

Develop a promotion and customer acquisition strategy for Coto Moonlight Hotel.

Tran Nhat Son

Abstract: In the fiercely competitive tourism industry, this topic focuses on developing an effective strategy to enhance brand recognition and attract new customers for Coto Moonlight Hotel. The main objective is to develop multi-channel promotional measures and create an efficient customer information management system, thereby improving customer satisfaction and increasing revenue. The research method combines a practical assessment of the current tourism market with the application of digital tools in communication. The expected results will bring significant improvements in service management processes, while also providing reusable solutions for other hotel businesses.

Keywords: Tourism expertise, brand promotion, customer management system, digital technology, business strategy