



Operations Management in Hospitality

Assignment 3

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12.10.2025

Service marketing Analysis of Park Inn by Radisson Berlin Alexanderplatz

Introduction

Park Inn Berlin Alexanderplatz is a hotel with one of the most well known locations in the city, directly facing the TV Tower. It has been able to attract thousands of leisure and business travelers because of its height and central location as well as its combination of modern comfort and efficient service. The following is the experience of the guests regarding every section of its service.

1. Product

Tourists will be able to spend their time in a big and modern hotel containing over 1,000 rooms with cozy beds, views of the city, and convenient amenities, such as flat-screen televisions, working area, and spacious showers. One of such highlights is the rooftop terrace where individuals may be provided with a panoramic view of Berlin. The hotel as well has restaurants that serve international and German food and also conference meeting rooms and wellness facilities that include saunas and fitness area. The whole product is a blend of convenience and urban design (Kotler et al., 2016).

2. Price

Park Inn Berlin prices will fluctuate depending on the demand, season and the type of room. Due to the large capacity of the hotel, the hotel frequently provides competitive rates in comparison with the boutique hotels in the area. Visitors believe they are buying comfort, particularly the location at the heart of it in Alexanderplatz. They also offer optional value-adds: breakfast, late check-out, spa services, or skyline view rooms. The price seems affordable to many tourists as it is a big, well located city hotel.

3. Place

The location of the hotel is its greatest strength: it is right in the heart of the Alexanderplatz, which is one of the most common and convenient locations in Berlin. It has Metro, trams and

regional trains that stop immediately outside the entrance. The guests will be able to walk to Berlin TV Tower, Museum Island, the Spree River, and large shopping streets. Digital access is also easy, as the hotel can be easily booked online on the Radisson site, travel websites, or the corporate booking platforms.

4. Promotion

Park Inn Berlin advertises using the global brand campaigns of Radisson and online advertising, loyalty programmes, and collaborating with travel agencies. Panoramic views of the city and rooftop are frequently featured in promotional content, featuring a feeling of Berlin from above. Online ratings and social media posts, reviews made by guests also support the visibility of the hotel. Promotion is focused on convenience, location, and reliable service as opposed to luxury.

5. People

The employees play an important role in the guest experience: receptionists must be able to check-in a large number of guests, housekeeping employees are responsible to keep full breakfast restaurants clean, and restaurant employees serve the guests. Berlin is a global tourist destination and a lot of employees speak various languages. The guests are also provided with polite and helpful employees, accustomed to responding to questions about transportation, attractions, and events (Lovelock & Wirtz, 2017).

6. Process

Park Inn processes are efficient. Check-in and check-out are simplified and digital confirmations make arrival convenient. The buffet breakfast is managed in a well organized flow regardless of huge crowds. Meeting-room reservation and event planning are usual Radisson protocols when it comes to business guests. Online check-in and quick billing services are also available in the hotel and minimize time spent in the queue and make services predictable.

7. Physical Evidence

The physical evidence comprises of tall exterior of the hotel, which is one of the tallest buildings in Berlin and remains one of the city landmarks. Interior design is modern, the floors are polished, there are clear signs, and the windows have a view of Alexanderplatz. The restaurants have neat arrangements and the rooftop terrace is scenic with photo spots. The professional look of the hotel is complemented by uniformed employees, branded material, and the clean lobby.

Suggested Improvements

1. Personalization in Guest Interaction

The size of the hotel can make the service impersonal, even though the staff are efficient. Park Inn can achieve this by adding small personal gestures like:

- Welcoming back customers by name.
- Giving individualized local suggestions on the basis of interest to guests.
- Education of personnel to begin short, pleasant interactions instead of strictly transactional ones.

As an example a visitor arriving to spend a weekend in Alexanderplatz may be provided with a brief list of events in Alexanderplatz. These human elements would make a large hotel feel more welcoming and even more memorable.

2. Waiting Time Improvement During Peak Hours

Due to the size of the hotel, the long queues may arise during the breakfast and check-out. The hotel can make things better by:

- Including additional self-service check-out machines.
- Providing guests with express breakfast bags in case of rush.

- Giving a chance to pre-reserve breakfast time to avoid overcrowding. These modifications would also make mornings easier, particularly to the business travelers who embrace fast and efficient mornings.

Conclusion

Park Inn by Radisson Berlin Alexanderplatz is a service experience that is based on convenience, central location, and efficient operations. The guest can have convenient rooms, nice view, easy access to transportation, and quality service. The hotel may improve the experience of its guests by concentrating on people (better interactions, more personal) and process (better peak-hour flow), which would allow the hotel to become even better and not only convenient but also warm and comfortable in the middle of Berlin. Altogether, the hotel manages to fulfill the demands of various travelers and has obvious ways to be improved.

References

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