

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter explain conclusion and suggestion about the strategies applied by the marketing staffs of aryaduta hotel and convention center Palembang.

5.1 Conclusion

After the writer got the data from observation, and interview, the writer concluded that there were some strategies to maximize occupancy applied by sales and marketing staffs at Ayaduta Hotel. They were weekend package, end of month sale promoting the occupancy by email blast, broadcast message, maintain with corporate, and sales blitz. Marketing staffs has made some approaches with some organizations such as KONI, the local authorities, newspapers and other media.

5.2 Suggestion

Aryaduta Hotel staffs should work hard everyday, to be more creative, innovative to promote hotel product especially in promote occupancy, they must promote by social media or mass media, to promoting hotel product they should use english language to make people in the world know about their product and make a good relationship between hotel and other company, aryaduta must be ready to compete with many competitors.