



ST PETERSBURG

AN ANALYSIS OF HOW DIFFERENT EVENTS INFLUENCE THE OCCUPANCY RATES OF DIFFERENT HOTEL CLASSIFICATIONS IN SAINT PETERSBURG.

Aim

To find out how different events impact on the occupancy of the different types of Hotels.

Objectives

1. To form the proper strategy of bringing different kinds of a guests to various types of the Hotel properties by hosting events nearby.
2. Explain the buyer decision and create the model of the buyer behavior in choosing the appropriate property for them.
3. To propose recommendations to the marketing and event departments in order to increase the guests flow in the Hotel.



TYPES OF THE RESEARCH: QUANTITATIVE RESEARCH, QUESTIONARIES

ABSTRACT

NOWADAYS SAINT PETERSBURG IS THE SECOND MOST VISITABLE CITY IN RUSSIA, THE WORLD CUP HAS BEEN RUN SO EFFICIENTLY AND WITH A SINGULAR LACK OF TROUBLE THAT IT'S BEEN A BRILLIANT SHOWCASE FOR RUSSIA AS A DESTINATION. ACCORDING TO THE STATICS THE AVERAGE AGE OF TOURISTS IN SAINT PETERSBURG IS FROM 35-50, MOSTLY THEY ARE STAYING IN 5-4 STAR PROPERTIES. BUT BY ORGANIZING AND HOLDING THE DIFFERENT MAJOR EVENTS NEW YOUNG CUSTOMERS COULD BE BROUGHT TO THE CITY ITSELF AND INCREASE THE OCCUPANCY IN OTHER CLASSIFICATIONS OF HOTELS.

Rationale

This research will focus on insider information of individual parts of hospitality in St. Petersburg and on how event management directly withdraws hospitality in Russia to a new level. This industry will be researched according to statistics from the city of St. Petersburg, according to direct surveys of hotel employees and event organizers in order to understand how to create the perfect schedule for hotels to understand at what specific time they need to focus on marketing so that it brings great benefits, and when they do not need to try to change themselves.

LITERATURE REVIEW:
MARKETING FOR HOSPITALITY
AND TOURISM FIFTH EDITION
(KOTLER AT ALL.)