

Operations Management in Hospitality

Assignment 1

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Holiday Inn (IHG) vs. Hampton by Hilton

Chosen organizations: Holiday Inn (IHG) and Hampton by Hilton — are two large and upper to midscale hotels brands that compete for similar business and leisure travellers.

1. Service Concepts (what they offer and how they deliver it)

Holiday Inn (IHG).

Holiday Inn positions itself as an “upper-midscale” full service brand focused on *innovative comfort* for families and business travellers. Properties emphasize flexible public spaces (the “Open Lobby” concept that combines front desk, Food & Bar lounge and work areas) on site restaurants/bars, meeting space and family-friendly amenities — delivered via standardized brand systems, loyalty (IHG One Rewards) and design templates to ensure a consistent experience worldwide ([IHG](#)).

Hampton by Hilton.

Hampton is an upper-midscale which is limited-to-full-service brand known for consistent and value-driven stays. The brand focuses on dependable basics — clean, comfortable rooms, free hot breakfast, complimentary Wi-Fi, friendly service culture (often branded as “Hamptonality”) and streamlined operation that delivers consistency and high guest satisfaction across franchise location. Hampton stresses operational efficiency and loyalty via Hilton Honors and a repeatable stay product. ([Stories From Hilton](#))

2. Key similarities and differences

Similarities

- **Market Positioning:** Both hotels target the upper-midscale segment — business and leisure travellers who want reliability without luxury prices ([IHG](#)).
- **Core Amenities:** Free Wi-Fi, comfortable beds, business facilities (meeting spaces or business centers) and focuses on cleanliness and consistent service. ([Hotel Tech Report](#)).
- **Brand Consistency and Franchise Model:** Both hotels depend heavily on franchising and brand's standards like design & playbook and loyalty programmes to ensure a predictable guest experience worldwide. ([IHG Development](#)).

Differences

- **Services Breadth and Public Spaces:** Holiday Inn offers more full service features including more food option and bigger shared spaces (Open Lobby) making it better for families and longer stays while Hampton focuses on a simpler, efficiency based model with limited food choices (mostly breakfast) and it is designed for shorter and quick stays.
- **Brand Personality and Culture:** Hampton market's a hospitality culture (Hamptonality) that emphasizes friendly, standardized warmth; Holiday Inn foregrounds "innovative comfort" and flexible spaces for different guest activities. This difference shows up in design and staff training priorities. ([Stories From Hilton](#)).
- **Operational Focus:** Hamptons proposition is historically stronger on operational consistency and cost efficiency (high franchise performance, heavy emphasis on standardized amenities like breakfast) while Holiday Inn invests more in experiential public areas that can vary by market. ([Hotel Tech Report](#))

3. A new service idea that gives both a strategic advantage

“LocalPass Concierge” — an integrated, hyper-local digital concierge and micro-experiences marketplace

What it is?

A white-label mobile/web concierge platform offered by each hotel brand to every guest on check-in (integrated with IHG One Rewards System / Hilton Honors). LocalPass will combine three elements:

1. **Curated micro-experiences :** short, bookable local activities (45–120 minutes) created with vetted local partners like: morning yoga on a rooftop, artisanal bakery tasting, guided 60-minute history walk, coworking trial day or a quick cultural workshops.
2. **On-demand local conveniences :** same day room pantry bundles, grocery delivery, local SIM/eSIM purchases, laundry pickup windows or last-minute meetings pack.

3. **Smart personalization & upsell :** the platform will recommend offers based on purpose of the stays like business or family stays, loyalty tier, past preferences and local weather or local events with seamless payment and calendar integration.

Why this helps both brands

- **Differentiation without major capex:** For Holiday Inn, LocalPass leverages the Open Lobby and F&B areas as fulfillment points for experiences and partner pop-ups; for Hampton it strengthens the value narrative by adding convenience and curated local value to an already reliable core product. Both hotels can add revenue through commission on small-experiences and higher primary spend.
- **Enhances loyalty & personalization:** Integrating with brand loyalty accounts increases perceived value of membership and captures guests data that improves targeted offers and repeated stays.
- **Meets modern traveller needs:** Short, easy to book activities attract busy travellers like business + leisure, short stays and families who want a local feel without extra planning and convenience services solve a real hassle for hotels and helps to make guests happier.
- **Operational fit:** The platform can be rolled out centrally (tech + governance) while local teams manage partner selection — low friction for franchisees and scalable brand-level revenue sharing.

Implementation Points (brief): start in cities that already have many good local partners and give loyalty members one free small experience to try and use their data to improve the offers and track the extra Revenue Per Available Room earned from add-on sales.

Conclusion

Holiday Inn and Hampton compete closely in the upper-midscale space but differ in breadth of on-site services and brand personality. A shared, branded LocalPass Concierge would let each chain strengthen distinct advantages — Holiday Inn’s experiential spaces and Hampton’s value/efficiency proposition — while driving incremental revenue, loyalty, and differentiation in a crowded market.

References

1. Holiday Inn's official website and brand image.

2. The IHG corporate brand page for Holiday Inn Hotels & Resorts.
3. Hampton by Hilton's brand page (free breakfast policy, facilities).
4. An article about Hampton's complimentary waffle breakfast as a differentiator appeared in The Wall Street Journal.
5. (Related invention) Holiday Inn Express scent/wake-up tests.