded by lush gardens, offers a tranquil retreat within the city. At the same time, the fitness centre caters to guests who wish to maintain their workout regimen with the latest equipment.

Immersive experiences and bespoke services

At [Your Hotel’s Name], we believe in creating experiences that are as unique as our guests. Our bespoke concierge service personalises your stay, from arranging private tours of Lisbon’s hidden gems to securing reservations at the city’s most sought-after restaurants and events. Whether you’re here to explore the rich cultural tapestry of Lisbon or simply to unwind in luxury, we are here to make every moment unforgettable.

A commitment to excellence

[Your Hotel’s Name] is a testament to Lisbon’s timeless elegance and enduring legacy of luxury. With a commitment to excellence that extends to every aspect of our service, we invite you to discover the ultimate luxury experience, where every stay is an opportunity to create lasting memories in the heart of Portugal’s most vibrant city.

Join us at [Your Hotel’s Name], where luxury is experienced and lived.

This blog post is crafted to entice luxury travellers by emphasizing the unique aspects of your hotel, from the luxurious accommodations and gourmet dining experiences to the personalized services and exclusive amenities. Tailoring the content to highlight what sets your hotel apart will capture the attention of potential guests looking for an extraordinary stay in Lisbon.

Prompt 5.6: If I use event sponsorship to promote my hotel, which companies should I invite?

Output 5.6:

Using event sponsorship to promote your luxury 5-star hotel in Lisbon, Portugal, can significantly enhance your visibility among your target audience and create strong partnerships. The key is to align with companies and brands that share a similar clientele and uphold the values of luxury, quality, and exclusivity. Here are several types of companies and specific examples you might consider inviting for event sponsorships:

1. Luxury automotive brands

- **Examples:** Audi, BMW, Mercedes-Benz, Jaguar, Porsche
- **Why:** Their target market overlaps significantly with luxury hotel clientele. Hosting events together can cater to high-net-worth individuals who appreciate luxury in all forms, including their choice of accommodation and transportation.

2. High-end fashion and jewelry brands

- **Examples:** Chanel, Louis Vuitton, Tiffany & Co., Bulgari
- **Why:** Fashion shows, exclusive product launches, or private shopping experiences can attract a clientele interested in luxury and style, perfect for your hotel's target demographic.

3. Premium beverage companies

- **Examples:** Moët & Chandon, Dom Pérignon (Champagne brands), Macallan or Glenfiddich (Whisky brands)
- **Why:** Hosting tastings or sponsored cocktail hours with premium beverage brands can enhance the luxury experience at your hotel, appealing to guests who appreciate the finer things in life.

4. Gourmet food and culinary brands

- **Examples:** Gourmet food companies like Fauchon or Fortnum & Mason, high-end kitchenware brands like Le Creuset
- **Why:** Culinary workshops, tastings, or gourmet festivals can attract food enthusiasts and add a layer of sophistication to your hotel's offerings.

5. Luxury travel and lifestyle magazines

- **Examples:** Condé Nast Traveler, Travel + Leisure, Robb Report
- **Why:** Collaborating on exclusive events can increase your hotel's exposure in high-end travel and lifestyle circles, attracting guests who seek destinations recognized by these authoritative sources.

6. High-end tech companies

- **Examples:** Bang & Olufsen, Apple, Sony
- **Why:** Showcasing the latest high-end tech through interactive experiences or exhibitions can attract tech-savvy travellers who value modernity and luxury.

7. Art and design houses

- **Examples:** Local art galleries, renowned designers, or luxury furniture brands like Cassina or B&B Italia
- **Why:** Art exhibitions, design showcases, or collaborations on hotel interiors can appeal to guests with an appreciation for aesthetics and luxury design.

8. Financial services and luxury credit card companies

Examples: American Express Platinum, Visa Infinite, Mastercard World Elite

Why: Hosting exclusive events for cardholders can attract affluent guests who use these financial products and appreciate the luxury lifestyle benefits.

9. Wellness and luxury spa brands

Examples: L'Occitane, Aesop, La Mer

Why: Wellness retreats or spa product launches can attract guests interested in high-end wellness experiences, a growing trend in luxury travel.

When choosing companies to invite for event sponsorships, consider those that align with your hotel's brand image and values and those that can offer mutual benefits through their clientele and market reach. These collaborations should aim to create unique, memorable experiences that elevate the status of your hotel and resonate with your target audience.

Theme 6. Partnership

Prompt 6: Provide an example of a luxury brand to invite to partner with my hotel.

Output 6:

For a luxury 5-star hotel in Lisbon, partnering with a brand that epitomizes luxury and aligns with the tastes and expectations of your clientele is crucial. Bulgari is a perfect example of such a brand, known worldwide for its exquisite jewellery, watches, fragrances, accessories, and luxury hotels and resorts.

Why Bulgari is an ideal partner:

- **Brand synergy:** Bulgari's reputation for luxury, excellence, and design innovation complements the high standards and elegance of a luxury 5-star hotel. This partnership could enhance the perceived value and exclusivity of your hotel.
- **Target market alignment:** Bulgari and your hotel cater to a similar demographic—affluent individuals who appreciate the finer things in life and seek unparalleled luxury experiences.
- **Cross-promotional opportunities:** Collaborating with Bulgari could open up various cross-promotional opportunities. For instance, you could host exclusive Bulgari jewellery exhibitions, offer bespoke Bulgari amenities in guest rooms (like toiletries), or even design a Bulgari-themed suite that provides a unique stay experience.
- **Event sponsorship and hosting:** Bulgari could sponsor high-profile events at your hotel, from fashion shows to luxury product launches, attracting an elite clientele and media coverage. Similarly, your hotel could host events at Bulgari locations, offering guests exclusive access to new collections and experiences.
- **Customized guest experiences:** Together, you could create customized experiences for guests, such as private jewellery viewings, styling sessions with Bulgari designers, or even unique Bulgari welcome gifts for VIP guests.

Potential collaboration concepts:

- **Bulgari-branded luxury spa:** Develop a spa within your hotel that offers exclusive Bulgari beauty treatments using their high-end skincare line, thereby providing an exceptional wellness experience to guests.
- **Exclusive package deals:** Offer luxury package deals, including a stay at your hotel and a Bulgari gift item, such as jewellery or a watch, to commemorate special occasions like anniversaries or milestones.

- **VIP loyalty rewards:** Reward top-tier guests with exclusive Bulgari gifts or offers, enhancing loyalty and encouraging repeat stays.

A partnership with Bulgari can significantly elevate your hotel's luxury status, providing guests with unique, memorable experiences that blend the finest in hospitality with the pinnacle of luxury lifestyle branding. This collaboration not only enhances guest satisfaction but also positions your hotel as a destination that offers exclusive luxury experiences beyond the ordinary.

Theme 7: Guest experience

Prompt 7: Based on your previous suggestions, specify how I can increase guests' experience during their stay in my hotel.

Output 7:

Enhancing guest experience in your luxury 5-star hotel in Lisbon requires a blend of personalized service, unique offerings, and attention to detail that exceeds guests' expectations. Based on previous suggestions, here are specific ways you can increase guest satisfaction and create unforgettable experiences:

1. Bespoke guest experiences

- **Personalization:** Utilize guest data to tailor experiences, preferences, and room settings. This could mean adjusting room temperature, arranging preferred amenities, and personalizing welcome messages.
- **Experiential Packages:** Offer themed stays or packages, such as a "Gastronomic Delight" package that includes a private dining experience with a renowned chef or a "Cultural Explorer" package with private tours to Lisbon's hidden gems.

2. Exclusive partnerships

- **Luxury brand collaborations:** Partner with brands like Bulgari for exclusive guest amenities, experiences, or events. This could include in-room Bulgari beauty products, private jewellery showings, or Bulgari-themed afternoon teas.
- **Local artisan showcases:** Collaborate with local artisans and craftsmen to offer guests unique local experiences, such as custom shoe-making workshops or tile painting classes, showcasing Lisbon's rich cultural heritage.

3. Enhanced wellness offerings

- **Wellness retreats:** Create wellness retreat packages that include spa treatments, yoga sessions, and mindfulness workshops, possibly in collaboration with luxury wellness brands.
- **Personal wellness concierge:** Offer a dedicated service to customize guest wellness experiences, from spa treatments to personalized fitness training sessions.

4. Gastronomic excellence

- **Chef's table experiences:** Offer an exclusive dining experience where guests can dine at the chef's table, engage with the chef, and enjoy a customized menu.
- **Local culinary tours:** Organize culinary tours or experiences that allow guests to explore Lisbon's gastronomy, including visits to local markets, vineyards, or exclusive tastings at renowned eateries.

5. Technology-enhanced convenience

- **Mobile app integration:** Develop a hotel app that allows guests to customize their stay, request services, make reservations, and access recommendations for local attractions.
- **Room customization technology:** Implement innovative room technology that lets guests personalize their room's lighting, temperature, and entertainment systems via a tablet or smartphone.

6. Memorable departure gifts

- **Customized gifts:** Provide personalized departure gifts related to their stay or interests, such as a photo book of their experiences in Lisbon or a custom piece of jewellery for guests engaged with your Bulgari partnership.

7. Feedback and continuous improvement

- **Post-stay engagement:** Follow up with guests after their stay to gather feedback and offer incentives for future visits. This shows that you value their opinion and are committed to improving their experience.
- **Loyalty program:** Enhance your loyalty program to offer increasingly personalized and higher-value rewards based on guest preferences and past stays.

By implementing these strategies, you can significantly enhance the guest experience at your luxury hotel. The key is anticipating guest needs, offering personalized and unique experiences, and leveraging technology and partnerships to provide unparalleled service and convenience.

Theme 8: Marketing campaign

Prompt 8.1: Considering the partnership with Bulgari and the idea of a Bulgari-branded luxury spa, suggest the name for a marketing campaign to retain hotel guests and engage them with the brand.

Output 8.1:

Considering the partnership with Bulgari and the introduction of a Bulgari-branded luxury spa at your hotel, a marketing campaign to retain guests and deepen their engagement with the brand could be named:

“Elegance reimaged: The Bulgari spa retreat at [Your hotel’s name]”

This campaign name encapsulates the essence of luxury, elegance, and the transformative experience of Bulgari Spa, inviting guests to reimagine their standards of relaxation and indulgence. It also firmly associates the renowned Bulgari brand with your hotel, suggesting a unique and exclusive spa experience available only to guests.

Campaign highlights:

- **Exclusive spa packages:** Introduce spa packages exclusive to the campaign, including signature treatments developed in collaboration with Bulgari, such as the “Eternal Radiance” facial or the “Roman Escape” full-body massage.
- **Loyalty rewards:** Offer particular loyalty points or rewards for guests booking spa services, which can be redeemed for future stays, spa treatments, or exclusive Bulgari products.
- **Bulgari welcome ritual:** Enhance the guest arrival experience with a Bulgari Welcome Ritual, featuring a complimentary mini-massage or a custom Bulgari amenity kit, setting the tone for an elegant stay.
- **Bulgari nights:** Host exclusive evening events at the spa, inviting guests to experience the luxury of Bulgari through private consultations, product showcases, and themed relaxation sessions.
- **Wellness journeys:** Curate wellness journeys that combine spa treatments with mindfulness sessions, yoga, or meditation, promoting holistic well-being in the opulent setting of the Bulgari Spa.
- **Digital engagement:** Use social media, email marketing, and the hotel app to share insights about the spa experience, including behind-the-scenes looks at treatments, expert tips from spa therapists, and exclusive offers.
- **Guest testimonials:** Feature testimonials and stories from guests who have experienced the Bulgari Spa, sharing their journeys of relaxation and rejuvenation to entice potential guests.

This campaign not only highlights the unique selling points of the Bulgari-branded spa but also reinforces the luxurious identity of your hotel, encouraging repeat visits and deeper engagement with both the hotel and Bulgari brands.

Prompt 8.2: Advise what indicators should be considered to evaluate the marketing campaign's efficiency.

Output 8.2:

Evaluating the efficiency of your marketing campaign, especially for a luxury 5-star hotel, requires a comprehensive approach that looks at various indicators. These indicators help gauge the campaign's immediate impact and long-term effects on brand perception, guest loyalty, and revenue. Here are critical indicators to consider:

1. Revenue metrics

- **Revenue growth:** Measure the increase in revenue during and after the campaign compared to previous periods.
- **ROI (return on investment):** Calculate the return on investment by comparing the campaign's cost against the revenue it generated. This is crucial for understanding the financial efficiency of the campaign.
- **RevPAR (revenue per available room):** Assess changes in RevPAR, as it indicates the revenue generated per available room and reflects both room rates and occupancy levels.

2. Customer engagement metrics

- **Website traffic:** Monitor the increase in visits to your hotel's website, especially the booking pages, to gauge the interest generated by the campaign.
- **Social media engagement:** Track likes, shares, comments, and follows on your social media platforms. High engagement rates suggest that the content resonates with your audience.
- **Email marketing performance:** For email marketing campaigns, analyze open rates, click-through rates (CTR), and conversion rates from your emails.

3. Conversion metrics

- **Booking conversion rate:** The percentage of website visitors who make a booking. An increase in post-campaign suggests effective targeting and messaging.
- **Campaign conversion rate:** Specifically measures conversions directly attributed to the campaign through tracking links or promotional codes.

4. Customer loyalty and retention

- **Repeat booking rate:** The rate at which previous guests make new bookings during or after the campaign, indicating customer loyalty.
- **Customer lifetime value (CLV):** Changes in the estimated revenue a customer will generate over their lifetime relationship with your hotel. Successful campaigns should ideally lead to an increase in CLV.

5. Brand perception

- **Guest satisfaction and reviews:** Analyze guest feedback and reviews during and after the campaign. Positive changes in guest satisfaction scores or an increase in positive reviews can indicate successful branding and customer experience efforts.
- **Brand mentions:** The frequency and sentiment of your hotel being mentioned on social media, blogs, and other media outlets. More positive mentions can reflect improved brand perception.

6. Market share

- **Changes in market share:** Compare your hotel's market share within the luxury segment before and after the campaign to see if there has been an increase, indicating the campaign's effectiveness in capturing more of the market.

7. Operational indicators

- **Customer service inquiries:** Increased inquiries can indicate higher interest generated by the campaign. However, it's also essential to assess the nature of these inquiries to ensure customer expectations are being met.
- **Booking lead time:** Changes in the average time between bookings and stays can indicate shifts in customer behaviour influenced by the campaign.

By monitoring these indicators, you can understand your marketing campaign's efficiency comprehensively, allowing you to make data-driven decisions for future marketing initiatives and strategy adjustments.

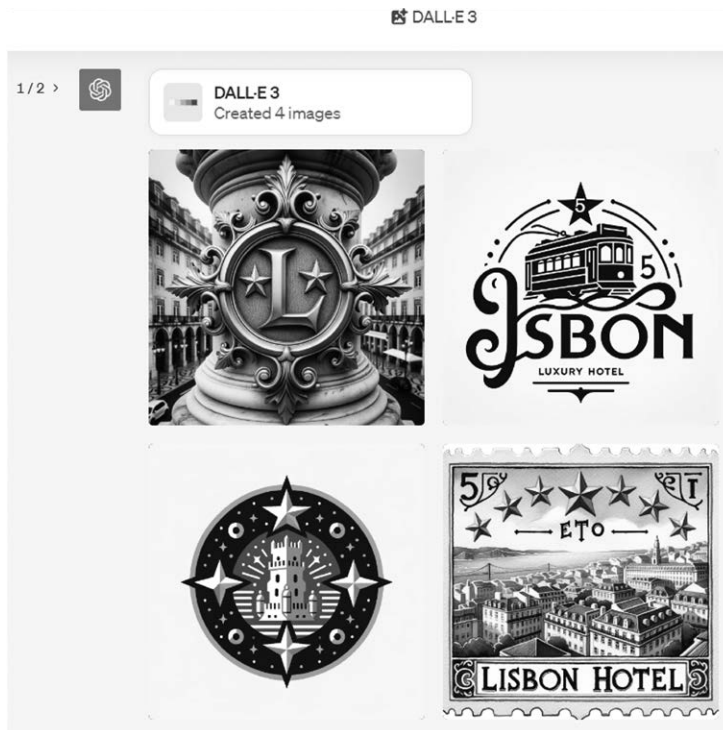
Theme 9: Hotel logo

Prompt 9: Please make a logo for a 5-star luxury hotel in Lisbon, Portugal.

Output 9:

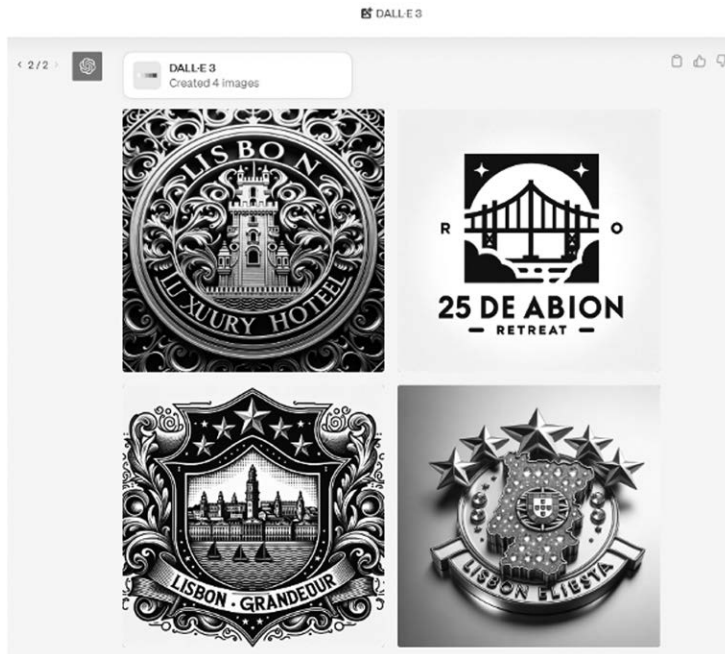
Here are the logo designs for a 5-star hotel in Lisbon:

Figure 1
Initial logo suggestions



1. A luxurious golden emblem with an ornate 'L' intertwined with a 5-star symbol, set against Lisbon's historic architecture
2. A sleek and modern logo featuring the silhouette of Lisbon's iconic tram, the number 5 depicted in a star, and elegant cursive writing.
3. A circular logo with a stylized version of Lisbon's Belem Tower surrounded by five shining stars, presented in a rich blue and gold colour palette.
4. A watercolour painting of a vintage stamp-like logo, showcasing a scenic view of Lisbon's rooftops with five golden stars at the top.

Figure 2
Regenerated logo suggestions



Here are the logo concepts for a 5-star hotel in Lisbon, Portugal

1. A luxurious golden emblem with the Belem Tower silhouette
2. A minimalist design showcasing the 25 de Abril Bridge
3. An ornate shield with Lisbon's cityscape skyline
4. A 3D metallic badge in the shape of Portugal's map with Lisbon highlighted

Theme 10: Google ads

Prompt 10: Suggest keywords that should be used for a Google ad-sponsored campaign to attract customers to the hotel's website.

Output 10:

For a Google Ads campaign to attract customers to your luxury 5-star hotel in Lisbon, selecting the right keywords is crucial to target the right audience effectively. Here's a tailored list of keyword suggestions, categorized for clarity and optimized strategy:

Core keywords

- Luxury hotel Lisbon
- 5-star Hotel Lisbon
- Premium accommodation Lisbon
- Exclusive hotels Lisbon
- High-end hotels Lisbon

Location-based keywords

- Hotels near Lisbon landmarks (e.g., "hotel near Jerónimos Monastery")
- Lisbon City Center luxury hotel
- Luxury stay in Lisbon's historic district
- Waterfront Luxury Hotel Lisbon

Amenity-specific keywords

- Lisbon hotels with spa
- Luxury suite Lisbon
- Gourmet dining Lisbon hotel
- Lisbon Hotel with pool
- Boutique hotel Lisbon

Experience keywords

- Luxury Lisbon vacation
- Exclusive Lisbon getaway
- Lisbon luxury travel
- Opulent Lisbon stay
- Elegant accommodations Lisbon

Event and business travel keywords

- Luxury Business Hotel Lisbon
- Lisbon Hotel for events
- Executive suites Lisbon
- Lisbon Conference Hotel Luxury
- Corporate travel Lisbon luxury

Special offers and packages

- Lisbon luxury hotel deals
- Luxury hotel packages in Lisbon
- Romantic luxury getaway in Lisbon
- Family luxury stay in Lisbon
- Wellness Retreat Lisbon luxury

Long-tail keywords

- Best luxury hotel for families in Lisbon
- Top-rated luxury hotels in Lisbon, Portugal
- Luxury boutique hotel experience in Lisbon
- 5-star waterfront luxury hotel in Lisbon

Branded keywords

- [Your Hotel's Name]
- [Your Hotel's Name] Lisbon
- [Your Hotel's Name] Luxury stay
- [Your Hotel's Name] exclusive offers

Competitive keywords

- Alternatives to [Competitor Hotel Name]
- [Competitor Hotel Name] vs [Your Hotel's Name]
- Hotels like [Competitor Hotel Name] in Lisbon

Miscellaneous

- Lisbon luxury vacation rentals
- High-end Lisbon accommodations
- Unique luxury stays in Lisbon

When crafting your Google Ads campaigns, consider the following strategies:

- **Use negative keywords:** Identify and exclude irrelevant search terms that could waste your ad budget.

- **Localize and personalize:** Tailor ads and landing pages for different segments, such as business travelers vs. leisure travellers, to increase conversion rates.
- **Monitor and optimize:** Regularly review the performance of your keywords and adjust bids, add new keywords, and refine your strategy based on data insights.

Selecting the right mix of these keywords will help you attract the most relevant audience to your luxury hotel's website, ensuring your Google Ads campaign is effective and efficient.

4.2. Discussion

This section reflects the content that ChatGPT generated, answers the research questions about the relevance and accuracy of the contents, the efficacy of ChatGPT answers and discusses the AI-generated content in the context of prior literature. Table 2 presents the answers to the research questions.

Table 2
Answers to the research questions

Research questions	Answers
RQ1. How easy is it to develop a new marketing strategy for a product with the help of ChatGPT?	It was easy, fast and effective to use ChatGPT to answer in an effective way to the prompts. All answers were relevant and based on the product characteristics. Answers make sense and they can be implemented within the provided context.
RQ2. Is ChatGPT able to replace the marketer's tasks in the design of a marketing strategy?	Yes, ChatGPT is able to design a marketing campaign with human help to write the initial briefing and with the right prompts. The researchers gave the general details of the product (a 5-star hotel) and its location (Lisbon) and ChatGPT designed a marketing strategy from scratch.
RQ3. Is ChatGPT able to design a creative marketing campaign for a specific product or a service to enhance guest experiences?	Yes. ChatGPT is able to design a marketing strategy, including the creative part (e.g., logo, blog post), and all the aspects of the marketing mix. It selected the communication and distribution channels suited to a 5-star hotel in the centre of Lisbon. It presented suggestions for a price strategy and recommended a sales approach.
RQ4. Are ChatGPT's ideas and suggestions effective? Can they be operationalised?	Yes, the ideas and suggestions provided by ChatGPT are very relevant and accurate. Its suggestions can potentially work and produce effects in a real-life marketing strategy. Although all designed logos need some editing before they are used by a hotel, they are an excellent draft.

This study verified ChatGPT's ability to elaborate on a product or service marketing strategy. The fictional 5-star hotel in Lisbon was just an example to help ChatGPT work in a specific context. ChatGPT provided a solution for an upscale hotel to build its marketing strategy by applying the 7Ps of the marketing mix (Booms & Bitner, 1981; Loo & Leung, 2018; Lovelock & Wirtz, 2011; Salman et al., 2017). The answer to Prompt 1 provided a proper overview of the hotel's marketing mix by considering its location and luxury offer. Regarding the price (Prompt 3), ChatGPT considered the assumption that luxury hotels often charge a premium for their high-end accommodations and amenities, targeting affluent travellers willing to pay more for a luxury experience. The pricing strategies recommended by ChatGPT (e.g. dynamic pricing, bundle pricing, etc.) were relevant and widely used by hotels (Ivanov, 2014). Dynamic pricing allows hotels to maximise revenue during peak periods while offering discounts during slow periods. Interestingly, ChatGPT's answer explicitly stressed transparency in the pricing strategy and its communication with the customers; hence, it emphasised the ethics in pricing and marketing (Ivanov & Zhechev, 2012; Ferguson & Scholder, 2013).

The placement (Answers 4.1 and 4.2) considered several distribution channels which sell luxury hotels. ChatGPT said that the website was the first distribution channel to which the hotel should pay more attention. It couldn't be more correct, and the hotel website should be the first source of bookings as sales through it do not include any commission. The other channels, such as OTAs, GDSs, etc., also applied to the fictitious hotel in this study. The answer to Prompt 4.1 was mainly general. Still, it included an evaluation of the advantages of the respective distribution channels and valuable practical tips about the appropriate hotel's strategy related to them. Prompt 4.2 requested more specific details about distributors that the hotel could use. The companies that ChatGPT suggested (Virtuosa, Luxury Retreats, Mr. & Mrs. Smith, Kiwi Collection, Tablet Hotels) were real travel agencies which targeted boutique and luxury hotels. Their existence was confirmed through their respective websites. Therefore, ChatGPT's recommendations were relevant and specific.

Regarding promotion (Prompt 5.1) and similar to its answers to the prompts about distribution channels, ChatGPT identified various communication channels, discussed their advantages and provided respective strategies and recommendations on how the hotel could effectively utilise them. In that sense, the overview of the communication channels in ChatGPT's response was beneficial. The same approach (evaluation and recommendation of a strategy) was implemented in answer to Prompt 5.2, which asked about the specific social media platforms that best fit the hotel in the study. ChatGPT referred to Instagram and Facebook as the two most important social media platforms that targeted the audience of this particular hotel, which was in line with the strategies of luxury hotels identified in previous studies (e.g., Michael & Fusté-Forné, 2024).

Prompt 5.3 asked about ideas for a Facebook post. ChatGPT not only proposed several ideas but also provided the justification for them and a ready-to-post example for each idea. Results are in line with Dogru et al. (2023), Gołąb-Andrzejak (2023), and Ooi et al. (2023), who stated that generative AI could be utilised to create relevant advertising and social media content, such as ad campaigns.

Prompt 5.4 referred to the choice of a blog that targeted luxury hotels. ChatGPT proposed blogs (e.g. Luxury Travel Diary, The Points Guy, Luxury Travel Blog, among others) that exist and were verified through analysis of their websites. All of them were relevant because they targeted luxury travel customers, provided tips, travel news, reviews of luxury tourism products to help with vacation planning. In Prompt 5.5, ChatGPT was asked to write a draft post for one of the blogs identified in the previous prompt, which was done effectively. Although the text seems generic, it can be edited by the hotel's marketing manager to reflect the property's specific characteristics. Hence, the findings supported Jain et al. (2023) and Dwivedi et al. (2023) that ChatGPT could optimise advertising content, including product descriptions and blog posts, to enhance customer experience and engagement (Paul et al., 2023).

Prompt 6 delved into the partnership opportunities for the hotel. ChatGPT recommended a partnership with Bulgari. It justified its choice with the brand strategies of Bulgari and the hotel, target market alignment, cross-promotional and event sponsorship opportunities, and customised guest experience. Its examples of potential collaboration concepts were relevant and feasible, especially the Bulgari-branded luxury spa experience. Prompt 8.1 went further and asked for a marketing campaign based on the branded spa concept ChatGPT proposed in its answer to Prompt 6. The suggested campaign name was "Elegance Reimagined: the Bulgari Spa Retreat at (hotel's name)" and suggested campaign highlights. Therefore, ChatGPT is competent in creating relevant and innovative marketing campaign names and recommending how to implement them in practice. The metrics to measure the campaign's efficiency (Prompt 8.2) were also appropriate and specific. This is in line with previous studies that outlined the efficiency of AI in marketing (Chintalapati & Pandey, 2022; Grewal et al., 2020; Ma & Sun, 2020; Verma et al., 2021). In line with Dwivedi et al. (2023), ChatGPT also developed appropriate keywords for the marketing campaign (Prompt 10).

In Prompt seven about the guest experience, ChatGPT presented several proposals to increase guests' experience during their stay at the hotel: personalisation, experiential packages, and provision of exceptional dining experiences because usually, luxury hotels are related to unforgettable gourmet meals to increase guest satisfaction (Ariffin et al., 2018), and offer spa and wellness activities which is an excellent opportunity to cross-sell wellness experiences. Another important suggestion was concierge services. This typical offer of luxury hotels allows guests a more enjoyable stay and increases their satisfaction (Padma & Ahn, 2020), providing customised service according to their preferences (Paul et al., 2023).

ChatGPT identified the competitors to the fictitious hotel in the study (Prompt 2.1) as those that offered similar products in terms of price, quality, location, amenities, and services. It divided the competitors into direct, indirect, geographic, online, and experience competitors. The last category is exciting because it is based on companies that offer similar experiences, although technically, they may operate in different industries, such as luxury cruises docking in Lisbon. Hence, ChatGPT went beyond the traditional overview

of competitor types. When asked to identify specific competitors (Prompt 2.2), ChatGPT's answer was very realistic because the identified hotels existed in the provided location (centre of Lisbon), and they could be serious competitors to the fictitious hotel in the research. Therefore, ChatGPT did not hallucinate and invent the names of hotels but provided the names of the existing properties in the destination. This is significant progress compared to earlier studies that showed that ChatGPT was inventing facts (Ivanov & Soliman, 2023).

Ultimately, ChatGPT was asked to develop the hotel logo (Prompt 9). The results created with the help of the DALL-E 3 plug-in were all relevant. They reflected the essential attractions of the destination (e.g. trams, Belem tower, 25 de Abril bridge) and symbols of luxury (e.g. stars). Additionally, ChatGPT provided justification and rationale behind the respective logo. Although some spelling mistakes were made, these logos can serve as drafts for further development by human logo designers. As demonstrated, AI can assist marketers in providing customised recommendations and supporting them in designing a marketing strategy (Dwivedi et al., 2023; Kshetri et al., 2023; Ma & Sun, 2020).

In summary, the answers provided by ChatGPT were efficient and creative. They could be applied to real-life products or services after some modification by human marketers.

5. Conclusion

This is one of the first attempts at using generative AI to create a complete marketing strategy for a service. The starting point of this research was the challenge to answer the question of Dwivedi et al. (2023): "So what if ChatGPT wrote it?". From a theoretical perspective, the result of the reality check in this paper is that ChatGPT can write it. The capability of ChatGPT to design a marketing strategy reflects what the theory says about this subject. The answers to the prompts gave new creative insights. Therefore, this study shows that ChatGPT is an efficient tool for performing marketing-related tasks with quality, competence, excellence, creativity, and minimal errors.

Additionally, the paper shows the automatability of many tasks within marketing management. In that sense, the paper provides empirical support to previous studies that generative AI (and ChatGPT in particular) is an effective tool to automate marketing tasks (Carvalho & Ivanov, 2024; Dwivedi et al., 2023; Soliman & Al Balushi, 2023; Soliman et al., 2023). Moreover, the study shows that it is not only the basic tasks, such as identifying social media websites, that ChatGPT successfully automated. It also successfully coped with creative tasks (e.g., logo design, marketing campaign name) and justified relevant proposals.

From a managerial perspective, the findings show that ChatGPT's recommendations about potential competitors, choice of blogs, partners and distributors were relevant to existing companies. Therefore, marketing managers might be able to use ChatGPT as a starting point in their search when developing marketing strategies. At the same time, the content it generates may serve as an excellent initial draft, which marketing managers can edit as needed. However, as previous studies have shown that ChatGPT generates names of non-existent persons, companies and publications due to hallucination (Ivanov & Soliman et al., 2023), managers need to check every company/platform proposed by ChatGPT rather than trust it unconditionally. The integration of browsing capabilities in ChatGPT (e.g., through the Bing plug-in) and its future technological development will likely decrease the factually incorrect content it generates, increasing its value for users, including marketing managers.

Additionally, some texts ChatGPT generates might be too general and not sufficiently specific to the particular hotel. To mitigate this disadvantage of ChatGPT, marketing managers can provide ChatGPT with the necessary context (e.g., hotel location, size, hotel facilities, room amenities, main target markets, etc.). This action would drastically increase the relevance, specificity and usefulness of ChatGPT's answers.

The main limitation of the paper is that it does not empirically test the practical marketing effectiveness of ChatGPT's recommendations about the marketing strategy for two reasons. First, the study involved a fictitious hotel in Lisbon. Second, empirical market testing would require financial involvement from a hotel owner ready to experiment and act based on ChatGPT's recommendations. Considering the novelty of the technology and the financial interests involved in the implementation of ChatGPT's recommendations, such a market experiment does not seem feasible at the moment unless it is performed by a hotel owned and run by a university where a hotel's contribution to students' education has priority over its financial performance. This would be the ultimate reality check of ChatGPT's capabilities and should be subject to future research. Another limitation is that the study focused on one specific product (a 5-star hotel) and location (Lisbon). It may turn out that ChatGPT is less or more effective in developing the marketing strategies for hotels in other destinations, for other tourism/hospitality services (e.g. F&B, events) or non-tourism/non-hospitality services (e.g. financial consulting, retail). Therefore, future research may also focus on other products, services, and destinations.

Additionally, future research can delve into ChatGPT's capabilities in helping (tourism/hospitality) companies develop their strategies in other functional areas beyond marketing, e.g. operations management, HRM, and finance. Finally, a critical future research path is the ethical issues concerning the implementation of AI. Ivanov and Umbrello (2021) emphasise that AI technologies present significant ethical concerns in tourism and hospitality, including privacy and surveillance, decision-making biases, and behaviour manipulation, among other considerations. With technological advances, moral issues are becoming increasingly important, especially the misuse of generative AI for spreading misinformation, false information about competitors and destinations, and online scams. Each of these ethical issues deserves significant attention.

Ultimately, we can answer the question: "So what if ChatGPT wrote it?". The answer for the authors is clear: Yes, ChatGPT can write it! And it did it well!

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