

# Hospitality Marketing and Branding for Hotels and Restaurants: Strategies for Success

Claudine Sykimte

Faculty, College of Technology,  
Surigao del Norte State University, Surigao City, Philippines

**Abstract:** *This study delves into the intricate realm of hospitality marketing and branding, unveiling a tapestry of strategies that blend creativity, technology, and guest-centered approaches. Through a mixed-methods approach involving qualitative interviews and quantitative surveys, this research uncovers the power of crafting compelling brand narratives, integrating digital platforms seamlessly, curating immersive guest experiences, and embracing sustainable and ethical branding. The findings underscore the symbiotic relationship between marketing ingenuity and brand essence, offering insights for practitioners, marketers, scholars, and stakeholders. As the hospitality landscape evolves, these strategies serve as a compass, guiding the harmonious fusion of creativity, technology, and authentic guest engagement—an art form that embodies the heart and soul of successful hospitality endeavors.*

**Keywords:** Hospitality, Marketing, Branding, Hotel and Restaurant, Strategies

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