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Because marketing plays such an important role in the industry, it is important to choose a program that provides a strong background of business and marketing courses. Importance of Marketing for Hotels. The hospitality industry is a multi-billion dollar industry that encompasses hotels, restaurants, cinemas, amusement parks and transportation.

## **Why Marketing is Important in Hospitality Industry ...**

As mentioned previously, customers in the travel and hospitality industry are looking for personalized experiences, and email is one of the top marketing tools to help you accomplish this. The best part is email personalization pays off with a 2.5x higher click-through rate and 6x more sales .

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