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Promotional Strategies on Market Performance of Hospitality Industry in Kenya: A Case of Hotel Tiffany Nyali, Mombasa County

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ABSTRACT

The hotel industry in Kenya is highly competitive, largely owing to the growing use of digital marketing, changing consumer habits and technological innovations. Hotels use a range of strategies to promote themselves as part of their marketing mix to ensure they are seen, customers are drawn and market performance is enhanced. But there are still some hotels that are struggling with inconsistent occupancy rates, customer acquisition and revenue growth. In this competitive environment, the Hotel Tiffany, Nyali is a major player, giving rise to questions regarding the market performance of its promotional strategies. For this reason the study looked into the impact of promotional strategies in the market performance of the hospitality industry in Kenya with Hotel Tiffany Nyali, Mombasa County as a case study of the County. The research used descriptive cross sectional research design to find an understanding about the phenomenon studied. The population size of 68 employees with a sample size of 58 respondents with stratified random sampling was used. Structured questionnaires collected data which was analyzed using descriptive statistics and inferential statistical tests in SPSS Version 30. The study concluded that across the visibility optimization for online platforms, the mean ranged between 3.91 and 4.02 with SD= 0.89 to 0.99, meaning the respondents were overall agree with the online visibility, search engine ranking and booking platform optimization in enhancing customer awareness, enquiries and bookings. The mean of social media marketing varied from 3.96 to 4.09 with SD=0.92 to 1.03, indicating that regular updates on social media, engaging with customers, and creating targeted promotion campaigns positively impact market performance. The study concludes that the promotion strategies of the hotel is strengthened by the effective use of digital and customer focused promotion strategies which enhances the competitive position of the hotel. Having visibility online boosts customer reach, while competitive pricing draws in a new customer base and good online reputation management fosters customer confidence. The hotel should periodically review its online booking profiles for accuracy, ensure good search engine optimization and provide correct hotel information. It should also improve social media marketing with good engaging content, timely response and targeted ads.

Key Words: *Platform Visibility Optimization, Social Media Marketing, Market Performance*

INTRODUCTION

Background of the Study

A series of hospitality marketing research in Canada (2022-2024) has shown that optimizing a platform's visibility using Online Travel Agencies, hotel websites, search engine optimization and Google Business profiles not only makes a platform more visible to customers, but also boosts hotel occupancy rates and revenue performance. Also, digital price systems and promotional pricing based on events during high tourism periods were found to have a positive impact on the occupancy rate, but not on the Average Daily Rate. This suggests that in more developed markets like Canada, digital promotion is growing increasingly important to market performance–with the help of data analytics and a formal system of revenue management (Guttentag et al., 2022).

In India, the hospitality industry has undergone a transformation, with the adoption of different digital marketing strategies being incorporated into their business models. Research from 2022 to 2025 has shown that the intensity of social media marketing, as well as influencer collaborations and geo-targeted digital advertising campaigns substantially boost the visibility, engagement, and booking rates of hotels in key tourist markets like Mumbai and Delhi. The study also shows that hotels that present positive digital media, local story and promotional efforts that focus on the customer will garner more trust and better online interaction. Furthermore, price promotion strategies like discount during seasons, packages during holidays and discounts on early booking have been found to increase demand during low seasons. It can be concluded that the market performance of hospitality establishments which provide hospitality services and incorporate platform visibility optimization as well as social media marketing and pricing promotions is higher than the market performance of the establishments whose marketing is conventional.

In Europe, Anagnostopoulou et al. (2020) explored the correlation between online reputation and hotel profitability, by analyzing online customer reviews from Booking.com and financial data from hotels in the United Kingdom. The study concluded that common elements of positive online reviews were

linked to financial performance of hotels, thus underlining the relevance of online reputation management in the hospitality marketing. This implies that customer feedback and ratings on the internet can affect customer perceptions, booking choices and the hotel's competitiveness. The results prove that the handling of online customer feedback can have a positive impact on competitive positioning and also the financial results of a hotel. The results from United Kingdom may, however, not be representative of the situation of the hotel in developing tourism markets like Kenya and hence there is need to carry out more research on promotional activities and market performance of Hotel Tiffany, Nyali.

In Ghana, the hospitality industry is still growing and online reputation management (ORM) is one of the key success factors of hotel market performance. Adam & Mensah (2024) found that customer reviews, responsiveness towards customer reviews by hotel, service ratings, and digital credibility have a great influence on customer booking intention and brand trust. Those hotels actively managing their online reputation, which promptly answer customer reviews, ensure the online information is accurate and solicit feedback from customers, have seen increased customer loyalty and hotel occupancy. Unlike more developed hospitality markets, Hotels in Ghana rely a lot on digital reputation as a marketing tool to market to local and foreign travellers and online reputation management is critical as a determinant of market performance.

Some recent research on the performance of the hotel industry in Tanzania, particularly in tourism hotspots such as Zanzibar and Arusha, revealed that integrated promotion had an impact on the performance of hotel industry in Tanzania. Hotels that are taking steps to ensure their platform is optimized for visibility and combined with destination marketing campaigns, social media promotion, and packaged tourism products are seeing a higher booking rate and improved revenue performance. Occupancy is further enhanced by seasonal pricing promotions during safari and holiday periods which draw in price-sensitive visitors. The empirical results suggest that hotels that have incorporated digital promotional tools with the brand of the destination they are promoting have better market visibility, customer acquisition and revenue stability than those that only use traditional promotional tools (Mrema & Mbise, 2023).

Studies in Kenya especially in major tourist areas like Mombasa and Nairobi show that promotion is a major factor in enhancing market performance of hospitality establishments. Previous research has shown that hotels that have high visibility on platforms like OTAs, their own websites and search engines, combined with aggressive social media marketing and competitive pricing promotion strategies, have higher rates of hotel room occupancy and customer acquisition. Finally, hotels that use online reputation management systems and respond to their guests promptly over the internet show increased trust by customers and increased repeat visits. Platform visibility optimization, social media marketing intensity, pricing promotion strategy, and online reputation management are key promotional strategies that impact the market performance of hospitality businesses, particularly in Kenya's growing digital economy and evolving landscape of online travel planning (Muriithi & Njoroge, 2023).

Statement of the Problem

Mombasa County has a reputation as one of best tourist destinations in Kenya, though there is an increasing competition among hotels, serviced apartments, resorts and other accommodation providers. The county has high potential to attract tourist and promote the use of digital marketing technologies, however, the performance of its tourism related institutions is low and variable as evidenced by low market participation, inconsistent in acquiring customers and unpredictable revenue growth (Morang'a, 2023).

The Tourism Research Institute (2025) reported that in 2024, Kenya had 2,394,376 international arrivals of tourists, an increase of 14.6% from 2023 when it had 2,089,259. Tourism revenue also rose, from KSh 377.49 billion in 2023 to KSh 452.20 billion in 2024, up by around 19.8%. These statistics show that Kenya's tourism industry is growing but it does not reflect if individual hotels are getting consistent occupancy, customers and consistent revenue performance. Based on the market reports, it is noted that in the last four years, Mombasa has seen the number of accommodations supplied and tourism activities has increased, however, the performance of the hospitality industry in terms of occupancy and income is a concern because there is high competition among the businesses, seasonality and changing consumer booking pattern (Mutisya & Kihoro, 2022). The trends show that there is a need for improving the performance of hospitality companies by using effective promotional strategies that can help them gain market visibility.

Customers' search for and choice of accommodation services have increasingly involved digital platforms and online travel information, hence, it is essential for hospitality firms to come up with effective promotional schemes, such as optimizing platform visibility, increasing marketing activity on social media and platform pricing promotion scheme, and online reputation management (Lukose & Lagat, 2022). Even with these promotional strategies, many hotels are still experiencing changing occupancy rates, poor booking habits and tough competition, especially in low tourist season. Although promotion strategies have been studied in hospitality and tourism sector, the empirical evidence on how visibility optimization of the platform, social media marketing intensity, pricing promotion strategy and online reputation management affect the market performance of individual hospitality business units in Mombasa County is scarce.

The present study has focused on Hotel Tiffany, Nyali, in one of most competitive markets in Kenya's hospitality industry with scant empirical research conducted on the hotel. It focused on effect of promotional strategies on market performance of Hotel Tiffany, Nyali, Mombasa County with aim of bridging this knowledge gap.

Objectives of the Study

General Objective

To examine effect of promotional strategies on market performance of Hotel Tiffany, Nyali

Specific Objectives

i. To determine effect of platform visibility optimization on market performance of Hotel Tiffany, Nyali.

ii. To assess effect of social media marketing intensity on market performance of Hotel Tiffany, Nyali.

Significance of the Study

The Management of Hotel Tiffany, Nyal and other hotels in Mombasa County are the main beneficiaries of this study. The study will provide practical insights in effect of promotional strategies namely, which will be beneficial in obtaining. The outcomes will assist the hotelier in deciding which promotion technique is the most effective to reestablish visibility in the market, attract new guests, increase guest bookings, develop customer loyalty and improve the performance of revenues. The research will also help them make a well-informed decision on the allocation of the marketing resources to these strategies that would maximize returns on investment.

The findings will be applicable to hospitality practitioners, owners, tourism associations and destination marketing organizations in order to gain insight into the impact of the digital promotion strategies on the market performance in a competitive setting of the hospitality sector. The results can be applied to design training programmes for the industry, digital marketing campaigns and best practice guidelines that will help in improving the competitiveness of the hospitality units in Mombasa County. Improved promotional measures can help with an influx of visitors, customer satisfaction, longer customer stays and potentially sustainable development in the local hospitality industry.

The finding adds to body of knowledge in field of hospitality management, marketing and strategic management by giving empirical evidence about a link between promotion strategies and market performance of the hospitality industry. The results will be useful for researchers, scholars and students conducting their research and study on tourism, digital marketing and business management. Furthermore, the study will strive to answer to scanty empirical study on impact of platform visibility optimization, social media marketing intensity, pricing promotion strategy and online reputation management on market performance of hospitality establishments.

The results can be used by policy makers to develop policies and programmes that encourage the use of promotional practices in hospitality sector. The study could also offer evidence on how to enhance competitiveness, sustainability and digital transformation of hospitality businesses in Kenya. In addition, the results could be helpful to policy makers in designing policies to improve destination marketing, service quality and sustainable development of the hospitality sector.

LITERATURE REVIEW

Theoretical Literature Review

Marketing Mix Theory

The Marketing Mix Theory was developed by Jerome McCarthy who formally introduced the four element marketing mix (4 P's) in his book, Basic Marketing: A Managerial Approach (1960). The concept of the marketing mix was developed by Neil Borden and popularized but later it was organized into the 4 Ps: Product, Price, Place and Promotion (McCarthy, 1960). In the hospitality industry, these all work together and can be used in many combinations to further develop customer value, a competitive position and to improve market performance. Promotion is especially important as one of the elements of the marketing mix since it helps to define how well a hospitality business will be able to communicate its value propositions to target audience and how it will affect purchasing decisions (Kotler & Keller, 2021). Social media marketing intensity and digital advertising and integrated communication campaigns are useful in making customers aware of the presence of hotels in an extremely competitive hospitality market. Empirical studies show that the hotels that use comprehensive promotional strategies tend to have higher rates of occupancy, better customer acquisition and performance of hotel revenues compared to those that have limited promotions (Camilleri & Neuhofer, 2017).

Resource-Based View (RBV) Theory

The theory, proposed by Barney in 1991, suggests that internal resources and capabilities of the organization be it tangible or intangible is important factors of sustainable competitive advantage. In hospitality sector, intangible assets like online reputation and brand image and can be assets for the organization that can improve its competitiveness and market performance. The combination of social media marketing, digital branding, and customer engagement fosters skills that are hard for rivals to replicate, resulting in enhanced customer loyalty and financial performance for hospitality organizations. Service organizations with more effective digital marketing skills in their service designs are gaining superior customer retention, revenue growth, and competitive positioning compared to those with less digital skill in their service designs (Wamba & Carter, 2020). According to RBV, digital marketing expertise is a strategic resource of the organization that has a great impact on market performance. Hotels that actively listen to customer reviews respond quickly to guest feedback and have a high level of service establish credibility and trust within the organization. Positive reviews online help solidify customer's impression of quality of the service, and when customers are more hesitant to make a booking decision, they are likely to use more online information (Ivanov & Webster, 2020).

Technology Acceptance Model

The Model was developed by Davis (1989) and is an explanation of the factors affecting the adoption and use of technological innovations. In the hospitality sector, promotional technologies such as online booking systems, hotel websites, search engine optimization tools are gaining traction in the effort to gain market visibility and boost customer engagement. However, the use of such technologies depends on managers' perception of their usefulness and ease of use, which leads to their adoption and thus higher promotional effectiveness and market performance. Studies on technology adoption in the hospitality industry reveal that usefulness is a key determinant in the acceptance of technology that improves the acquisition of customers and competitiveness in the market (Law, Qi, & Buhalis, 2010). The model also illustrates how the hospitality businesses use the social media marketing technologies. Hotels that see social media as a viable channel of communication, brand promotion and service marketing are more likely to be willing to invest in regular social media campaigns and create digital content. Likewise, marketing-friendly tools, content scheduling apps and digital analytics platforms make it easier to market and improve marketing efficiency, thus ensuring users continue to use them (Venkatesh & Bala, 2018).

Signaling Theory

Spence's (1973) theory is an explanation as to how organizations can convey credible information that will lessen uncertainty and affect consumer's decision-making process. Promotions in the hospitality sector are significant cues which convey information about service quality, the credibility of the organization and value to customers. One of the best quality indicators is online reputation management, since ratings, reviews and testimonials offer credible information on reliability of services and customer satisfaction. The study findings demonstrate the significance of reputation signals when it comes to customer behavior and how hotels with higher customer ratings and positive online reviews consistently gain greater customer trust, boost their booking rates and improve their financial performance (Guttentag et al., 2018). Signaling Theory has been praised for its important role in explaining consumer decision making in uncertain situations, but it has also been criticized for the fact that consumers always interpret the organizational signals in a rational and consistent way (Connelly et al., 2011; Spence, 2002).

EMPIRICAL LITERATURE REVIEW

Platform Visibility Optimization and Market Performance

Mohapatra et al (2024) conducted a study on price dispersion between online booking platforms based on 200 hotels in London. The study employed an empirical quantitative research design that involved comparing hotel room prices of different online hotel booking websites. While the initial goal was to study the pricing behavior, the results showed that hotels with a high visibility in the different online platforms received more exposure and booking opportunities. Visibility on multiple booking platforms led to the greater competitiveness of a market, with greater awareness of the consumers and easier access to booking. From this, the researchers found that digital platform presence is a crucial factor for hotel market performance, not only for pricing but also in general. They advised hotels to boost their presence on various online travel agents to increase reach of customers and convert bookings. The strength this study was use of a nonlinear time-series modeling approach which allowed the researchers to analyze how the reaction of hotels to fluctuation in market demand was with the change in their online information and pricing. This will provide some interesting data on the relationship between visibility in the web and management of revenue. The focus on online pricing and market dynamics, however, may hinder the ability to measure the impact of platform optimization for visibility to market performance in isolation of other revenue management activities.

Calzada et al (2021) conducted a study that analyzed how the use of OTA distribution channels affects hotel competitiveness. The researchers used theoretical models of participation in online platforms and the market outcomes that have been found in the hotel sector on the basis of market data provided by online travel agencies in Europe. It was indicated that hotels with a wider visibility on a variety of internet travel aggregators, benefitted from higher customer segments and a better positioning in market despite cost of commissions. The researchers recommended that hospitality companies should pay attention to their online distribution strategy and stress the need to be on the right booking websites. The most important aspect of this study is the provision of a theoretical framework and market information from the OTA's of Europe regarding the relationship between distribution strategies and the competitiveness of a hotel. This gives a great foundation to comprehend the strategic significance of visibility throughout all booking platforms. The findings might not be as applicable to Kenya however, due to the reliance on European market conditions, customer booking behaviour, digital infrastructure, and hotel distribution practices could differ.

Social Media Marketing Intensity and Market Performance

Lukose and Lagat (2022) investigated the moderating effect of competitive dynamics between social media marketing and the performance of star rated hotels in the country of Kenya. The study was conducted using an explanatory research approach as a result of which 215 star-rate hotels licensed by the Tourism Regulatory Authority participated in a census survey. A structured questionnaire was used to collect data from the hotel staff members involved in social media marketing programs and the correlations among the study variables were sought using regression analysis. Results revealed that social marketing greatly affected the profitability of the hotel, customer satisfaction, and market share growth. While competitive dynamics did not directly impact performance, there was moderate impact on the relationship between social media marketing and organizational performance. They found that the more a hotel utilizes social media marketing, the more it is able to attract customers and boost the hotel's competitive performance in the hospitality market. They recommended that the hotel managers should always increase their social media marketing activities by creating interactive contents, engaging with customers and communicate with them through digital communication to make them more competitive in the market. This study used a census approach, and the 215 hotel facilities with stars, licensed by the Tourism Regulatory Authority added strength and broad coverage of the target population defined. Furthermore, the researchers were able to explore the moderating impact of competitive dynamics through the use of regression

analysis. The conclusions however, are not necessarily applicable to hotels operating under different characteristics, particularly if the focus is on star rated hotels. In addition, there is response bias as the results of the questionnaire rely on the information collected from the employees of the hotels.

Morang'a (2023) examined how social media marketing tools affected performance of hotels in Kenya's Central Region that were registered with the Tourism Regulatory Authority. Descriptive survey research approach was applied, sampling 228 registered hotels using a census. A significant positive correlation between hotel performance and social media platforms, social media content, social marketing capacity and social marketing culture was established. Performance was most strongly correlated with social media content, social marketing capacity, and social marketing platform use. Approximately 78% of variation in hotel performance was explained by the four dimensions. The study's findings showed that hotels' financial performance, customer engagement and competitiveness are all greatly improved by the extensive use of SMM technologies. It suggested that hoteliers establish a specialized internal digital marketing team capable of producing engaging content and consistently interacting with clients on the several social media channels. The study strengths are the census method used and the interrogation reported explanatory power of around 78% gives an indication of the amount of variation in hotel performance within the sample that was explained by the variables used in the model. The results of the study, however, are not directly applicable to coastal tourism destinations due to the geographical scope of study which focuses on the Central Region. Also, the percentage of variation explained by the model cannot be used to conclude that there was an impact of social media marketing on the performance differences observed.

Summary of Research Gaps

Table 1: Summary of Research Gaps

Author/Year	Title	Methodology	Findings	Research Gap	Focus of the Current Study
Mohapatra, D. et al. (2024)	Price Dispersion across Online Booking Platforms	Quantitative comparative design	Hotels visible across multiple booking platforms gained greater customer reach and booking opportunities.	Focused on London hotels without considering promotional strategies in developing economies.	Investigated platform visibility optimization in a coastal Kenyan hospitality setting.
Calzada, J. et al. (2021)	Platform Price Parity Clauses and Market Segmentation	Analytical modeling	Broad online platform visibility enhanced hotel competitiveness and market accessibility.	The study emphasized distribution strategy rather than integrated promotional strategies.	Established effect of platform visibility optimization on market performance in Hotel Tiffany.
Lukose, T. & Lagat, C. (2022)	Social Media Marketing and Performance of Star-Rated Hotels	Explanatory survey	Social media marketing significantly improved customer satisfaction and profitability.	Examined competitive dynamics rather than integrated promotional strategies.	Established effect of social media marketing intensity on market performance
Morang'a, P. M. (2023)	Social Media Marketing Tools on Hotel Performance	Descriptive survey	Social media platforms and content significantly improved hotel performance.	Focused on Central Kenya rather than Mombasa County.	To examine social media marketing intensity within hospitality industry in Mombasa County.

RESEARCH METHODOLOGY

A descriptive research design was used in the study to give the researcher an overview of the extent to which the promotional strategies have influenced the performance in the market of Hotel Tiffany Nyali, Mombasa County. The target population was the hotel staff with a total sample of 68 employees from 6 different departments. The sample size was determined from 58 respondents by applying Yamane formula (1967) at 5% margin of error, and stratified random sampling was used to ensure proportional sample size in all the departments. The information was gathered on a closed-ended, structured questionnaire with Likert-scale items. The clarity and suitability of the research instrument was tested on a pilot study involving six employees of PrideInn Hotel Nyali. Content validation was done by expert and construct validation was done by pilot test and factor analysis as needed. Cronbach's alpha was used to assess reliability and deemed acceptable when > 0.70. Data collection began when permission was granted by the Management University of Africa, a research permit from NACOSTI and permission from the management of Hotel Tiffany. The quantitative data was coded, cleaned and analyzed

using SPSS version 30. Descriptive statistics summarized respondents' characteristics and their perceptions of the platform visibility optimization, social media marketing intensity, pricing promotion strategy, online reputation management and market performance. Pearson correlation and multiple regression analyses were used to investigate the relationships between the independent variables and market performance. The ethical principles were enhanced.

RESEARCH FINDINGS AND DISCUSSION

Table 2 Response Rate

Category	Frequency	Percentage
Response	50	86
Non-Response	8	14
Total	**58**	**100**

The finding indicates that 86% questionnaires were completed and returned and 14% non-response as questionnaires was not returned. It was felt that the response rate obtained was adequate for study as it enabled adequate data to be analyzed in order to assess study subject. The high response rate also indicated a good cooperation from respondents and this increased reliability of findings.

Table 3 Descriptive Analysis of Platform Visibility Optimization

Statements	Mean	SD
Our firm listing appears among top search results on booking platforms.	3.91	0.99
Our property receives a high number of views from potential guests.	3.99	0.95
Visitors who see our listing frequently click to view more details.	3.93	0.89
A significant proportion of listing viewers complete the booking process.	4.00	0.93
Guests actively engage with our listing by asking questions or sending inquiries.	4.02	0.96

The finding on platform visibility optimization and its impact on market performance in hospitality sector shows that, the people who responded agreed the platform visibility optimization has a positive effect on market performance with mean scores between 3.91 and 4.02. The most highly rated statement was that guests ask questions or send inquiries on the listing of the hotel (Mean = 4.02, SD = 0.96). The finding on platform visibility optimization and its impact on market performance in hospitality sector shows that, the people who responded agreed the platform visibility optimization has a positive effect on market performance with mean scores between 3.91 and 4.02. The highest rated statement was "Guests ask questions or send inquiries on the listing of the hotel (Mean = 4.02, SD = 0.96)". This means that when prospective customers see the hotel on the booking websites, they are more engaged, aware and interested in the hotel's products and services. A high percentage of viewers who see your listing go on to book a room in your hotel also scored highly (4.00, SD = 0.93) meaning that visibility of your listing leads to more conversions, more bookings and money.

The respondents gave high ratings to the number of views the property has from prospective guests (Mean = 3.99, SD = 0.95), which means that as long as a property can be seen in the web, it increases the exposure of a property to prospective guests and enhances the visibility of a hotel online. The mean (SD) score of those that had seen the link (but not to see more details) was 3.93 (0.89 SD) and for the firm appearing in the top search results on the booking platform, 3.91 (0.99 SD). These were the least well-rated indicators but there were still positive perceptions amongst the respondents, with search ranking and online engagement still being important aspects of digital marketing in the hospitality sector. In conclusion, the results suggest that optimizing platform visibility can have a positive impact on customer reach, engagement, and booking opportunities, ultimately leading to better market performance for Hotel Tiffany, Nyali.

Table 4 Descriptive Analysis of Social Media Marketing

Statements	Mean	SD
We regularly post updates about our property on social media platforms.	4.09	1.03
Our social media audience continues to grow steadily over time.	4.01	0.99
Guests often like, comment, or share our social media posts.	3.96	0.97
Our social media content is frequently shared or liked by potential guests.	3.99	0.92
Our marketing campaigns reach a large number of targeted potential guests.	3.98	0.94

The finding on social media marketing revealed mean scores range from 3.96-4.09. The statement that was rated the highest was that the firm updates on social media regularly about its property (Mean = 4.09, SD = 1.03). This means that keeping a steady connection with their social media is crucial for building up the awareness of their customers, pushing their hotel services and staying in touch with potential guests. The mean score of 'Social media audience is growing steadily over time' was 4.01 (SD = 0.99), which means that effective social media activities help to increase the hotel's customer base and online presence.

Social media content was also revealed to be frequently liked, commented or shared by guests had a mean score of 3.96 (SD = 0.97), and social media content frequently shared or liked by potential guests had a mean score of 3.99 (SD = 0.92). Also, marketing campaigns that targeted many potential guests had a mean score of 3.98 (SD = 0.94). These findings suggest that social media marketing improves the interaction with the customer and the hotel's access to certain market segments. Generally, social media marketing can help boost the brand awareness, attract potential visitors and enhance market performance of Hotel Tiffany, Nyali.

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824	0.679	0.651	0.371

a. Predictors: (Constant), Platform Visibility Optimization, Social Media Marketing,

The regression model summary depicts Platform visibility optimization and Social Media Marketing with Market performance shown by the value of R = 0.824. This means that better promotion is linked with better market performance of the hotel. The coefficient of determination (R2 = 0.679) shows that the two promotional strategies used are able to account for 67.9% of the variations of market performance and the remaining 32.1% can be explained by other factors not included in the study like service quality, customer experience, location advantages and general economic conditions.

The R^2 value was also adjusted for the number of predictor variables included in the regression to determine whether this model also has a strong explanatory power, and the adjusted R^2 value of 0.651 confirms this. Despite the fact that the model doesn't account for the impact of a number of variables in the promotional strategy, it explains 65.1% of changes in the market performance in Hotel Tiffany, Nyali. The standard error of the estimate is 0.371 which suggests the level of prediction error is quite low; the model is reliable in estimating the market performance based on the chosen promotional strategies. The overall results show that the application of promotional strategies is important to expand the number of customer reach, add bookings, improve competitiveness and increase the market position of hospitality businesses.

Table 6: ANOVA Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.624	4	9.656	42.318	<.000
	Residual	10.267	45	0.228		
	Total	48.891	49			

a. Dependent Variable: Market Performance of Hotel Tiffany

b. Predictors: (Constant), Platform Visibility Optimization, Social Media Marketing

The results of ANOVA show that regression model was statistically significant in Hotel Tiffany, Nyali in terms of relationship between variables of promotional strategies and market performance. The F-value from model is 42.318 and the significance is p = 0.000, which is less than the 0.05 significance level. It means that platform visibility optimization and social media marketing all have an effect on performance of market. Hence, regression model was suitable to explain the difference in the market performance in the light of chosen promotion strategies. The regression sum of squares (38.624) was significantly larger than residual sum of squares (10.267), indicating that greater proportion of the variations in market performance was accounted for by the promotion strategy variables in regression model. The results validate the fact that promotion can significantly influence performance of hospitality market and are crucial for attracting customers, ensuring that they book hotel, and generating revenue for hotel, as well as its competitive positioning of Hotel Tiffany, Nyali.

Table 7: Regression Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
(Constant)	0.482	0.119	—	4.050	0.000
Platform Visibility Optimization	0.287	0.069	0.318	4.159	0.000
Social Media Marketing	0.246	0.075	0.271	3.280	0.002

Dependent Variable: Market Performance of Hotel Tiffany

The regression coefficients indicate all significance values were less than 0.05 which shows that all the promotional strategies had positive statistically significant impact on the market performance. It means that there is a correlation between better platform visibility optimization and social media marketing with better market performance.

Among all variables, platform visibility optimization (Beta = 0.318) had the most significant positive effect on the market performance. This indicates that having a good online reputation and enhancing digital visibility is crucial for attracting and converting customers. Social media marketing obtained a beta value of 0.271, showing that social media interaction and regular communication with customers has a positive impact on market performance. This means that if other variables remain unchanged, a 1 unit increase in platform visibility optimization would lead to a 0.287 unit improvement in the market performance and a 1 unit increase in social media marketing would result in a 0.246 unit increase in market performance. The promotional strategies play an essential role in improving market performance of hospitality industry, especially Hotel Tiffany, Nyali.

CONCLUSION

Promotional strategies of platform are found to be very important in promoting the visibility of the platform in case of Hotel Tiffany Nyali. The results confirmed that improved visibility on online booking platforms leads to higher customer awareness, more engagement with listings, more inquiries and more bookings. Therefore, it is essential for hospitality businesses to make sure that their hotel listings are optimized, their websites are highly visible and they look good online to attract more potential guests and strengthen their competitive position.

The results demonstrated the positive impact of regular hotel updates, building web visitors, engaging customers, and customized marketing on customer involvement and brand recognition. Therefore, an effective social media platform can help hospitality businesses to directly interact with their customers, promote their offerings, and deepen the connection with their customers, leading to increased bookings and customer loyalty.

Recommendations

To enhance its online visibility and appeal to potential guests, Hotel Tiffany, Nyali should focus on optimizing its platform for search engines. The hotel management should always keep the information of the hotels available on the online booking platforms updated, optimize the hotel description, make sure there are also good pictures of the hotel, and keep an eye on rankings on the search engines to increase visibility. Moreover, the hotel could make use of data analytics derived from booking platforms to gain insight into customers' search habits and tailor their digital approach to match. Enhanced platform visibility will provide increased customer engagement, inquiries and conversions, which will improve market performance.

The hotel should enhance their social media marketing by creating consistent, engaging, and customer-focused content on their social media platforms such as Instagram, Facebook, and other social platforms that are relevant to them. The hotel should engage the customers more with their feedback, inquiries and online messages via timely responses. Beyond that, management should make use of social media targeted ads to target specific target groups of customers such as domestic tourists, business travelers, international tourists etc. These will help to increase brand visibility, engagement, and bookings.

Suggestions for Further Research

Other factors that could influence the performance of the hospitality market apart from the promotional strategies should be explored in the future such as the service quality, customer experience management, employee performance, technological innovation and operational efficiency.

Further research is recommended on a wider number of hotels in various counties in Kenya so as to draw comparisons in practices of promotional strategies as well as their impact on performance of the hotels in the study. A greater spread of geographic would provide more generalized results for the hospitality industry.

This presents an opportunity to explore in greater depth how new technologies such as AI, data analytics, and automated customer relationship management are influencing the effectiveness of promotions and the performance of the market in the hospitality industry. These studies would give insights on the role of technology in changing the practice of marketing in Kenya's hospitality industry.

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