

Promotion and customer outreach strategy for Co To Moonlight Hotel in Quang Ninh

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Abstract: In the context of the rapidly growing tourism business, this topic focuses on building and implementing a promotion and customer outreach strategy for Co To Moonlight Hotel in Quang Ninh. The objective of the research is to understand and analyze the actual demand for promotional methods suitable for each target customer group, thereby proposing solutions to optimize market outreach effectiveness. By combining both theoretical and empirical research, the topic is expected to provide valuable reference materials for the management of Co To Moonlight Hotel as well as contribute to the general knowledge base on marketing strategies in the hotel and tourism sector.

Keywords: Hotel, Promotion, Customer Approach, Quang Ninh, Marketing Strategy