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ÚSTAV MANAGEMENTU

PROPOSAL FOR IMPROVING THE COMMUNICATION MIX OF THE SELECTED COMPANY

NÁVRH NA ZLEPŠENÍ KOMUNIKAČNÍHO MIXU VYBRANÉHO PODNIKU

BACHELOR'S THESIS

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Analýza problému a současná situace
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Závěr
Seznam použité literatury
Přílohy (podle potřeby)

Cíle, kterých má být dosaženo:

Hlavním cílem této práce je na základě provedených analýz zefektivnit strategie, které posílí komunikační mix zkoumaného podniku. Podnik tak ve výsledku bude schopen oslovit novou klientelu, zvýšit loajalitu současných zákazníků a posílit svou viditelnost na digitálních platformách.

Základní literární prameny:

ARMSTRONG, G., KOTLER, P., HARKER, M., BRENNAN, R. (2017). Marketing: An Introduction. 13th edition. Harlow: Pearson. ISBN 978-1-292-14848-9.

FORET, M. (2008). Marketing pro začátečníky. Brno: ComputerPress. ISBN 978-80-251-1942-6.

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SVĚTLÍK, J. (2018). Marketing - cesta k trhu. 4. upravené vyd. VŠPP. ISBN 978-80-86847- 81-8.

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ABSTRACT

This bachelor thesis focuses on analyzing the current communication mix of the selected company with the aim of increasing its effectiveness. The goal is to reach new customers and improve promotion across various channels. The introductory part presents the theoretical background of marketing communication, followed by an analysis of the current state of the company's communication. The final part includes proposals and recommendations to increase brand awareness, improve customer relations, and strengthen the company's market position.

ABSTRAKT

Tato bakalářská práce se zaměřuje na analýzu současného komunikačního mixu vybraného podniku s cílem jeho zefektivnění. Cílem je oslovit nové zákazníky a zlepšit propagaci napříč různými kanály. Úvodní část představuje teoretická východiska marketingové komunikace, následuje analýza aktuálního stavu komunikace podniku. Závěrečná část obsahuje návrhy a doporučení ke zvýšení povědomí o značce, zlepšení vztahů se zákazníky a posílení postavení na trhu.

KEYWORDS

marketing, marketing mix, communication mix, customer loyalty, advertising, SWOT analysis

KLÍČOVÁ SLOVA

marketing, marketingový mix, komunikační mix, zákaznická loajalita, reklama, SWOT analýza

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Affidavit

I declare that the present bachelor project is an original work that I have written myself.

I declare that the citations of the sources used are complete, that I have not infringed upon any copyright (pursuant to Act. no 121/2000 Coll.).

Brno dated 19th May 2025

Adriana Richnáková

author's signature

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Introduction

Effective communication is in today's highly competitive and fast – changing environment essential. It shapes brand image, raises visibility and overall creates success of any business. For companies in the hospitality industry, strategic communication not only attracts new clients but also maintains customer loyalty and positions the hotel in the market.

This bachelor thesis focuses on the communication mix of a well established Slovak hotel in the Bratislava Region – Hotel Senec. The hotel has a wide range of services and strong presence in the market, but its digital presence has a great potential for development. This work is based on theoretical knowledge, market analysis, and practical suggestions. The goal is to offer useful and affordable ways to improve the hotel's communication.

The content is divided into three main parts. The first part provides theoretical background, explaining marketing concepts such as the marketing mix, segmentation, the communication process, and external environmental factors. All these concepts serve as a basis for the analytical section. The second, analytical part, focuses on the analysis of the current state of the company. I evaluated the current communication strategy through qualitative content analysis of the hotel's digital presence, including its website, social media (Instagram, Facebook, TikTok), booking platforms, and other online channels. The analysis focused on communication style, frequency, content, and customer engagement. Additional methods included analysis of marketing mix elements (5P), PEST and SWOT analysis, internal discussions with hotel management, a brief competitor comparison, and mystery shopping conducted both online and in person.

In the final proposal section of the thesis, I present several ideas focussed at improving the company's communication mix. These suggestions focus on improving the hotel's digital presence, increasing customer engagement, and attracting new target groups.

1 Problem definition, goal of the thesis and methodology

1.1 Problem definition

Although Hotel Senec actively communicates through several online channels, the current communication mix lacks consistency, especially in the digital environment. Content on social media suffer from low engagement, and communication tools such as collaboration with micro-influencers are barely used. In addition, the current communication strategies are not well suited for younger and more active audiences. Another challenge is seasonality – where the hotel outside the summer season is visited by fewer guests, which shows the need for a new strategy that will attract people even during the off-season.

1.2 Goal of the thesis

The main goal of this thesis is to enhance the strategies that will strengthen the communication mix of the examined company based on the conducted analyses. As a result, the company will be able to reach new clientele, increase the loyalty of current customers, and strengthen its visibility on digital platforms. The main objective of this thesis is to analyze the current communication mix of Hotel Senec, and propose new solutions to increase its effectiveness. The aim is to improve interaction with existing customers, target new audiences, and strengthen the hotel's competitiveness in the market. By achieving this objective, it is expected to increase brand awareness, attract new clients, and enhance engagement with the target audience.

1.3 Methodology used

The thesis will be divided into three main sections. The first part will cover the theoretical foundations of marketing communication, focusing on services and communication strategies in an online environment. Explained are key concepts and models which are applied in the analytical part later.

The second part will include an analysis of the current state of Hotel Senec communication mix, including an examination of digital tools usage and social media, analysis of 5P marketing mix elements, PEST and SWOT analysis. The research was conducted on the basis of internal discussions with hotel management and staff during

the author's periodic employment at the hotel, as well as additional clarifying consultations to complete the overall understanding of the communication activities. The analytical part further includes a thorough qualitative content analysis, a brief competitor comparison, and mystery shopping, which was conducted through social platform, offline through phone communication and by a third party acting as a potential customer of the hotel. The purpose of this method was to evaluate the effectiveness of customer communication and engagement at various contact points, as well as the overall customer experience.

A qualitative research approach was chosen in order to gather subjective and practical insights directly from the hotel environment. The combination of the author's observations, internal discussions, and mystery shopping helped to gain a deeper understanding of the company's communication strategy.

In the last part, based on the results of the analysis, I present proposals for improving the hotel's communication mix. The suggestions focus on strengthening the hotel's digital presence, increasing engagement through modern tools, and supporting off-season visibility.

2 Theoretical background

The theoretical background of this bachelor thesis will explore and explain terms for understanding the analytical and proposal parts of this thesis.

2.1 Marketing

It is essential to explain what marketing is and its definition in the very first beginning. Many people associate this term primarily with selling and advertising. Advertisement for example in form of TV commercials, catalogues, spiels from salespeople to social media, online videos and more are a part of our daily life. However, advertising and sales are only a small part of everything that marketing involves. We can describe marketing as a process between marketers and customers. This process includes understanding customer needs, creating value and building relationships that benefit both sides. (Armstrong et al., 2017)

2.1.1 Marketing definition

Each author has a unique perspective on defining the term marketing, so there are various definitions.

One of many possible definitions according to Armstrong et al.:

„Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.“

(Armstrong et al., 2017, p. 6)

Another way to define marketing comes from Kotler, who describes it as a mix of science and art aimed at finding unmet needs and delivering value in a profitable way. It's about understanding what people want, choosing the right group of customers to focus on, and then creating and promoting products or services that truly fit their needs. (Kotler, 1988)

2.2 Marketing environment

The marketing environment can be divided into the microenvironment and macroenvironment. While the microenvironment includes elements directly related to the business such as clients, competitors, suppliers, and intermediaries, the macroenvironment represents broader circumstances, encompassing social, economic,

political, technological, cultural, and environmental factors. Effectively identifying and managing these factors is essential for a company's success.

According to Armstrong and others, the marketing environment consists of all external actors and forces that influence how marketing is managed and how effectively it can establish and maintain strong relationships with target customers. (Armstrong et al., 2017, p. 119)

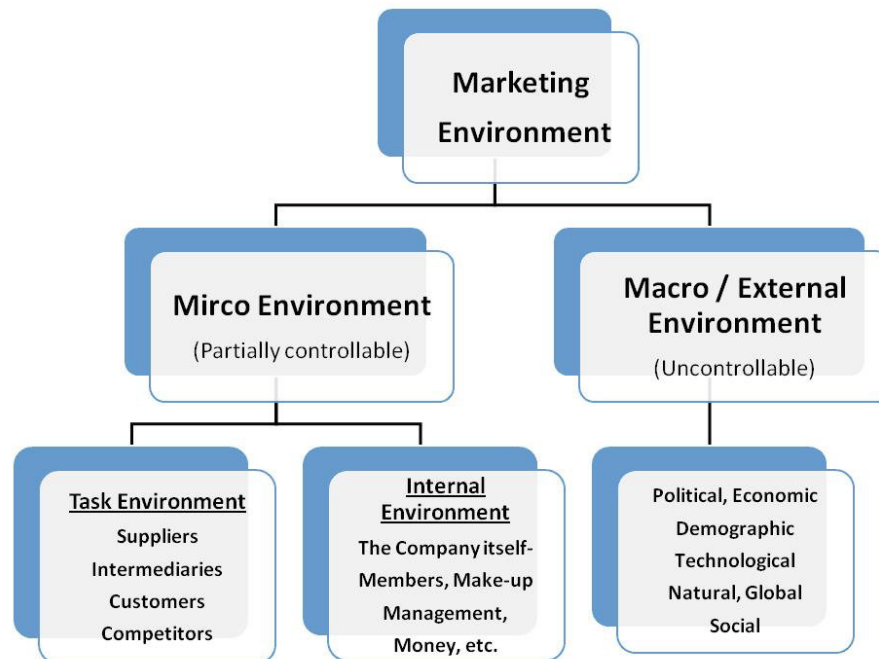


Figure 1: Marketing environment
(Source: ABC of Marketing, 2018)

2.2.1 Microenvironment

According to Armstrong et al., the microenvironment consists of all the actors that are directly connected to the company and influence its ability to serve customers. These include the company itself, its suppliers, marketing intermediaries, target markets, competitors, and various publics. (Armstrong et al. 2017, p. 120)

Parts of Microenvironment are: (Kotler and Armstrong, 2016)

- The Company
- Customers
- Suppliers

- Marketing Intermediaries
- Competitors
- Publics

1) The Company

The Company's internal environment consists of different departments working together to achieve the company's goals. Marketing management consist of these positions: top management, finance, R&D, purchasing, operations, HR, and accounting when creating marketing plans. These groups are interconnected and play a role in the company's success. Top management sets the overall mission, objectives, strategies, and policies, providing a framework for decision-making. Marketing managers then create specific plans and strategies within this framework. To be effective, they need to collaborate closely with other departments. Marketing takes the lead, but every department, like manufacturing and HR, helps understand and meet customer needs. (Kotler and Armstrong, 2016)

2) Customers

Most important element of every functioning company are its customers. The goal of the entire value delivery system is to connect with them on deeper level and build strong, lasting relationships with mutual trust. Companies can target one or more customer groups, but they must understand the specific needs of each group to serve them well. (Kotler and Armstrong, 2016)

3) Suppliers

Suppliers play a key role in helping a company deliver value to its customers. They supply the materials and resources for the company to produce its products or deliver its services. If there are problems with suppliers, leading to delays, rising costs etc., it can negatively impact the company's ability to meet customer needs. For example, a delay in delivery of resources to produce the final product might lead to late manufacturing processes which can result in late deliveries to customers, upsetting customers and weakening their trust. (Kotler and Armstrong, 2016)

Supply issues, such as natural disasters or increased costs, can also affect the company's performance. If supply costs go up, the company might have to raise its prices, which could reduce sales and hurt customer relationships. To avoid these problems, many companies work closely with their suppliers, treating them as partners. (Kotler and Armstrong, 2016)

4) Competitors

For a business to thrive, it must deliver greater value and satisfaction to customers than its competitors. This requires marketers to go beyond simply fulfilling customer needs—they must also differentiate their products or services in a way that clearly sets them apart. The objective is to establish a strong and distinct advantage in the minds of customers.

There is no single marketing strategy that fits every business. Each organization must craft its approach based on its market position and available resources relative to its competitors:

- Large corporations with strong market positions often have the resources to invest in extensive advertising campaigns or leverage pricing strategies. However, having a lot of resources does not always guarantee success – if their strategy is not planned or done well, it can still result in failure, even if they are market leaders.
- Smaller businesses, even if their resources are limited, can still gain competitive advantage by targeting niche audiences, offering personalized experiences, or adopting creative and innovative solutions. In certain areas, this can lead to better results than those achieved by larger companies.

Ultimately, every business needs to thoroughly assess its unique strengths, weaknesses, and opportunities to set a strategy tailored to its needs and market context. (Kotler and Armstrong, 2016)

5) Marketing Intermediaries

Marketing intermediaries help companies promote, sell, and distribute their products to end customers. Many companies are rather working with these intermediaries as their partner than just perceive them as channels through the company sells its products or

services. They make sure products and services reach the right market efficiently without any problems. There are different types of intermediaries such as physical distribution firms, marketing services agencies and financial intermediaries. (Kotler and Armstrong, 2016)

Resellers are distribution channel entities, such as wholesalers and retailers, that purchase products from manufacturers to resell to final buyers. Partnering with the right resellers is crucial, as their size and reach can directly impact a company's market presence.

Physical distribution firms manage the logistics of moving and storing goods, making sure that products are stocked and delivered from their points of origin to the final destination at given date.

Marketing services agencies are advertising agencies, market research firms, media companies, and marketing consultants. Their primary function is to assist companies in identifying target markets and effectively promoting their products. They help reach and connect with customers.

Financial intermediaries include institutions such as banks, credit companies and insurance providers that help with money matters in buying and selling. They make transactions easier by providing finances when needed and offer protection against potential losses. (Kotler and Armstrong, 2016)

6) Publics

The company's marketing environment includes various groups called publics, which can impact its ability to achieve goals. We identify seven types of publics: (Kotler and Armstrong, 2016)

- Financial publics
- Media publics
- Government publics
- Citizen – action publics
- Local publics
- General publics
- Internal publics

2.2.2 Macroenvironment

According to Armstrong et al. (2017, p. 120), the macroenvironment refers to the broader societal forces (demographic, economic, natural, technological, political, cultural) that influence the company's microenvironment and overall marketing activities.

Elements of Macroenvironment: (Cherunilam, 2016)

- Demographic environment
- Economic environment
- Natural environment
- Technological environment
- Political and Government environment
- Socio – Cultural environment

1) Demographic environment

Demography studies human populations and its specific characteristics. Marketers need to understand the demographic as the populations forms the basis of markets. It is expected that earth population will exceed 8 billion by year 2030 which presents opportunities but also challenges for markets, so it is important to keep up with demographic trends. (Armstrong et al. 2017)

2) Economic environment

The economic environment includes factors that influence consumer purchasing power and spending habits. It is very important for marketers to monitor new either local or global trends as every country varies in income levels ranging from industrial economies with high market potential to subsistence economies with limited opportunities. (Armstrong et al. 2017)

3) Natural environment

Governments drive industries to adopt sustainable practices or add green technology into their operations through environmental regulations. Significant investments in pollution cleanup, conservation efforts, and green technologies have gain results in sustainable development and green products. This creates opportunities for businesses that find a

sustainable path between profit and environmentally friendly activities. (Kotler and Keller, 2012)

4) Technological environment

Advances in technology, especially communication tools, allow marketers to reach more people more efficiently across different platforms. Social media, smartphones, and tablets help businesses interact with their customers more effectively. Companies must adapt to these technological changes to stay competitive. Technology supports businesses in many ways – it helps managers understand how new tools affect their operations, other companies and society as a whole. (Pride and Ferrel, 2015)

5) Political and Government environment

The political environment includes aspects as the government system, political stability, laws and policies that impact businesses and its operations. These factors shape market opportunities but at the same time potential risks. It is essential for companies to gain the knowledge and deeply understand the political landscape when entering new markets or developing new strategies. (Cherunilam, 2016)

6) Socio – Cultural environment

The socio-cultural environment focuses on religious values including traditions, beliefs, language and preferences. Many companies fail in foreign markets because they do not adapt to cultural differences. They often adapt just their products and marketing to suit the preferences of other cultures. Most important should be the whole strategy of the business on socio-cultural environment. (Cherunilam, 2016)

2.2.3 PEST analysis

Using PEST analysis is a valuable tool for analyzing and evaluating the external environment of a business. It affects communication strategy and it is an important method in creation of a marketing plan. It consists of four elements: political, economic, social, and legal. (Kotler, Keller, 2012)

PEST Analysis

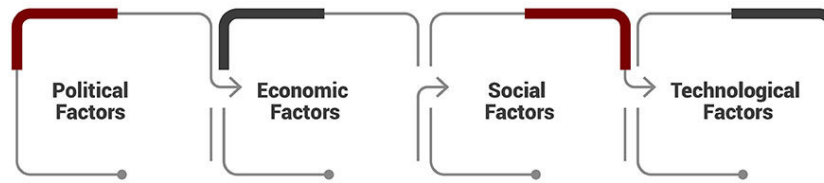


Figure 2: PEST Analysis
(Source: The Strategy Institute, 2024)

- **Political factors**

Political factors, such as government involvement influence the economy in businesses and industries. These include policies on trade, education, infrastructure and healthcare, which can directly affect business decisions. The balance between government regulation and free-market forces is always changing, so businesses must stay updated. Examples of political factors include subsidies, taxation policies, corruption levels, press freedom, trade restrictions, defense budgets, and lobbying activities. These factors can impact important decisions, such as where companies establish their headquarters.

Examples of political factors include government subsidies, tax policies, corruption levels, press freedom, trade restrictions, defense spending, and lobbying.

- **Economic factors**

Economic factors represent key indicators of a country's financial health and performance, such as economic growth, currency values, inflation, and interest rates. All these elements influence operations of the business. For example, inflation affects how the company set prices for products and services. As a result, companies evaluate factors such as inflation, unemployment rates and economic trends in different markets and regions before making strategic decisions.

- **Social factors**

Social factors influence the attitudes and behaviors of people in a particular market and are often referred to as demographic factors. These include the customs, norms, and values within a society or market. Elements such as population trends, income

distribution, safety awareness, lifestyle choices, health education, and cultural barriers all contribute to the broader demographic profile. Businesses need to understand these factors for reaching and engaging with their target audience. Examples of social factors include population size and growth, birth and death rates, age distribution, wealth distribution, purchasing habits, etc.

- **Technological factors**

Technological factors represent the development and advancements of technology that influence the market. These factors can affect the business in positive or either negative way. Factors as innovation, automation, research and development etc. helps in identifying whether to enter a market. (Kotler, Keller, 2012)

2.3 SWOT Analysis

SWOT analysis is a strategic tool used to identify the internal and external factors that affect an organization. It helps businesses to evaluate their Strengths, Weaknesses, Opportunities, and Threats. The framework is often used when planning business strategies to fully understand the business environment.



Figure 3: SWOT Analysis
(Source: iStock, 2025)

- **Strengths:** The internal abilities that help an organization succeed against its competitors. These can include factors and things like a well-known brand, loyal customers, unique technology, or lower costs.

- Weaknesses: Internal factors that can stop the organization from reaching its goals. These can include things like not enough resources, bad brand image, or slow and inefficient processes.
- Opportunities: External factors that the organization can use to improve its performance. These can include new market trends, changes in how customers act, or new technology.
- Threats: External challenges that could negatively impact the organization. These could come in the form of new competitors, regulatory changes, or shifts in the economic landscape.

SWOT analysis is a vital tool in strategic management as it allows organizations to align their internal strengths with external opportunities, while addressing weaknesses and reducing threats. This balanced view helps businesses remain competitive and responsive to market changes. (Kotler and Keller 2012)

2.4 Market Segmentation

The market is created by consumers from the marketing point of view. Every consumer differentiate by set of factors. The factors can be different habitation, revenue, interests and many others.

„Segmentation is the process of identifying groups of customers based on specific criteria. A Segment is a group of customers with specific requirements for a particular category of products.“ (Světlík, 2018, p. 69,70)

People and their needs differ. This diversity makes mass production of identical products challenging, which is why markets are segmented into smaller, more homogeneous groups with similar demands and needs. Market segmentation allows companies to better understand individual customer groups and meet their needs. Segments are created based on various criteria, such as gender, age, place of residence, education, or income. Segmentation helps companies choose a target group to focus its products or services on.

„Market segmentation and meeting its demands involve analyzing the entire market and selecting those segments that the company can serve better than its competitors.“ (Foret, 2011)

We can divide the market into these four basic segmentations: (Foret, 2011)

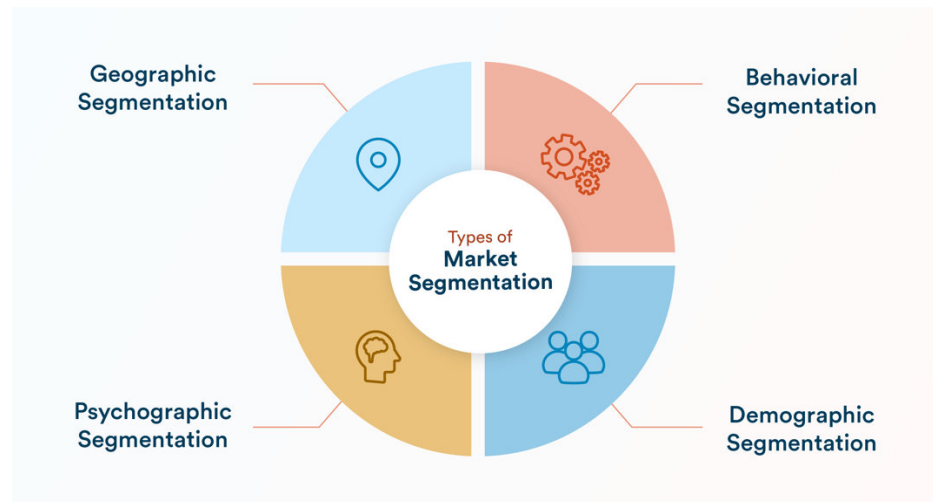


Figure 4: Market segmentation - types
(Source: CleverTap, 2024)

- **Geographic** segmentation: This segmentation is about geographic factors. Our market is divided into smaller and bigger living areas. By the areas its meant cities, regions, areas etc.
- **Demographic** segmentation: Customers are divided into specific groups differentiating in age, gender, revenue, education and many other factors.
- **Sociological (Psychographic)** segmentation: Where the market segmentation consists of nationality/competences of customers. Customers are divided into specific social classes, where every social class has different style and tradition of living.
- **Behavioral** segmentation: Market segmentation consists of the customer's behaviour (by the scale of specific product or service usage), customer's loyalty

for specific brand, place and frequency of purchasing goods or services. (Foret, 2011)

2.5 Marketing mix (5P)

The most important instrument of a company is without any doubt the marketing mix. It primarily serves to achieve the marketing objectives of organizations and companies. Each company has its own unique marketing mix. It can be adjusted at any time and contains information that the company uses to operate in the market, interact with customers, and address the key factors that determine its success in the market. (Foret, 2008)

„The marketing mix is like a complex recipe for a special dish that you prepare in the kitchen. Each of the ingredients is essential. Each of the ingredients must be blended into the recipe in exactly the correct form and quantity, and at exactly the right time, for the dish to turn out tasting delicious.“ (Tracy, 2022)

Components of marketing mix – 5P (Tracy, 2022):

- Product
- Price
- Place
- Promotion
- People

2.5.1 Product

The product plays a vital role in the marketing mix, as it represents what is offered to customers for sale or exchange. A product can be understood as anything that can fulfill people's needs, fulfill their desires and has value for business. This concept includes physical items such as living organisms as well as intangible offerings such as services or other intangible goods. (Foret, 2008)

„Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.“ (Kotler and Armstrong, 2016, p. 256)

A product carries different types of value for the customer – beyond functional value, it can also have social, emotional, or symbolic meaning. These dimensions play an important role particularly in consumer (B2C) marketing, where customer decisions often go beyond purely rational considerations. For example, a smartphone is not only a communication tool, but also represents a lifestyle, status, or affiliation with a particular brand. (Světlík, 2018)

According to its use, a product can be classified as a consumer good – intended for the final consumer (e.g., food, clothing, services), or a capital good – used by companies as input for further processing (e.g., machines, raw materials). The marketing approach therefore differs based on the type of target group – while B2B marketing focuses on functionality, reliability, and return on investment, B2C marketing emphasizes creating emotional bonds, brand differentiation, and communicating values relevant to the consumer. (Světlík, 2018)

2.5.1.1 Product's life cycle

Every product goes through a specific development path on the market, referred to as the product life cycle. This cycle consists of four main stages: introduction, growth, maturity, and decline.

In the introduction stage, the product is newly launched, sales are low, and promotional costs are high due to the need to raise awareness. During the growth phase, sales increase, the product is adopted by early adopters, profits rise, and competition begins to emerge. In the maturity stage, the product reaches its peak in both sales and profit, but the market becomes saturated, prompting companies to introduce modifications or new distribution channels. Finally, in the decline phase, demand decreases due to technological progress or changing consumer preferences. At this stage, companies decide whether to withdraw the product from the market entirely or try to extend its life span by repositioning it, targeting a new audience, or supporting it with renewed promotional efforts. (Světlík, 2018)

2.5.2 Price

Price in the marketing mix represents the value that a customer pays for a product. It is the only element of the mix that generates revenue for the company. Other components,

such as product, distribution and promotion represent costs for the company. Setting the right price is important as it affects the company's profitability but also its competitiveness on the market.

Many companies get pricing wrong by focusing only on production costs and not paying enough attention to market changes or what customers want. Pricing should align with other parts of the marketing mix and the product's life cycle. (Foret, 2011)

When entering foreign markets, the business must adjust the price just to fit the local conditions. Income levels between consumers vary in different countries as it reflects the economic conditions of each nation. Some countries have high levels of purchasing power, while others are still in the process of economic development with lower income levels. Marketers need to be very careful when it comes to pricing and pricing strategies when entering different markets. Businesses need to estimate price, so it provides good value for money taking into account the living standards, cost of living and consumer expectations within each country. When companies adjust their prices to match what people in their target market can afford, their products or services become more appealing. (Samuel A. Malone, 2019)

Ways of pricing

When setting prices, companies can choose from several approaches depending on their goals, product life cycle stage, market conditions, and customer characteristics. The most common pricing methods include (Světlík, 2018):

- **Cost-based pricing** - The price is set by calculating production costs and adding a desired profit margin. It often ignores customer demand and market competition.
- **Competition-based pricing** - Prices are set in relation to competitors offering similar products. The company decides whether to price below, at, or above competitors depending on the product's uniqueness.
- **Value-based pricing** - Pricing is based on the perceived value of the product to the customer rather than on production costs. It reflects benefits such as brand, design, image, and additional services.

- **Psychological pricing** - Uses customer perception (e.g., €9.90 appears cheaper than €10) or creates the illusion of value (e.g., discounts, promotional prices, artificially inflated “original” prices).
- **Discriminatory pricing** - The same product is sold at different prices to different customer segments (e.g., students, seniors, time-based discounts), allowing better customization and targeting.
- **Penetration pricing** - A low initial price is used to enter the market and quickly gain market share. Suitable for price-sensitive markets or high-competition environments.
- **Skimming pricing** - A high introductory price is charged for a unique product, then gradually reduced over time. The aim is to target early adopters willing to pay more.

These pricing strategies can be combined and tailored to the needs of the target audience. (Světlik, 2018)

2.5.3 Place

In other words - distribution (of the products and services). Main purpose of distribution is to secure that goods are transported from the place of production to the point of sale, where customers can access them. The primarily goal is to make products available to customers at the designated locations, in time and in the right amount.

Distribution network can consist of (Foret, 2011):

- Producers (extractive industries, primary producers, manufacturers)
- Distributors (wholesalers, retailers, trade agents)
- Support organizations (market research agencies, insurance companies, advertising agencies, banks, law firms, etc.) (Foret, 2011)

Distribution can be divided into direct and indirect. In direct distribution, the product goes straight from the producer to the customer. In indirect distribution, the product passes through one or more intermediaries before reaching the customer.

2.5.4 Promotion

When we talk about marketing, most people immediately think of advertising as the most well-known promotional tool. Promotion allows a company to share information about its products, prices, and sales locations with customers, business partners, and stakeholders.

This activity, also known as the communication mix or marketing communication, involves not only advertising but also other tools such as sales promotion, public relations, personal selling, and direct marketing which will be explained later in this thesis. (Foret, 2011)

2.5.5 People

According to Naikwadi and Chaskar (2012), the term "people" within the service marketing mix refers not only to the employees directly involved in service delivery but also to all staff whose behavior and attitudes shape the customer's perception of service quality. The authors point out that in services, people are a key part of what the customer experiences. The way employees talk to customers, help them, and provide the service affects how customers feel about the quality. Because of this, employees strongly influence whether the customer sees the service as professional and reliable.

In business, employees are often in the main connection with customers. The quality of the service depends on the people who provide it. If the staff does not meet customer expectations, the service itself stays behind. Employees must be creative, open to new ideas and able to engage customers in an interesting and effective way. (Halan, 2005)

2.6 Marketing communication

Marketing in communication concept is a strategic activity designed to inform, persuade, and influence purchase decisions of customer. It follows the basic principles of the communication process, it focuses on sharing information about a product, service, or organization between the sender and receiver. It does not include only promotion, but it also includes verbal interactions and informal communication methods. (Světlík, 2018)

More elaborate definition:

“Marketing Communication is targeted interaction with customers and prospects using one or more media, such as direct mail, newspapers and magazines, television, radio, billboards, telemarketing, and the Internet.” (Kayode, 2014, p. 9)

2.6.1 Communication process

Communication is a process, where some information is transmitted from a sender (individual or organization), to a receiver (individual or target audience). It is process for exchanging information and creating understanding between two or more parties. The process begins with the sender, who creates message to get a specific response. Then, the receiver interprets the message based on their perception and the provides feedback, usually in form of an action, back to the sender. (Kayode, 2014)

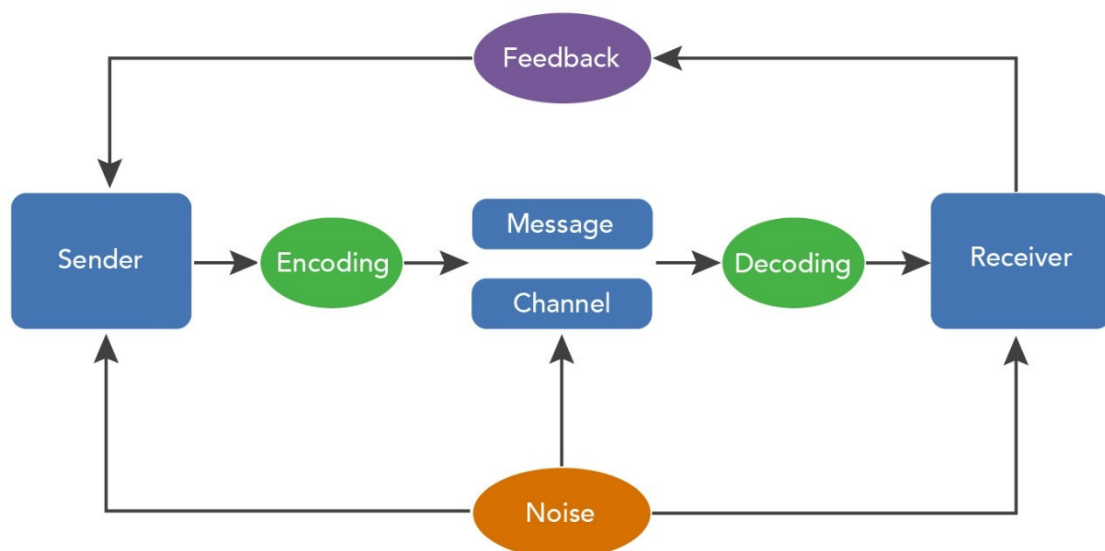


Figure 5: The process of communication
(Source: Lumen Learning, 2025)

The process of communication consists of:

- **Source** – The person, group, or organization responsible for initiating the exchange of information. The source influences how the message is created, transmitted, and then perceived by the receiver.
- **Message** – It contains the encoded information that will be sent. It is in the physical stage that can be seen, heard, felt and understood by the receiver.

- **Encoding** – The stage in the communication process where the sender transforms his thoughts, information, or emotions into a structured message.
- **Transmission** – The process, where the message-carrying symbols are being sent using a channel or medium to the receiver. In this stage the message moves from source to the audience.
- **Decoding process** – The process, where the message is being translated or interpreted by the receiver. It also involves the receipt.
- **Receiver** – The individual or group of individuals that the message is intended for.
- **Feedback** – Process, where receiver reacts to the message in form of feedback. Their reaction can be verbal or non-verbal, positive or negative and immediate or delayed.
- **Noise** – Any interference that disrupts or distorts the transmission, reception, or interpretation of a message between the sender and the receiver. Noise can occur at any stage of communication and can impact the overall interaction.

Few Noise barriers according to Kayode (2014):

- Language problems
- Wrong timing of message delivery
- Information overload
- Distractions
- Wrong timing of the message delivery
- Noisy environment
- Poor message presentation occurring from faulty encoding and use of many symbols
- Differences in perception
- Emotional factors (worries, illness...)

2.6.2 Communication model AIDA

This marketing communication model consists of four stages. Attention, Interest, Desire, Action.

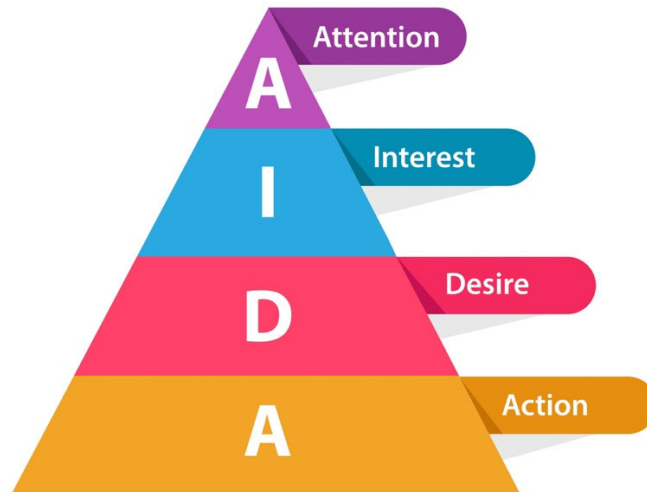


Figure 6: The communication model AIDA
(Source: La Growth Machine, 2025)

Tyagi and Kumar describe the AIDA model, originally created by Strong, as a process that guides how people respond to advertising – from grabbing their attention, sparking interest, building desire, and finally leading them to take action. The idea is that a good ad first catches someone’s eye, then keeps them interested long enough to create a real desire for the product. That desire, in turn, encourages them to buy. (Tyagi and Kumar, 2004)

2.6.3 Components of the Communication Mix

Every communication tool is characterized by something unique and different (Foret, 2011):

- Advertising
- Sales Promotion
- Public Relations (PR)
- Personal selling
- Direct marketing

2.6.3.1 Advertising

Advertising is one of the most well-known components of the communication mix, present in everyday life and widely perceived by the public. However, it is important to understand that modern promotion includes a much broader range of tools, not just

advertising itself. Advertising represents a paid, impersonal, and one-way form of communication aimed primarily at reaching existing/potential customers and persuading them to purchase the offered product.

It is distributed through various media, such as print, radio, television, outdoor advertising (e.g., billboards or illuminated displays), and mobile advertising (placed on means of transport). Its messages usually highlight the benefits of a product while ignoring its flaws, which can make them less objective. Advertising can also appear as part of other promotional tools, such as promotional items within sales promotion or as a component of public relations. In these cases, it takes on new purposes and specific uses in a company's communication strategy. (Foret, 2011)

2.6.3.2 Sales Promotion

The definition of Sales Promotion by American Marketing Association (2024):

those marketing activities, other than personal selling, advertising and publicity; that stimulate consumer purchasing and dealer effectiveness, such as display, shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine. Sales promotion, involves short-term incentives to encourage purchase or sales of a product or service.

Sales promotion is a tool designed to boost the sales of products and services throughout the entire distribution chain – from manufacturers to distributors, to end consumers. It involves short-term activities that add extra value to a product or service for a limited time, making it more appealing to buyers. (Světlík, 2016)

This approach uses different types of offers to motivate customers to take action such as making a purchase, visiting a store, or requesting more information. These offers might include (Světlík, 2016):

- **Price advantages:** discounts, cashback offers, special pricing deals
- **Bonus offers:** free products, gifts with purchase, value bundles
- **Customer engagement:** competitions, loyalty programs, one-time promotional events

This type of communication is an important part of below-the-line marketing because it focuses on specific customer groups and provides clear results. (Světlík, 2016)

2.6.3.3 Public Relations (PR)

The main role of public relations is to create and build a positive reputation for the company – how the surrounding audience and the public perceive the company. One of the company's main goals is to continually maintain positive relationships with the public, which makes it crucial to choose the right approaches to achieve this goal. (Světlík, 2016) As Světlík described: *"PR is a form of communication that helps a company adapt to its surroundings, change them, or maintain them, with a focus on achieving its own goals."* (Světlík, 2016, p. 136)

Communication with public has two fundamental levels (Foret, 2011):

1) Communication with the internal environment of the company

- Includes communication between the company and its employees. Employees should have a positive relationship with the company, understand and align with its goals, strategies, and changes. This encourages them to share positive information about the company both at work and outside of work.

2) Communication with the external environment of the company

- It includes communication between the company and its external environment, such as its surroundings (with residents, the press, radio, television, regulatory, and administrative authorities). A good relationship helps the company maintain a positive reputation.

Communication tools most commonly used in building relationships with the public (Foret, 2011):

- Organizing social events
- Sponsoring various types of events
- Publishing company newsletters
- Issuing annual reports that are publicly accessible

In public relations, there is a form of advertising that does not aim to increase product sales but focuses on improving the company's overall image. This is called corporate advertising and in public relations it focuses on improving a company's image rather than raising sales. Often seen during Christmas and New Year, this practice involves large companies (such as banks or insurance firms) sending wishes to customers to build goodwill, even when the companies are planning to raise prices. (Foret, 2011)

2.6.3.4 Personal selling

Personal selling is based on direct, face-to-face interaction with customers. The success of selling depends on the skills and professionalism of the salesperson, their product knowledge, behavior, trustworthiness, and ability to influence the customer. This method is commonly used for specific products. (Světlík, 2016)

Personal interaction with customers allow immediate responses to their needs, which helps build long-term relationships and maintain friendly connections. It also provides opportunities to collect valuable customer data that can support future sales. By understanding individual customer preferences, businesses can apply psychological techniques to influence decision-making and adapt offers accordingly. (Světlík, 2016)

Successful salespeople often visit their customers repeatedly and maintain detailed records of their orders. It can be said that personal selling represents a unique form of distribution, combining direct communication, relationship building, and customization of offers to meet customer needs. (Světlík, 2016)

2.6.3.5 Direct marketing

„Direct marketing is the use of the telephone, internet, and nonpersonal media to communicate product and organizational information to customers, who can then purchase products via mail, telephone, or the Internet.“ (Pride and Ferrel, 2015, p. 409)

Direct marketing, often referred to as targeted marketing, focuses on precisely targeting a specific market segment. Unlike mass advertising, it reaches only those customers for whom the offer is relevant, by increasing efficiency and minimizing wasted resources. This approach also involves interaction with customers and tracking their responses,

making it easy to evaluate the success of a campaign by comparing the number of targeted customers with those who responded. (Foret, 2011)

Key Tools of Direct Marketing (Foret, 2011):

- Flyers and catalogs delivered to mailboxes.
- Direct mail (personalized offers sent to specific individuals).
- Telemarketing and email communication.
- E-commerce through the internet.
- Media programs that require an immediate response from the audience.

There are two forms of marketing (Foret, 2011):

1. **Addressed Direct Marketing:** Offers are directed to specific individuals, often based on detailed data from company databases (e.g., purchase history, payment methods).
2. **Unaddressed Direct Marketing:** Targets a specific market segment without addressing individual customers (e.g., flyers and catalogs).

The weaknesses of direct marketing include poor-quality customer databases or consumer distrust of online or catalog offers. However, combining various tools can improve overall effectiveness, which is the primary goal of Integrated Marketing Communication (IMC). (Foret, 2011)

2.6.4 Online Components of the Communication Mix

With the internet revolution, marketing communications have shifted towards a more personalized dialogue between companies and customers. It includes space, where business reach their customers and also the customers reach the business. By online we can imagine these tools: web sites, search ads, display ads, e-mail, social media etc.

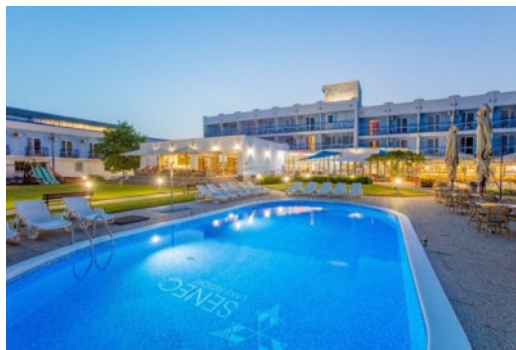
Companies can share personalized messages and content that match what consumers care about and how they behave. This makes it easier to connect with people and keep them engaged. (Mishra and Vijay, 2024)

3 Analysis of the current situation

3.1 Introduction of the Company

Hotel Senec is part of the TRINITY HOTELS and RESORTS network, which operates in Senec, Sitno, and Atrium. The 4-star hotel in Senec (Senec Aqua Resort) primarily offers accommodation and conference room rentals.

The hotel is situated on the shores of the Sunny Lakes in Senec, making it an excellent location for the summer season. Thanks to its location, it is easily accessible by car, bus, or train, providing an ideal setting for family vacations, corporate events, and active leisure. It offers many extra services to make guests' stays more enjoyable. These include a wellness and spa area with saunas and places to relax, access to the nearby aquapark, and various sports and leisure activities. The hotel is also family-friendly, with animation programs, play areas for kids, and special events designed for children.



Picture 1: View of back side of Hotel Senec
(Source: Hotel Senec, 2025)

Basic Information and Characteristics of Hotel Senec:

Company Headquarters:

Kukuričná 163/1,

Bratislava – Nové Mesto, 831 03

Establishment: December 18, 1997

Company Name: HOTEL SENEC a.s. (part of TRINITY HOTELS, s.r.o.)

Legal Form: Joint-stock company

Number of Employees: 50–99 employees + temporary staff

Company ID (IČO): 35735953

Tax ID (DIČ): 2020229244

(Source: Statistical Office of the Slovak Republic)

Sortiment:

- Accommodation: Total capacity of 206 beds, 2 floors, 80 rooms.
- Conference Room Rentals: Capacity for up to 1,000 people, six meeting rooms equipped with SmartWall and projectors.
- Restaurants: À la Carte, Mirror, and Meeting Restaurant available for guests and the public.
- WCT Bar and Bowling: Casual entertainment facilities.
- Sai Wellness and Day Spa: Massage services and aquapark.
- MediaTro Cinema: Hotel cinema with a capacity of 25 people.
- Foodie Courses: Cooking classes for children, adults, and families, with a capacity of 25 people.
- MiniMe Kids' Corner: 300 m² children's play area.
- Game Zone: Features bowling, table football, air hockey, and an Xbox One gaming console (capacity of 15 people).
- Outdoor Facilities: Garden terrace, outdoor pool, and Pool Bar.
- Event Hosting: Training sessions, lectures, meetings, corporate and family celebrations, weddings, and more.
- Hotel Train for Kids: A unique attraction for young visitors. (Hotel Senec, 2025)
- Children's Animation Program: Featuring mascots from the Trinity Friends program.

3.2 Marketing environment analysis

3.2.1 Analysis of Macroenvironment – PEST Analysis

The macroenvironment analysis focuses on external factors that the company cannot influence. The PESTEL framework (Political, Economic, Social, Technological, Environmental, Legal) is applied for this purpose.

Political factors

All businesses must comply with and operate under specific legal regulations of the country in which they are based. Below is a list of laws that hotels must adhere to (Slov-Lex, 2024):

- **Hygiene Regulations:** Act No. 355/2007 Coll. (Public Health Protection), ensuring hygiene standards in accommodation and dining facilities.
- **Fire Safety:** Act No. 314/2001 Coll. (Fire Protection), including mandatory evacuation plans and fire extinguishers.
- **Labor Law:** Labor Code No. 311/2001 Coll., ensuring employee rights, working conditions, and occupational health and safety (OHS).
- **Consumer Protection:** Act No. 250/2007 Coll., requiring transparent information for customers about prices and services.
- **GDPR:** EU Regulation 2016/679, ensuring the protection of personal data for guests and customers.
- **Trade Licensing Act:** Act No. 455/1991 Coll., authorization for operating accommodation services.
- **Taxes and Fees:** Act No. 595/2003 Coll. (Income Tax), Act No. 222/2004 Coll. (VAT), and local tourist fees.
- **Food Safety:** Act No. 152/1995 Coll., ensuring compliance with HACCP standards in foodservice operations.
- **Building Standards:** Act No. 50/1976 Coll. (Building Code), adhering to technical and energy norms for buildings.
- **Environmental Protection:** Act No. 543/2002 Coll., minimizing environmental impact and managing waste efficiently.

Economical factors

The Bratislava Region, including Senec, shows strong economic performance. In 2022, it had Slovakia's highest employment rate (84,5%) and the lowest unemployment rate (2,3%). The average monthly wage reached 1,906 €, exceeding the national average by 27%. Key industries include automotive, chemicals, logistics, and services. Senec is particularly strong in logistics and tourism, supported by infrastructure like the D1 highway and attractions such as Sunny Lakes and the Aquapark. Other relevant sectors include industrial production, construction, and agriculture.

Social factors

Hotel Senec is situated in the town of Senec, just 30 minutes from Bratislava. Its convenient location and cultural life make it the fourth most visited town in Slovakia. The popular Sunny Lakes area offers a range of recreational activities such as paddleboarding, boating, and beach sports. (Region Senec, 2025)

As of 2022, the town had over 20,000 residents, with an average age of 39 and a balanced gender distribution. The wider district reflects a Slovak-Hungarian cultural mix and has a population density of 292 inhabitants per km².

In terms of education, Senec boasts 14 kindergartens, 8 primary schools, and 4 secondary schools. The municipal office publishes a monthly newspaper, SENČAN, available both in print and online, providing residents with updates on events, activities, and interesting topics. (Mesto Senec, n.d.)

Senec and its surroundings are rich in cultural and historical landmarks, including the Bernolákovo and Malinovo mansions, the Municipal Museum in Senec, the Beekeeping Museum in Kráľová near Senec (the largest in Europe), and the ruins of Čeklís Castle. (Mesto Senec, n.d.)

The Bratislava Region, with a population of 732,757 as of December 31, 2023, is home to numerous landmarks, such as Bratislava Castle, Slavín, Devín Castle, Červený Kameň Castle, and more. (Bratislava Region Tourism, n.d.)

Technological factors

Hotel Senec makes use of several modern technologies in its day-to-day operations and communication with customers. The hotel uses online booking platforms such as Booking.com, TripAdvisor, Agoda, and Bluepillow, which help increase visibility and accessibility for potential guests. The hotel website is professionally managed via iCard.cz, offering an easy-to-navigate interface that includes detailed information about accommodation, services, and events.

In the area of online marketing, the hotel invests in Google Ads and Google Hotel Ads, which improve its ranking in search results and visibility on Google Maps. The hotel also

actively promotes its services through paid advertising on Instagram, which is integrated into its digital marketing strategy.

For internal operations, Hotel Senec uses modern conference equipment such as projectors, SmartWall paint (interactive whiteboards), ambient lighting systems, and audio equipment in its conference rooms. While basic digital tools are well integrated, further implementation of advanced technologies like mobile apps or smart room solutions is not currently in use.

3.2.2 Analysis of Microenvironment

3.2.2.1 Customers

The hotel primarily targets families with children, corporate clients, and leisure visitors seeking relaxation or activities. Corporate clients use modern conference rooms for conferences, training sessions, and team-building activities. The professional technical equipment and catering services are tailored to their preferences. Families with children also represent a significant group, they come for relaxation at the Sunny Lakes, children's animation programs, and comfortable rooms tailored to their needs. The hotel offers family packages, including playgrounds, mini carousels, pools, and amenities for both children and adults. Visitors that comes for leisure, seek relaxation in the wellness center, activities by the lake, and sports such as water sports, cycling, or mini-golf. For cyclists, Hotel Senec is an ideal destination due to its location near cycling paths and secure storage facilities for bicycles. The hotel is also regularly visited by international tourists who appreciate its proximity to Bratislava and access to Slovakia's natural and cultural attractions.

3.2.2.2 Suppliers

Hotel Senec cooperates with several stable and reliable suppliers who ensure the smooth operation of the hotel's restaurant, accommodation, wellness, and technical services. In the area of gastronomic services, the hotel uses supplies from companies such as Bidfood, Metro, and Lunys, which provide a regular supply of fresh food, fruits, vegetables, meat, and frozen products. Their assortment meets the high standards of hotel gastronomy. These companies are strong players on the Slovak market, which protects the hotel from

supply disruptions. The technical and operational supplies are provided in cooperation with the company Lumex, which offers hotel textiles, hygiene products, and other operational accessories.

3.2.2.3 Marketing Intermediaries

Online Travel Agencies (OTAs) such as Booking.com and TripAdvisor are primary marketing and sales channels for Hotel Senec. These platforms allow the hotel to reach a global audience of travelers. They allow potential customers to search, compare, and book hotel rooms. The hotel use these platforms to increase visibility, the number of reservations, and adjust pricing based on the season.

3.2.2.4 Competitors

In the vicinity of the Sunny Lakes, there is a large number of hotels, guesthouses, and private Airbnb apartments, which represent direct competition (hotels) and indirect competition (private apartments, hostels, and guesthouses) for Hotel Senec.

The following analysis compares Hotel Senec with two largest and most visited hotels within 5 km radius in the Sunny Lakes area based on the services they offer.

Hotel Delfin, s.r.o.:

The hotel is located right next to Hotel Senec, which makes it the biggest competitor. The hotel also offers modern conference facilities, a wellness center, a restaurant, and much more. Similar to Hotel Senec, it targets corporate clients, families, and leisure guests.

The advantage of Hotel Delfin lies in its more luxurious facilities and specialization in business clientele. However, compared to Hotel Senec, it has slightly higher prices. Room prices per night go up to 273€.



Picture 2: Hotel Dolphin
(Source: Hotel Dolphin, 2016)

Hotel Sun, s.r.o.:

Hotel Sun is located just 50 meters from the Sunny Lakes in Senec and only 280 meters from Hotel Senec. It offers accommodation for tourists seeking affordable services and proximity to the water. The hotel features air-conditioned rooms, a restaurant, and a bar. Available services include a fitness center; however, the hotel does not offer wellness or pool facilities, focusing primarily on the basic needs of leisure guests.

The hotel's location near the lakes allows visitors to enjoy water activities and a peaceful environment. Hotel Sun is ideal for guests who value simplicity, a great location, and affordable prices. The basic room starts at 108€, while the most expensive 258€.



Picture 3: Hotel Sun
(Source: Domalenka.cz, 2025)

Table 1: Hotel categorization by main focus

(Source: own processing)

	Service	Hotel Senec	Hotel Dolphin	Hotel Sun
1	Wellness Center	Yes (saunas, massages, etc.)	Yes (premium wellness services)	No
2	Swimming pool	Yes (outdoor pool)	Yes (indoor pool)	No
3	Attractions (activities, nearby points of interest)	Yes (water sports, cycling, tennis field etc.)	Limited (focus on business travelers)	Yes (lake activities)
4	Conference facilities	Yes (large spaces, up to 1000 people)	Yes (advanced facilities for business events)	Limited (small meeting rooms)
5	Family - friendly services	Yes (playground, animation, family rooms)	Limited	Limited
6	Dining options	Yes (restaurant, bar, terrace)	Yes (gourmet restaurant, bar)	Yes (restaurant and bar)
7	Proximity to Slněžné Jazerá	directly to the lake	near the lake	close to the lake

The table is based on the primary focus of each hotel. From the table, it is possible to determine which services each hotel offers, does not offer, or offers only partially. Hotel Senec meets all the criteria, while Hotel Sun does not meet some criteria at all or only partially.

3.2.3 Segmentation

In the context of Hotel Senec's marketing communication, it is important to identify the main target groups that are relevant for the proposal part of this thesis. Since the thesis focuses exclusively on the B2C segment, it considers mainly individual guests using hotel services during their leisure time.

Demographic segmentation

Hotel Senec mainly targets families with children, especially parents aged 30 to 45. These guests are looking for a relaxing and fun summer vacation with services that are comfortable and child-friendly. Another important group includes young couples and groups of friends aged 25 to 35, who enjoy short getaways focused on wellness,

swimming, and relaxation. The third key group consists of active adults between 35 and 55 years old who prefer holidays connected with nature.

Geographic segmentation

Most guests come from Slovakia, mainly from the Bratislava, Trnava, and Nitra regions. These visitors usually look for a weekend or short vacation close to home. Thanks to the hotel's location near the highway, it is also attractive to foreign guests, especially from the Czech Republic and Hungary, who often return thanks to good experiences.

Behavioral segmentation

Families often choose the hotel for its comfort and full-service offer – they expect child-friendly facilities, entertainment, and a worry-free stay. Active guests, such as cyclists, value outdoor activities, bike storage, and easy access to cycling routes in the area. Some guests prefer peace and relaxation – they come for wellness services, calm surroundings, and time by the water.

Psychographic segmentation

Guests who seek new experiences and enjoy trying new things like themed stays or outdoor events. Family-focused visitors appreciate safety and comfort, as well as spaces and programs designed for kids. The last group values health – these guests are interested in physical activity, healthy food, and time spent in nature.

Thanks to this segmentation, the hotel can better adapt its communication to meet the needs of different types of visitors.

3.3 Marketing mix analysis

This section provides an analysis of the marketing mix, specifically focusing on: product, price, place, promotion, and people.

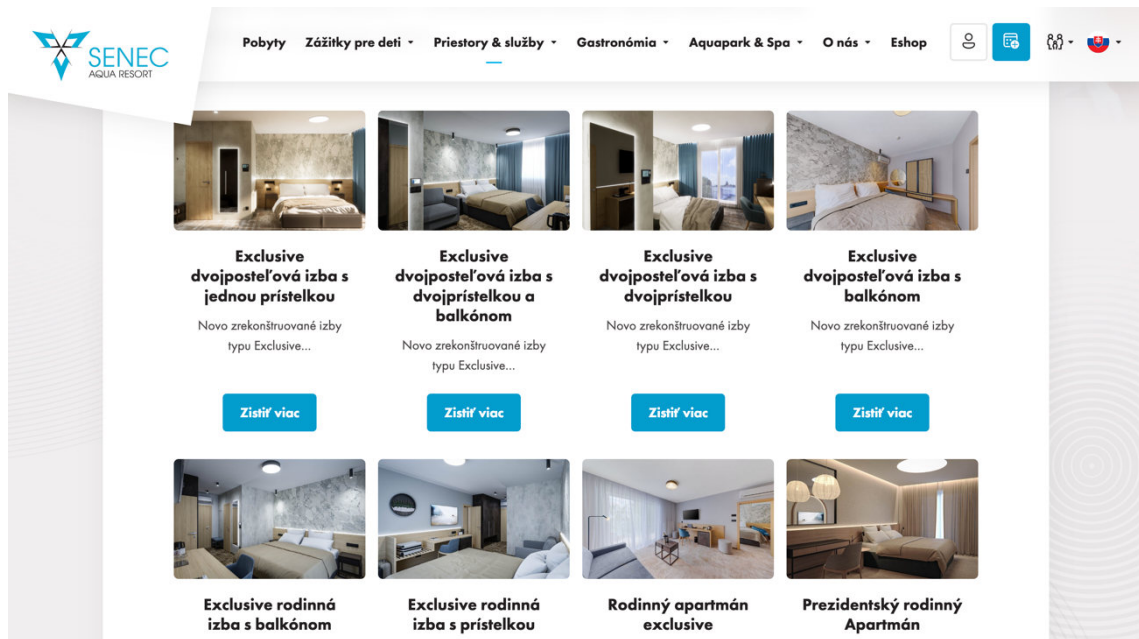
3.3.1 Product

The main product of Hotel Senec is providing high-quality services, including accommodation, gastronomy, relaxation, and event services customized to different target groups. The product is not just a room or service, it's the overall atmosphere and the added

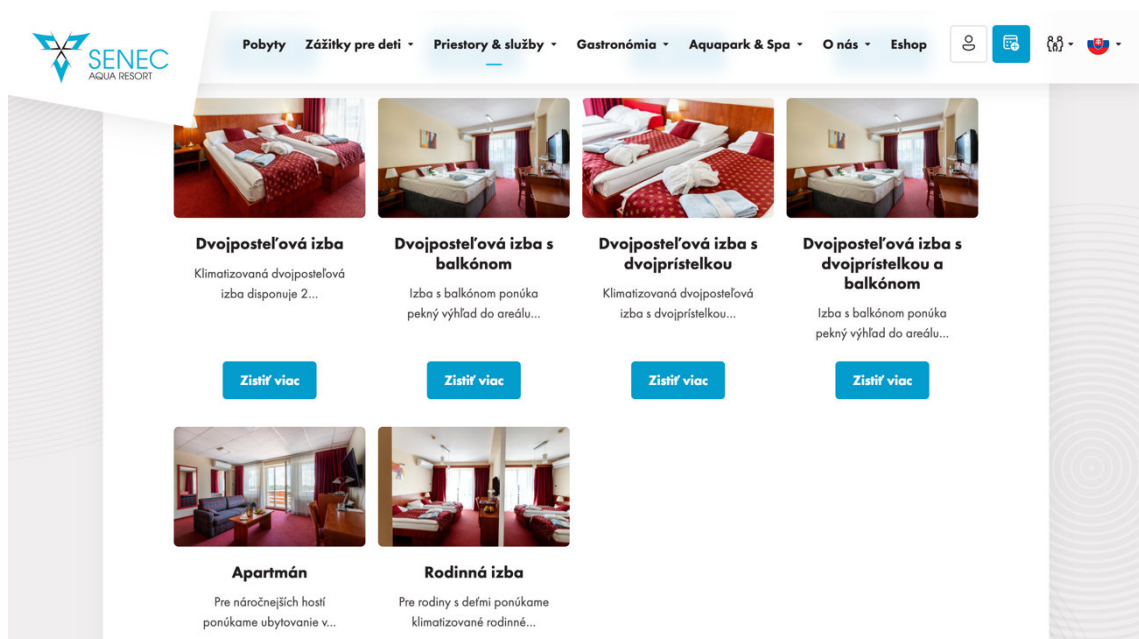
value. It also includes supporting services such as wellness, animation programs, catering and so on. Specific services offered include:

Accommodation:

The hotel offers a total of 256 beds. It features 73 air-conditioned double rooms, 2 standard suites, 4 exclusive suites, and 1 luxurious presidential suite.



Picture 4: Room types that hotel offers - photo 1
(Source: Hotel Senec, 2025)

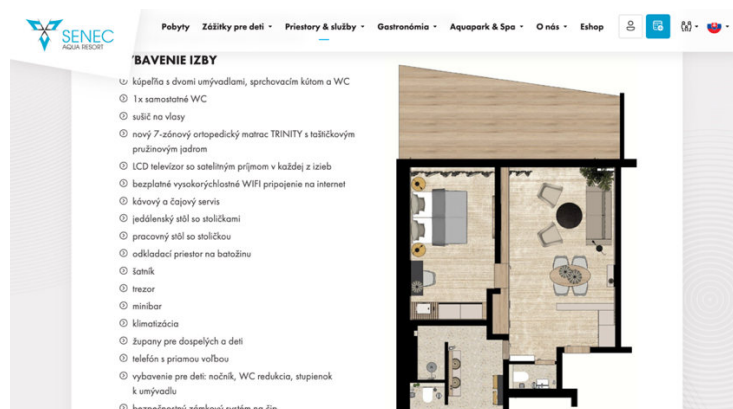


Picture 5: Room types that hotel offers – photo 2
(Source: Hotel Senec, 2025)

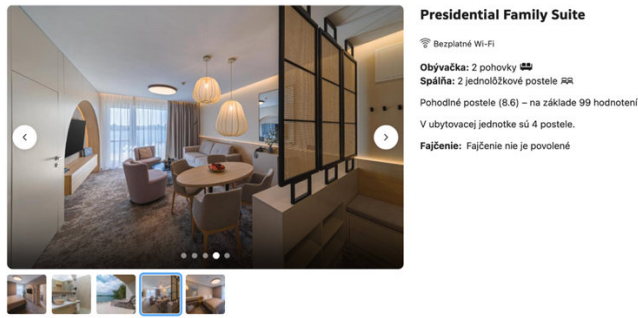
The hotel offers 14 different room types, varying in amenities, recent renovations, and views. Each room has a unique price range, starting from approximately 90€ per night for basic rooms for one person, up to around 400€ per night for the most prestigious family suites.

Example: Presidential Family Suite

- **Room Size:** 60 m²
- **Bedding:** 1 king-size bed and 1 sofa bed
- **Features:** Newly renovated and very spacious, the Presidential Suite is an ideal choice for the most demanding guests. It includes a bedroom with a king-size bed that can be split into two single beds and a large living room with a sofa bed, suitable as an extra bed for two children. The suite is equipped with a bathroom with a shower and a balcony offering views of the hotel grounds and lakes.
- **Price:** Starting at €395 for two people.



Picture 6: Room amenities
(Source: Hotel Senec, 2025)



Picture 7: Interior view of the Presidential Family Suite
(Source: Hotel Senec, 2025)

Other rooms:

Exclusive double room with one extra bed – up to 3 people

Exclusive double room with two extra beds and a balcony – up to 4 people

Exclusive double room with two extra beds – up to 4 people

Exclusive double room with a balcony – up to 2 people

Exclusive family room with a balcony – up to 4 people

Exclusive family room with extra bed – up to 4 people

Exclusive family apartment – up to 4 people

Double room – up to 2 people

Double room with a balcony – up to 2 people

Double room with two extra beds – up to 4 people

Double room with two extra beds and a balcony – up to 4 people

Apartment – up to 4 people

Family room – up to 4 people

Dining:

The hotel features three types of dining areas: Mirror, Á la carte, and Meeting Restaurant.

Mirror Restaurant

- **Capacity:** 76 indoor seats, plus an outdoor terrace with a total capacity of 80 seats.
- **Opening Hours:** Daily from 7:00 AM to 10:00 PM.

- **Offerings:** The restaurant provides a diverse selection of main dishes, sides, salads, soups, and desserts. Custom menus can be tailored for corporate events, conferences, or congresses, including special meals for vegetarians, vegans, or those requiring gluten-free, sugar-free, or allergen-free options.

The restaurant is flexible with extended hours for evening events, staying open past midnight if required.

Special Features:

- During the summer, the terrace hosts weekly Friday events, such as Barbecue or Live Cooking sessions.



Picture 8: Mirror restaurant
(Source: Hotel Senec, 2025)

À la carte is part of the Mirror Restaurant and has a capacity of 24 seats. It offers dishes and service at the highest level.



Picture 9: À la carte restaurant
(Source: Hotel Senec, 2025)

The Meeting Restaurant primarily serves breakfast.

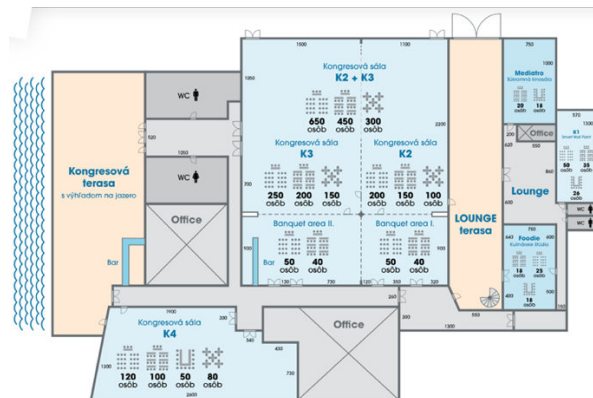
- **Capacity:** 120 seats
- **Opening Hours:** 7:00 AM – 9:00 PM
- **Breakfast Service:** Served from 7:00 AM to 10:00 AM in the form of a buffet.
- **Additional Uses:** The restaurant is also suitable for serving lunches or dinners.



Picture 10: Meeting restaurant
Source: (Hotel Senec, 2025)

If larger events are held at the hotel, the restaurants, when combined, have a total capacity of 300 seats. With the addition of the WCT Bar, the capacity increases to 400 seats.

Conference services: Hotel Senec offers the largest conference hall in Slovakia. The K2 + K3 conference hall is the largest hotel hall in Slovakia, with a capacity of 650 people.



Picture 11: Conference rooms plan
(Source: Hotel Senec, 2025)

It is created by combining two halls and features its own bar, banquet zones, and an outdoor terrace. The hall offers the most modern technical equipment, such as ambient lighting, microphones, projectors with screens, and ceiling audio systems. The K1/K4 conference hall is suitable for various types of events. It primarily serves smaller workshops with presentations, as it features a "Smartwall Paint" – a creative whiteboard surface. However, its capacity is for 120 people.

Wellness and Relax: Sai Wellness is located just 50 meters from the hotel, with a price for hotel guests starting at €7.90 for 90 minutes. Each additional half hour costs €5. Available facilities include 8 saunas, 3 whirlpools, a Kneipp bath, a cooling pool, an ice waterfall, a relaxation zone, a new Pool Bar offering delicious beverages and cocktails, and a new restaurant with a diverse menu. Various types of massages are also available.

Recreational activities: The hotel offers rentals including 3 paddle boats, 2 boats, 12 paddleboards, dragon boats, and aquazorbing. Facilities include two tennis courts, 2 ping-pong tables, a basketball hoop, football goals, a water polo field, a children's playground, a pool, and a sightseeing train that stops at the hotel every 30 minutes, following a route throughout Senec.

Family focus: This includes animation programs for children supervised by animators, a children's playground, and family packages. The hotel offers a variety of themed animation programs that take place every weekend.

3.3.2 Price

The company uses a combination of cost-oriented and value-oriented pricing approaches. Prices depend on the type of service provided, the target group, the length of stay, the season, and the overall occupancy of the hotel. During the main summer season, prices are adjusted through the reservation system when demand is highest. The hotel offers several types of rooms, including double rooms, family suites, and luxurious presidential suites. Accommodation prices range from approximately €98 per night with breakfast in a standard double room without a balcony, up to higher amounts depending on the room type and season. Breakfast is often included in the accommodation price, with some packages also including additional services, such as access to the aquapark.

Additional services include access to the wellness center, massages, and rental of conference facilities. For example, a relaxing hot stone massage (60 minutes) costs €49. The hotel also offers themed packages, such as the Trinity stay, which includes accommodation, half board, children's animation programs, and unlimited access to the aquapark. In addition, the hotel cooperates with benefit systems, which allows employees of selected companies to use recreational contributions.

In terms of price positioning, Hotel Senec belongs to the mid to upper category, which corresponds to the range and quality of the services offered. Prices are transparent and available through the official website of the hotel.

3.3.3 Place

Hotel Senec is located at Slnéčné jazerá sever, 903 01 Senec. Opposite the hotel, approximately 50 meters away, is an aquapark owned by the hotel. The nearest public transport stop is a 10–15 minute walk, and the train station is about 20–25 minutes away on foot. In front of the hotel, there is a large parking lot with a capacity of 300 spaces.

The hotel operates a website that is user-friendly and easy to navigate. It provides detailed information on hotel rooms, services, and comprehensive details about Trinity Hotels.

Customers primarily make reservations through Booking.com, TripAdvisor.com, Bluepillow.com, Agoda, or Dinogo.com, with most reservations coming through Booking.com.

3.3.4 Promotion

Promotion is important for attracting new potential customers to services of the company. The hotel is using offline and online promotional tools. Offline promotion includes printed materials, billboards, brochures etc. Online promotion includes professional website, social media presence on Facebook and Instagram, where the hotel shares content, and paid advertising. Email marketing is also part of the hotel's promotion strategy, with newsletters and personalized offers sent to customers and corporate clients.

3.3.5 People

People consist of employees and guests. Employees task is to provide quality services and create an overall positive experience for guests. Customer service begins at the reception, where hotel staff are expected to greet guests with a smile, explain all important organizational information, and wish them a pleasant stay.

Employees also represent the hotel and should appear accordingly. At Hotel Senec, summer uniforms consist of a short white t-shirt with the Trinity logo, brown shorts, a Trinity apron, clean black shoes, and a name tag. Outside of the summer season, the standard uniform includes a white shirt, black slim-fit trousers, a Trinity apron, a bow tie, clean black shoes, and a name tag. Women are required to have neatly styled hair, preferably in a braid. Another responsibility of the staff is to build positive relationships with customers, handle unpleasant situations, and more. Employees must regularly attend various training sessions to effectively answer customer questions and provide detailed explanations.

The organizational structure of Hotel Senec is displayed directly next to the reception in the form of a family tree.



Picture 12: Organizational tree
(Source: Hotel Senec, 2025)

For hotels, the customer is the top priority, as they generate revenue and shape the hotel's reputation. The hotel strives to create an environment that offers everything from comfortable accommodation and excellent food to relaxation in the wellness center and professionally organized events. Satisfied customers are key to the hotel's success, as they not only return but also attract new guests through their recommendations. Their feedback is invaluable to Hotel Senec, helping to continuously improve services and adapt them to current needs.

The nationality of guests is diverse. Czech visitors particularly enjoy the hotel during the summer season. Guests from neighboring countries such as Austria, Poland, and Hungary are also well-represented, often visiting the hotel for business trips or corporate events.

3.4 Current Communication mix analysis

This section will focus on the current communication mix of Hotel Senec.

3.4.1 Advertising

Advertising serves to attract as many potential customers of Hotel Senec as possible. The hotel provides promotional items with the hotel logo and name, such as: a plush mascot, shoe bags, coloring books, beverages, an inflatable beach ball, sunglasses, socks, crayons, hoodies, children's t-shirts, towels, neck gaiters, a thermos, a raincoat, a lunchbox, an umbrella, and for adults, bottles of white and red wine.

3.4.1.1 Brochures and flyers

Brochures and flyers available at the reception provide basic contact information for reception, congress, spa, reservations and children celebrations. They contain information about the hotel area, services such as massages, the kids' corner, and other hotel offerings. They also include details about activities in the surroundings of the hotel and the town of Senec. Some brochures are also in the Hungarian language.



Picture 13: Brochures and flyers
(Source: Hotel Senec, 2025)

3.4.1.2 Roll-up banners

At the reception, there are also roll-up banners promoting animation programs with a QR code, allowing customers to download an app where they can find all the information about the animation programs.

3.4.1.3 Information board

It visually displays program details, that are decorated in creative way with colorful elements. These information boards are created by animators, placed at the reception.

3.4.1.4 Billboards

The hotel uses advertising for aquapark with billboards and directional signs leading to the hotel. For example, a billboard promoting the aquapark is located directly by the parking lot between the hotel and the aquapark, as they are built across from each other, about 50 meters apart.



Picture 14: Advertising in form of billboard
(Source: Google Maps, 2025)



Picture 15: Directional sign
(Source: Google Maps, 2025)

The town of Senec is crossed by a first class road no. 61, which connects several important Slovak cities – Bratislava, Trnava, Piešťany, Trenčín, Považská Bystrica, and Žilina, with a total length of 191 km. This road runs directly through the center of Senec, and at one of its main traffic junctions – a roundabout, where are several directional signs placed to guide visitors. At this roundabout, for example, there is a directional sign for Hotel Sun, which uses this opportunity to improve visibility and guest orientation.

Hotel Senec, however, does not have any signs at this location, which is a disadvantage in terms of navigation for first-time visitors. Although it is one of the most well-known accommodations in the city, the lack of signage in this busy part of Senec may lead to potential guests overlooking the hotel or choosing a competitor with better on-site visibility.

It also currently does not utilize any physical branded object or installation on-site that visually identifies the hotel and encourages guests to interact with it in the form of photos

or content creation. Unlike traditional billboards or printed brochures, today's tourism places often include eye-catching physical features that make guests to take photos and share them online. Hotel Senec does not have anything like this, even though it has a beautiful lakeside location with great visual potential.

3.4.2 Public Relations (PR)

The hotel maintains positive relationships with both its external and internal environments. Interactions and communication begin immediately at the hotel reception. During the guest's stay, employees strive to build positive relationships and impressions, which contributes to encouraging the guest to return. The hotel also organizes corporate parties and events for employees to maintain good relationships within the company. It includes dinner parties with themes such as Halloween, Christmas, end-of-year celebrations, and more.

The employer also provides employees with free access to the aquapark as one of the benefits. Other benefits include discounts on hotel services, such as massages, drinks, and food in the restaurant, discounted stays, and the opportunity to participate in various training sessions and educational courses with professionals.

3.4.3 Sales Promotion

Sales promotion is an important component for the hotel—it serves to motivate customers to use its services. These are short-term activities that enhance the hotel's attractiveness and encourage customers to make quick decisions.

- **Discounted Stay Packages** – The hotel offers a variety of stay packages with rich programs and additional services included in the price. They provide year-round packages as well as regularly changing ones. These are often thematically tailored to different seasons or specific events.
- **Loyalty Programs** – For regular guests, the hotel provides loyalty programs that include discounts on accommodation, special offers, and additional benefits. Discounts range from 7% to 10% of the price, depending on the membership level – SILVER/GOLD/VIP. The Trinity Hotels network also operates a points system, where customers earn one point for every euro spent on services, which can later

be exchanged for benefits. Other perks include bonus benefits for VIP clients, discounts for friends, and more.

- **Seasonal and Thematic Events** – Throughout the year, the hotel organizes various events and activities, such as themed evenings, sports tournaments, or family days.

3.4.4 Personal Selling

When large corporate events or weddings take place at the hotel, managers meet with potential customers who are interested in these services. During face-to-face meetings, for example, when clients are looking for a wedding venue, the hotel managers show the spaces and explain everything in detail – from service, decoration, accommodation for wedding guests to other important aspects. A similar approach is taken when a company wants to rent conference facilities. Everything is discussed in detail, and the manager responsible for these areas always explains everything professionally and clearly with friendly approach.

3.4.5 Direct Marketing

The hotel uses email marketing as a direct communication channel with both corporate and individual clients. Regular newsletters are sent to subscribers and include special offers, discounted stay packages, seasonal promotions, and updates on upcoming events or services. This channel supports customer retention, especially among returning guests who are members of the Trinity Club loyalty program.

- Email marketing – sending regular newsletters with special offers and discounted stays, updates, and promotions for corporate or individual clients.
- The hotel actively communicates with corporate clients via emails and phone calls – offering rental spaces.
- Personalized invitations to special events
- Loyalty programs – Trinity club

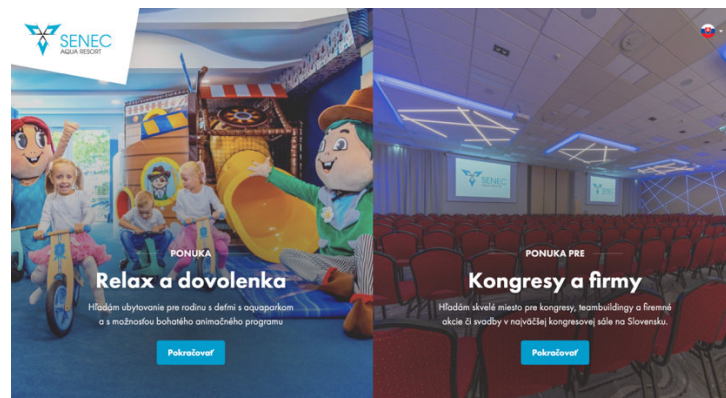
It is possible to subscribe to a newsletter on the website. The site is user-friendly, and the subscription option is located at the very bottom after scrolling. It can be canceled at any time.

3.4.6 Digital Marketing and Social Media

It is a key tool in the communication mix, helping the hotel effectively reach various target groups and build relationships with customers. In today's world, information spreads quickly through social media and can gain significant attention in a short time. As of today, Hotel Senec uses platforms such as Facebook, Instagram and has an established website.

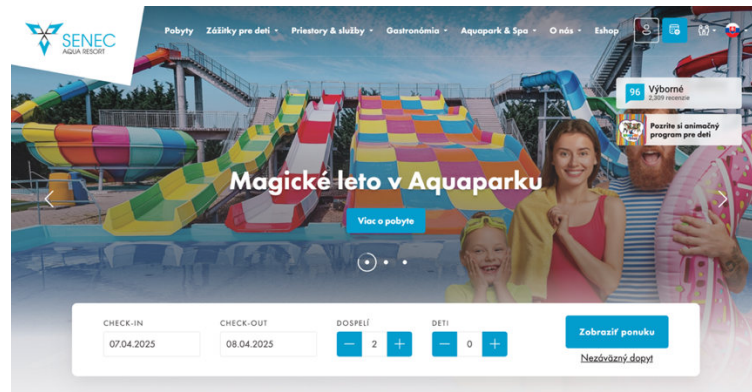
3.4.6.1 Website

The hotel's website is created using iCard.cz. It provides detailed information about rooms, services, animation programs, and more. Visitors can find contact details, opening hours, a photo gallery, and descriptions of different hotel sections. The website is aesthetically pleasing, easy to navigate, and contains all the essential information needed.



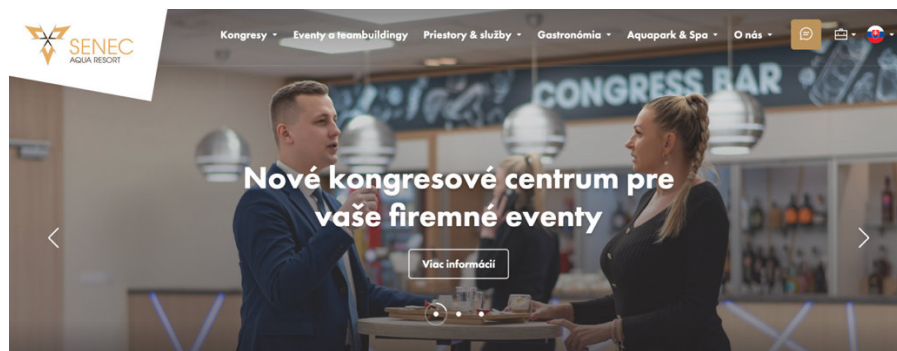
Picture 16: Website's homepage
(Source: Hotel Senec, 2025)

When opening the website, two main options immediately appear at the beginning: “Relax and vacation” and “Congresses and companies.” The site allows the customer to choose based on the purpose of their stay. It is clearly divided, so the visitor is instantly directed to information that is relevant to them.



Picture 17: Website - Relax and vacation option
(Source: Hotel Senec, 2025)

Page after selecting the specification: „Relax and Vacation“.



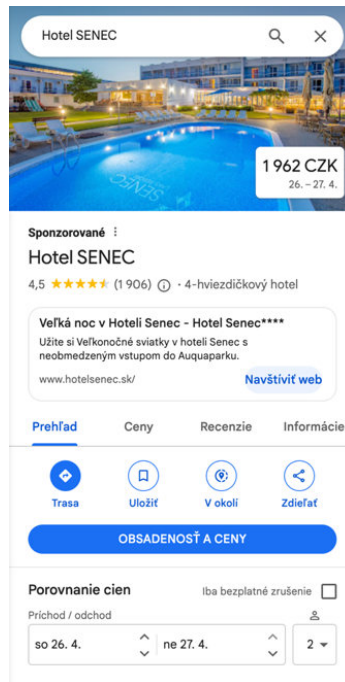
Picture 18: Website - Congresses and companies option
(Source: Hotel Senec, 2025)

Page displayed after selecting the „Congresses and Companies option“.

3.4.6.2 Digital advertising

Internet advertising serves to attract the attention of new customers. Its main purpose is not only to generate more bookings but also to build a positive brand image in the online environment. The hotel actively uses paid advertising, specifically Google Ads, through which it is able to gain visibility in top search results. It also uses Google Hotel Ads, which allow the hotel to appear directly on Google Maps with a link to booking platforms, an overview of prices, and reviews.

As for social media, the hotel uses paid advertising on Instagram. By using paid ads across various digital channels, the hotel builds a strong online presence and increases its competitiveness.



Picture 19: Hotel on Google maps (Google ads)
(Source: Google, 2025)



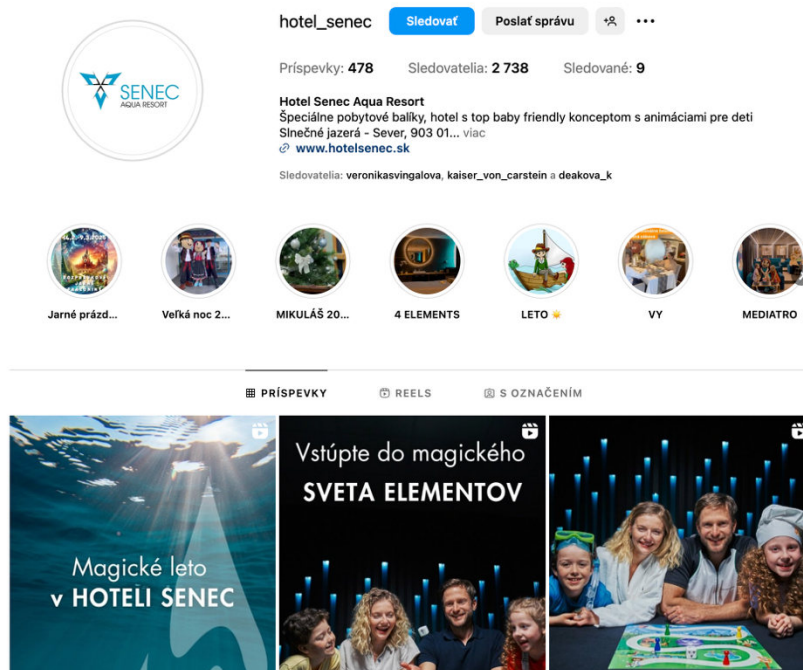
Picture 20: Hotel on Instagram (paid advertising)
(Source: Instagram – Hotel Senec, 2025)

3.4.6.3 Social media

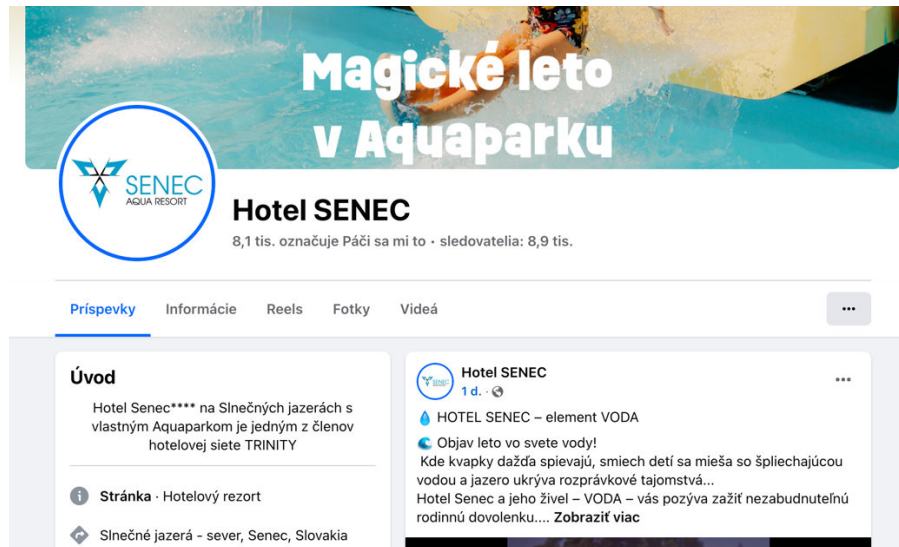
These platforms are used by the hotel to interact with its audience, present the area, and build its brand. The content should be engaging for the audience. The hotel primarily

shares photos and videos related to children's animation programs, culinary experiences, and various events. They also post stories almost daily. As of December 22, 2024, the Hotel Senec Instagram profile has approximately 2,500 followers, and its Facebook page has around 8,500 followers. The average number of likes on Facebook is 10 to 60 per post.

Although the hotel has a large number of followers, its posts do not consistently appear in users' feeds during daily browsing. While the Instagram account has 2,500 followers, the average number of likes per post is only 10-20 and post in the form of video called „reel“ 10-60 likes. On the other hand, while the Hotel Trinity site is present on TikTok, the platform is not used effectively by the Hotel Senec. The TikTok account is primarily focused on the animation program. The account is followed by 858 users and has posted 41 videos, accumulating a total of 15 100 likes.



Picture 21: Instagram profile of Hotel Senec
(Source: Instagram – Hotel Senec, 2025)



Picture 22: Facebook profile of Hotel Senec
(Source: Facebook – Hotel Senec, 2025)

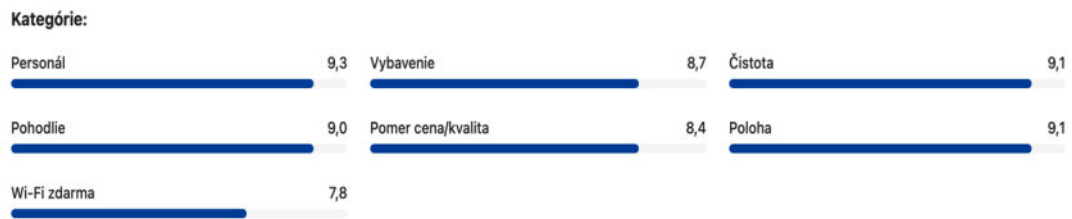
3.4.6.4 Reviews from customers through booking platforms

Guest reviews on the internet play a significant role when it comes to hospitality. Most people check reviews from other guests before making a reservation, which then influences their decision either positively or negatively. Hotel Senec is actively reviewed on several platforms – from Google, through Booking, to TripAdvisor.

Customers most often mention in their reviews the excellent location of the hotel, its suitability for families with children, the staff, and the quality of the food. Various activities offered by the hotel, especially during the summer season, are also positively rated. Naturally, there are also some comments, whether regarding weak internet connection or sound permeability between rooms (thin walls).

Booking.com

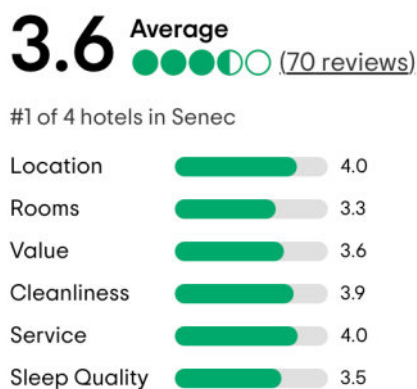
On the booking platform Booking.com, the hotel has 296 reviews. The rating scale ranges from 1 to 10, with an overall score of 8.8 – excellent. While the highest rating was given to the hotel staff with a score of 9.3, and cleanliness and location both received 9.1, the lowest ratings were given to the Wi-Fi internet connection with a score of 7.8 and the price/value ratio with 8.4 points.



Picture 23: Reviews on Booking.com
(Source: Booking – Hotel Senec, 2025))

TripAdvisor

On this website, Hotel Senec is rated by 70 customers. TripAdvisor uses a 1–5 point scale, where the hotel scored 3.6 points and is labeled as average. The image shows that location once again ranked first with a score of 4, and the same score was given to service. The lowest ratings were given to rooms and sleep quality, where people mostly write negative reviews about the thin walls between rooms and being able to hear the surroundings. Many reviews also come from people from various continents, which reflects the national diversity of the hotel's customers.



Picture 24: Reviews on TripAdvisor.com
(Source: Tripadvisor – Hotel Senec, 2025)

The hotel responds to every comment as quickly as possible. On other booking platforms such as Agoda, Bluepillow, etc., where the hotel can also be found, the demand is lower compared to Booking.com or TripAdvisor.com. This suggests that reservations are primarily made through the hotel's website and through Booking.

Mystery shopping

As part of the research, mystery shopping was conducted. The mystery shopping was carried out via social media and by phone by me to the hotel reception, as well as through a third person directly at the hotel premises. The aim was to verify the level of service and the way employees communicate with customers.

A new Instagram profile was created for communication, from which a question was sent to the hotel regarding late check-out and luggage service. The response was quick and friendly, which indicates a good level of digital communication. The second form of mystery shopping was carried out by phone, where I called the hotel reception and asked questions about parking in front of the hotel, entry to the aquapark as a hotel guest, and what massage options are available. The reception also communicated in a friendly manner, and I received all the detailed information I asked for.



Picture 25: Mystery shopping
(Source: Instagram page of Hotel Senec, 2025)

The third form of mystery shopping was carried out with the help of a third person (friend) who visited the hotel in April 2025, took note of all observations, and then passed them on to me.

Procedure of the person's visit with observation tracking:

- 1) Arrival at the hotel and initial stop at the reception with a question about which direction to take to get to the hotel restaurant. – The gentleman at the reception was very pleasant, immediately showed me the direction, and wished me a pleasant time.
- 2) Arrival at the restaurant. – The staff welcomed me immediately, and when I asked where I could sit, they offered me a choice of seats throughout the restaurant where I would feel comfortable. Shortly after, the waitress brought me the drink and food menu.
- 3) Order. – I ordered broth, Coca-Cola, and coffee. The coffee and cola were brought within 5 minutes. The broth was served within 15 minutes, where the waitress poured it in front of me from a porcelain pot and wished me a good meal.
- 4) Service. – After I finished eating, the waitress asked if I enjoyed the meal and if she could offer me anything else. I replied that the broth was very tasty and asked for the bill.
- 5) Observing the surroundings + “friendly questions”. – Since the staff was very pleasant. At the bar, I noticed drinks with the Trinity Hotels logo, as well as a Trinity kids' menu and coloring sheets. The napkins were also branded with the Trinity Hotels logo, which refers to all three hotels.
- 6) Leaving. – I paid and left a tip. The waitress kindly thanked me and wished me a nice day. Before I left, I asked where I could find the restrooms, and the staff gladly showed me.

Based on the observations of the third person, it can be said that the staff appeared professional and friendly throughout the entire visit. The employees were helpful and assisted the guest regardless of whether they were staying at the hotel or were just a visitor to the premises. The service was quick and showed interest in the customer's satisfaction.

Small details that contributed to the overall impression can also be evaluated positively – such as the professional serving of broth at the table and the staff’s willingness to answer additional questions. Noticeable were also the branded elements visible throughout the hotel, which unified the visual identity. Service that a customer associates with a positive experience can influence whether they later recommend the hotel to their friends or family.

The overall results of the mystery shopping show that the hotel has a good level of digital communication and good social media management. The phone call showed that the staff responds pleasantly and is willing to explain all unclear questions to customers. The restaurant visit left a good impression and highlighted the hotel’s complexity.

3.5 SWOT Analysis

The SWOT analysis focuses on evaluating the internal strengths and weaknesses of the hotel, as well as the external opportunities and threats that impact its operations.

Table 2: SWOT analysis

(Sources: own processing based on previous analyses)

STRENGTHS	WEAKNESSES
Great location near Sunny Lakes	Low social media engagement on social media
Wide range of services (wellness, family, activities, conferences...)	Lack of a physical branded elements on-site
Family-friendly focus with various packages and animation programs	Higher pricing compared to competitors
Diverse customer base (families, corporate clients...)	Lack of signage at key access points
OPPORTUNITIES	THREATS
Growing interest in domestic tourism	Nearby competitors with similar focus
Visual potential of the surrounding area is not yet used for brand communication.	Price-sensitive customers may choose cheaper alternatives
Positive guest reviews	Local advertising space is occupied by competitors
High demand for active outdoor holidays	Dependence on seasonal tourism

3.5.1 Strengths

The hotel has a number of competitive advantages that significantly contribute to its attractiveness on the market. One of its greatest strengths is its exceptional location, which is highly popular among tourists as well as locals. Many events, concerts, and competitions are frequently held at Sunny Lakes, and in the summer, this area turns into a highly popular “swimming destination.” Therefore, the hotel’s placement in this location was a good positioning decision from the start.

Another strong point is the wide range of services, which includes various types of wellness treatments, family activities, animation programs, and conference services. Such diversity in the offer allows the hotel to reach various target groups.

The hotel also has a clearly defined family concept, supported by themed packages and children’s animations, making it an ideal place for family vacations. Reaching a wide audience is also enabled by a user-friendly website and presence on social media. Last but not least, the hotel offers conference facilities with the largest capacity in Slovakia, allowing the organization of larger events and corporate functions.

3.5.2 Weaknesses

Despite its many strengths, the hotel also faces certain weaknesses. The most notable among them is low engagement on social media and low activity on the social network TikTok, which is currently one of the main channels for reaching younger target groups and attracting travel bloggers and influencers.

Another noticeable gap is the absence of physical branded elements on the hotel premises. There are no visible outdoor features, that would attract attention and encourage guests to interact with the space in a memorable way.

Pricing is also a concern, particularly when compared to competitors in the same area. Hotel Senec’s rates are generally higher, which may position the hotel as less attractive to price-sensitive customers, especially during off-season periods when demand is lower and guests are more likely to compare alternatives.

Lastly, the lack of directional signage at key entry points into Senec makes it more difficult for new visitors to locate the hotel easily. This shortcoming reduces the hotel's offline presence and may lead to missed opportunities from passers-by or spontaneous visits.

3.5.3 Opportunities

There is a growing trend in domestic tourism, with more Slovak residents choosing to spend their holidays within the country. This presents an opportunity for the hotel to attract local guests throughout the year. Despite its location near Sunny Lakes, the visual potential has not yet been fully used in its brand communication.

Promoting the surrounding nature could help strengthen the hotel's image. It also benefits from positive guest reviews and there is increasing demand for active outdoor holidays, such as cycling and nature-based stays, which the region is well suited for.

3.5.4 Threats

Hotel Senec faces strong competition from nearby hotels that offer similar services and target the same customer segments. This makes it more challenging to stand out, especially when price-sensitive guests may choose more affordable alternatives. In addition, the local advertising space is already occupied by competitors, which limits the hotel's visibility in key areas. Another significant threat is the hotel's dependence on seasonal tourism, as demand is considerably lower outside the summer months, creating fluctuations in occupancy and revenue.

Summary of the analytical part

The analytical part of the bachelor thesis evaluates the current state of Hotel Senec's marketing communication. It includes a PEST and SWOT analysis, microenvironment assessment, competitor comparison, marketing and communication mix review, content analysis of the hotel's online presence, and mystery shopping.

Hotel Senec operates in a strong economic region with growing tourism, but its digital communication can be improved. While the hotel offers diverse services and targets families, corporate clients, and active guests, it lacks engaging communication, especially

on social media. Although traditional tools like brochures and direction signs are used, modern digital strategies are not fully utilized.

The SWOT analysis highlights strengths such as location and service range but identifies weaknesses in online engagement and brand visibility. Opportunities include active tourism and positive guest reviews. These insights formed the basis for the recommendations in the final part of the thesis.

4 Proposals

The last and third part of this bachelor thesis focuses on proposals and suggestions for improving the current communication mix of Hotel Senec. The aim of this part of the thesis is to propose specific and feasible steps that could lead to more effective marketing communication of the company.

These suggestions are based on the previous analysis of the current state of the company. As mentioned in the introduction, the proposals in this part of the thesis aim to attract a broader spectrum of customers, support interaction with both existing and potential clients, improve online visibility, and ultimately increase demand – increase of bookings and revenue.

4.1 Advertising

4.1.1 Billboards and directional signs

As part of the effort to improve the marketing communication of Hotel Senec and to raise awareness of its accommodation services, I recommend implementing a targeted billboard campaign. The goal is to engage drivers and visitors already within the city and direct them toward both the hotel and the aquapark.

The proposed billboard location is a key roundabout in the center of Senec, which connects to directions leading to both the hotel and the aquapark. In addition to the billboard, I strongly recommend including directional signage on the roundabout itself, which would guide visitors more precisely toward the hotel. Since official signage on roundabouts is managed by the city's tourism office when it comes to Sunny Lakes, it is advisable that Hotel Senec initiates communication with the relevant department to coordinate this signage.


For the visualisation, I recommend local advertising agency AAA Media s.r.o., which is located directly in Senec. This agency offers creating of billboard design and also large format printing. The visual and textual design of the billboard will visually connect the aquapark and the hotel with using Hotel Senec's logo. It will also feature a QR code leading to a web page of the hotel. Manufacturing cost ranges up to 200€.



Picture 26: Illustrative visual proposal
(Source: own processing)

For the rental and selection of available billboard locations, I recommend using the Slovak platform mojebillboardy.sk, which lists various advertising spots directly in Senec and nearby areas. The central roundabout in the May 1st Square is a strategic location with high traffic and visibility, making it ideal. It will be located on the building as displayed in picture for 130€ a month.

Billboard, Senec (Námestie 1. mája) Export do PDF



Cena: 130 € / mesiac PRIDAŤ DO DOPYTU

Senec - mesto, oproti OD LIDL, smer centrum mesta, vpravo

Mesto: Senec	Poloha: • kolmo
Kraj: Bratislavský kraj	Okolie: • obchodný dom
Ulica: Námestie 1. mája	
Rozmer: 510 cm x 240 cm	

Picture 27: Billboard rental website
(Source: Mojebillboardy.sk, 2025)

4.2 Public Relations

4.2.1 Influencer marketing

People are increasingly following social media and looking for recommendations online – whether on Facebook, Instagram, or other social networks. As for my experience, I follow many travel influencers who share their travel experiences, recommendations for great accommodations, flights, destinations, or various businesses in the city, based on which I have already tried few of them.

People trust them, because their content appears authentic, is personal, and often comes from their own experience. While traditional advertisements are perceived as less personal, a recommendation from someone we follow regularly and have a connection with has a much greater impact. That is exactly why cooperation with such influencers is becoming an increasingly popular tool of marketing communication, and therefore the hotel could strengthen its visibility through this kind of cooperation.

Cooperation proposal

I suggest initially reaching out to 3–5 micro-influencers from different segments such as sports, travel lifestyle, and family with a follower count ranging from 5,000 to 10,000. The cooperation could take place on a barter basis, meaning in exchange for a free stay or a specific service package. The influencer would create for example one post in the form of a photo or video (reel) and several Instagram stories tagging the hotel's profile. In the case of cooperation with a blogger, the output could also include a blog post with a link to the hotel's website.

Selection of a suitable influencer/blogger

When selecting, it is necessary to consider several important factors that will influence the success of the cooperation. It is important to focus on creators whose audience is geographically close – ideally from western Slovakia (for example Bratislava or Trnava). With this targeting, visiting the hotel becomes realizable, which increases the chance that an online interaction will lead to a real booking.

Table 3: Selection of an suitable promoter

(Source: own processing)

Measure	Description/Recommendation
Geographical proximity	Western Slovakia (area around BA, TT, SC)
Content focus	Travel, wellness, sports, family, lifestyle
Audience size	5,000 – 10,000 followers
Age and communication style	Ideally 20–30, friendly/communicative/calm
Audience	Followers from Western Slovakia
Authenticity	Content should appear natural
Willingness to cooperate	Open approach, flexibility, possibility of agreement on a barter basis

The primary goal of this cooperation is to gain new reach among people who might not have heard about the hotel under other circumstances. They can reach, for example, families with children, travelers, athletes, and similar groups. Additionally, the hotel can reuse this content in its communication, for example on its website, newsletter, or social media.

From a cost perspective, this is a relatively affordable form of PR, as inviting an influencer represents a minimal investment for the hotel. Taking into account the costs for accommodation, meals (breakfast and dinner), wellness access, or additional services (leisure activities) that hotel provided, the estimated value is approximately 110€ for one cooperation, depending on the length of stay and the range of services used.

4.3 Sales Promotion

4.3.1 Photo Point in the hotel area

In an effort to improve the customer experience and increase the organic online visibility of Hotel Senec, I propose the implementation of a creative and visually attractive wooden selfie point. This interactive installation will serve both as a creative landmark and a

visual photo opportunity. Its purpose is to encourage visitors to capture their stay and share it on social media platforms, naturally spreading awareness of the hotel in engaging way. Guests are often seeking memorable moments they can document and share, so providing them with this photo spot can significantly improve emotional attachment to the place, and it helps promote the hotel without relying on paid media at the same time.

The photo point will be a wooden frame shaped like an open doorway or arch, placed near the lake to offer a beautiful background for photos. On the top, it will display short text “Poznač si leto” (“Frame Your Summer”) and the hashtag #HotelSenec. Next to it, there will be a small stand with a QR code that links to the hotel’s Instagram profile. The frame will be decorated with some flowers, a bicycle prop to highlight active holidays, and optional lighting so guests can take nice photos even in the evening.



Picture 28: Selfie point proposal
(Source: Chat GPT, 2025)

For the design and production of this wooden selfie point after reviewing several companies in the Bratislava region, I chose company AT Contract s.r.o. (WOODEN). The company offers tailor-made solutions, including decorative and branded outdoor constructions, and full service from design through installation.

After contacting the company for a price quote, they provided an estimated cost for the complete production and installation of the selfie point. This includes materials, surface treatment, transport, and decorative elements. The total price is estimated at up to 1400€, depending on the final design details and selected features. (wood, wide, length...)

4.4 Digital marketing and social media

4.4.1 Content on social media platform – TikTok

Based on the analysis of the communication mix, it was found that the hotel actively uses platforms such as Facebook and Instagram, but with TikTok – which is increasingly popular among younger generations – the hotel is not utilizing its potential to attract new customers.

Therefore, I recommend creating a profile directly as Hotel Senec and systematically producing content. Whether it be videos of the hotel premises, promotion of package deals, events, and so on. Although this type of content (videos) is presented on Instagram/Facebook, TikTok has a completely different algorithm, and if a video reaches that algorithm, it can get over 50,000 views.

I suggest preparing a monthly content plan for the hotel, which will combine trend-related videos – a basic day at the hotel from morning to evening, simple storytelling, and shots of hotel spaces – rooms, conference halls, the exterior/interior of the hotel... The content would be published twice a week, which is realistic in terms of production and at the same time matches TikTok's algorithm. More posting – higher chance to "blow up." The plan is created for one month.

Table 4: Content plan for social media platform: TikTok

(Source: own processing)

Time plan	Content
WEEK 1	„A day in Hotel Senec“
	A video showing breakfast
WEEK 2	„Behind the scenes“ video
	What did the guests say?
WEEK 3	Promotional video for the sports package
	Conference rooms – video
WEEK 4	Explore Sunny Lakes – video
	Fun video featuring animators and kids

WEEK 1:

- „A day in Hotel Senec“ – the video would capture the guest’s arrival, the room, activities such as bowling/massages/kids' corner, dinner, and the sunset
- A video showing breakfast – capturing the variety and buffet selection

WEEK 2:

- „Behind the scenes“ – for example, a bartender preparing a drink, a chef preparing a meal and then smiling at the camera, a waiter setting up the restaurant
- „What did the guests say?“ – short reactions from satisfied guests about the services

WEEK 3:

- Promotional video of the sports package – what the package includes, a preview of the brochure that guests receive upon arrival, and a preview of the protein package
- Video focused on the conference facilities, which have the largest capacity in Slovakia – showing the space during a large event

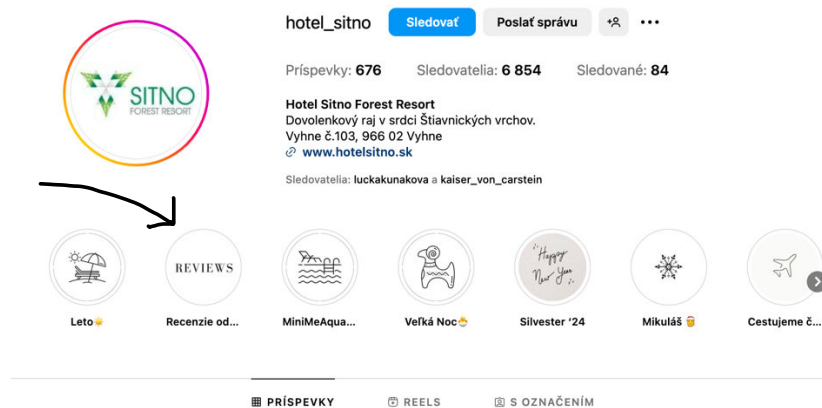
WEEK 4:

- Explore Sunny Lakes – video – panoramic capture of the lakes during sunrise or sunset, with possible water sports
- Fun video featuring animators and kids – a video from the kids' corner with animators, showing the relationship between the animators and children and the various activities they organize for kids (for example, a treasure hunt game where the animators hide a reward around the hotel, and the children have to search for it together with the animators)

The videos should be short – from 15 to 30 seconds, filmed vertically, and ideally use "trendy" music/audio. The videos would be created by the animators, as they are likely to follow TikTok regularly.

4.4.2 Interactive section on Instagram

Another proposal for improving digital marketing is creating a new online section titled “Your Questions – Our Answers”, which would be available on the hotel’s Instagram profile in „highlights“. This section would address common guest concerns and frequently asked questions with friendly responses from the hotel. For example, other hotel from the Trinity hotels use it in their highlights.



Picture 29: Creation of new Instagram highlight
(Source: Instagram – Hotel Sitno, 2025)

Alongside this, I recommend adding a visible review section, where selected guest reviews are published, including both positive feedback and examples of how the hotel responded to criticism or solved a problem. Together, these two elements would help

build trust and show that Hotel Senec listens to its guests and takes their feedback seriously. It is simple, cost-free, and can be managed by the hotel's marketing department.

4.5 Evaluation of individual proposals

Billboards

Billboards represent an effective form of offline marketing with high visibility, especially for individuals traveling by car or visiting Senec for the first time. Although this form of promotion involves regular rental costs, the potential return is significant. Improved navigation and increased brand visibility can lead to a higher number of direct bookings. As I mentioned, the price for one month of renting is 130€ which is not that high for frequently used part of Senec. It will contain a QR code linking to the hotel's website, allowing the hotel to track its effectiveness through the number of scans and resulting reservations.

Influencer marketing

The cooperation is based on a barter agreement, but the hotel's costs for meals, one-night accommodation, wellness, and a possible leisure activity (for example bowling/tennis/water sport) amount to approximately 110€. Although it was a cashless exchange, the hotel incurred an internal cost for the services provided.

Photo point

This proposal helps the hotel gain visibility through social media. Guests will enjoy taking pictures with it and sharing their experiences online, which gives the hotel free promotion. The one-time production cost (€1400) is reasonable, as the frame can be used long-term.

Content on social media platform – TikTok

Creating content on this platform does not represent any direct financial cost for the hotel. The videos are recorded by employees or animators using a phone, without the need for special equipment. The video is then edited directly in TikTok, which offers a variety of free tools. Since this activity is carried out by marketing department staff during their regular working hours, the hotel does not incur any additional financial expenses for this task.

Interactive section on Instagram

This section helps build trust between the hotel and its guests. It shows that the hotel responds to questions, listens to feedback, and is open to communication. It's easy to implement – the internal marketing team can handle it without any extra costs. At the same time, it improves communication and strengthens the brand's credibility.

4.6 Economic evaluation of costs and benefits

This chapter contains a recap of all proposals aimed at improving the company's communication mix. It includes a summary of the costs and the resulting benefits.

Estimated cost for one-year period:

Table 5: Estimated financial costs of proposals

(Source: own processing)

Category	Content	Estimated cost
Billboard offline advertisement	Visuals, printing, rent of place	$200 \text{ €} + 130 \text{ €} \times 12 = 1760 \text{ €}$
Influencer marketing	Internal costs (accommodation, meals, activities)	$110 \text{ €} \times 12 = 1320 \text{ €}$
Photo Point	Construction, delivery	1400 €
Content on TikTok	Short videos	0 €
Interactive section on Instagram	Stories placed into the „highlights“ section	0 €
Summary		4,480 €

The total costs of the proposed proposals amount is 4480€ for one year duration. Influencer marketing can be estimated based on the assumption that the hotel will establish one new collaboration per month. Also when it comes to rental of the billboard place – it is 130€ per month. The advantage is that most of the proposals utilize internal resources (e.g., TikTok, barter cooperation with an influencers, interactive sections on

Instagram), which reduces direct costs without negatively affecting the campaign's reach. The overall investment is therefore not that high in proportion to the expected benefit.

Benefits:

Implementation of the proposed marketing tools brings several key benefits for Hotel Senec. Improved offline visibility through billboards and directional signs helps guests find the hotel more easily and strengthens its connection with the nearby aquapark. The photo point encourages guests to share their experiences on social media, generating organic promotion with long-term value. Influencer marketing allows the hotel to reach new audiences in a cost-effective way through authentic content. Creating engaging content on TikTok and adding an Instagram section for Q&A and reviews increase interaction, builds trust, and increases the hotel's relevance among younger and more active target groups. Most of these tools require minimal investment but have a high potential to improve brand awareness, customer engagement, and off-season visibility.

CONCLUSION

Marketing communication is essential for increasing brand awareness, building a company's image, and most importantly, attracting new customers. It is important to use a suitable combination of tools, whether offline or online. Thoughtful communication is an inseparable part of business that can significantly differentiate a company in the market.

In this bachelor thesis, I focused on analyzing the current communication mix of Hotel Senec and identifying ways to improve it. My goal was to propose solutions based on the analysis that would help the hotel improve its competitiveness in the market, target new customer groups, and improve interaction with existing customers.

In the theoretical part, I explained concepts that are essential for conducting a detailed analysis. These findings later served as a foundation for writing the other parts of the thesis. In the second, analytical part, I introduced the company Hotel Senec, a.s., analyzed its macro and micro environment, and examined the current communication mix. I also conducted a PEST and SWOT analysis, based on which I identified the most important factors. The outcomes of the SWOT analysis were then used as a basis for developing proposals. I also used information from discussions with the hotel management, as well as insights gained from my own experience working at the hotel, which provided me with an inside perspective, a comparison with competitors, and mystery shopping results.

Through this analysis, I found that Hotel Senec offers a wide range of services and has a strong family-friendly concept. However, it also faces certain challenges, such as limited engagement on Instagram, the absence of a strong player when it comes to social platforms, and seasonality.

Based on these findings, I proposed several improvements to increase the hotel's competitiveness. The recommendations are financially realizable and reflect the hotel's real potential and market position.

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