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An exploration of the meanings of hotel brand equity

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Abstract

Branding is prevalent within the hotel industry. The ‘value’ of the brand has been conceptualised in the term brand equity. However, there is confusion as to what is meant by the term, generically and specifically within the hotel industry. This lack of clarity suggests a theory of hotel brand equity is absent. Practically, differences in meaning may impair the effective implementation of branding strategies. Literature definitions of hotel brand equity are compared with hotel industry consultant definitions. A work-in-progress definition of hotel brand equity is offered. This is an initial step towards a theory of hotel brand equity.

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Brand asset equilibrium in hotel management
Source: International Journal of Contemporary Hospitality Management
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