

## The Relevance of Print Media in the Digital Age: A Study on its Effectiveness in the Marketing Strategies of Hotels in Subic Bay Freeport Zone

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### ABSTRACT

This study examines the role of print media in hotel marketing strategies in the Subic Bay Freeport Zone amidst the digital age. A survey was distributed to hotel personnel, which included questions about brochures, catalogues, and flyers with respect to customer engagement, brand positioning, and customer retention. The quantitative correlational study results show that digital is most utilized, but print remains valid for enhancing customer recall, providing better trustworthiness, and professionalism. The findings indicate that print media is a complement to overall marketing performance. This research recommends hotels to utilize print in their marketing strategy along with digital platforms to enhance customer engagement, strengthen their brand position, and loyalty

## **INTRODUCTION**

In today's digital era, marked by the rapid progress of technology that keeps changing the face of business communication, companies across all industries worldwide are adapting their marketing strategies to better keep pace with evolving consumer tendencies. The emergence of new media has facilitated the adoption of instant, interactive, and information-based promotion methods that vastly surpass traditional promotion methods. Even then, traditional tools such as flyers, catalogues, and brochures are equally significant, especially in the hospitality industry, where human interaction and human resources are the main drivers of influencing consumer behavior and decision-making processes.

Globally, the importance of print media is mostly maintained in service industries where trust, simplicity, and directness are of high value. As Kim et al. (2021) argue, consistent branding across all media platforms, including printed media, is beneficial to customer trust and loyalty. Additionally, consistent research reveals that printed marketing materials have benefits such as better retention of information, better clarity of message, and longer engagement—characteristics that digital media cannot entirely replicate. While companies increasingly embrace digital innovations, a considerable number of companies still employ print media as a medium for enhancing brand visibility and achieving comprehensive marketing practices.

From the Philippine context, print media remains culturally and functionally relevant. As Semak (2025) emphasized, the high cultural value of interpersonal relationships and community engagement underpins traditional marketing in achieving higher emotional engagement with Filipino consumers. A past study by Alcantara et al. (2019) also demonstrated the effectiveness of quality brochures and flyers in triggering brand recall, trust, and professionalism in the hospitality sector. In local settings and areas where there is no digital infrastructure, paper materials continue to play a part in providing information and affecting consumer purchase behavior.

The study was focused on businesses in the Subic Bay Freeport Zone (SBFZ), which is considered to be a top economic and tourism hub in the Philippines. The study assessed the use of three types of print media—brochures, catalogues, and flyers—by these businesses and the inclusion of these media in marketing strategies. The study was set to provide insights into the extent of use and perceived effectiveness of these materials in client engagement, positioning of the brand, and client retention. In addition, it sought to clarify if the utilization of print media remains a key driver of marketing strategies despite the increasing popularity of digital media.

Complementary to the United Nations Sustainable Development Goals (SDGs) objectives outlined by SDG 8, Decent Work and Economic Growth, and SDG 9, Industry, Innovation, and Infrastructure, good marketing campaigns through print and digital media enable business growth, enhance tourism growth, and encourage sustainable employment among surrounding communities. Optimization of print media use ensures hotels achieve

maximum brand perception and customer engagement while, at the same time, ensuring the stability and sustainability of the local tourism sector.

Thus, the purpose of this study was to investigate the viability and application of print media in the digital age through its usage and impact on the marketing strategies utilized by hotels in the Subic Bay Freeport Zone. The results of this study offer significant insight into the long-term influence of traditional print media as worthwhile components of hotel marketing, driving customer interaction, forming brand image, and driving guest loyalty in an industry that is continually becoming more technologically driven.

## **LITERATURE REVIEW**

### **Effectiveness of Traditional Marketing Practices in Competitive Business Environments**

Current studies on marketing practice emphasize the enduring applicability of classic marketing practices, notwithstanding the swift digital revolution. Classic media such as newspapers, television, radio, print media, billboards, business cards, posters, and brochures continue to be at the forefront of developing product and brand awareness, identifying consumer needs, and attaining differentiation in competitive markets (Kratat, 2021). Notwithstanding the advent of digital technologies such as smartphones, social media, and the internet that offer organizations effective, far-reaching, and often inexpensive means of audience engagement, classic marketing is still applicable, especially for certain demographic consumers and settings. It is especially helpful in establishing trust and credibility, both essential elements of brand positioning and customer loyalty establishment. The survival of traditional media means that a hybrid, multi-channel marketing strategy may be the best option—merging the timelessness and reach of digital media with the tangibility and dependability of print and broadcast media.

### **The Hidden Dangers of Over-Personalization in Digital Marketing**

In the rapid context and pace of modern marketing, customers are still the most important stakeholder in achieving both sustainable business growth and continuity. Even the means of retaining consumer and business trust from advertisers are also impacted by customers. Digital platforms offer unprecedented levels of connection with, and opportunity for interaction with, customers. The rise of hyper-personalized marketing communications has also opened up questions around privacy, brand integrity, and customer trust. White (2024) cautions marketers that hyper-targeting, combined with improved sophistication in marketing personalization techniques, could lead to adverse consequences and consumer cynicism. One concern of hyper-personalized marketing communications is that consumers could feel that an organization's only purpose for gathering and applying personal information is to achieve maximum sales, and trust between the business and consumer is diminished, and commitment starts to erode.

The erosion of trust can negatively impact long-term brand relationships and brand equity because, again, consumers distrust how their information is being used by organizations. White points out that while

personalisation can encourage relevance, it can absolutely kill the strength of the brand, and also reduce opportunities for genuine product discovery, and again, it can compromise brand message consistency. Furthermore, in today's environment, heightened by recommendations around data privacy and legislation initiatives from governments, greater awareness by consumers, and a desire for meaningful engagement, brands risk reducing the impact of personalization initiatives if these initiatives migrate from enabling working and purposeful engagement to thwarting engagement and experience with consumers.

The negative consequences of over-personalization contribute to the continued validity of traditional marketing methods being employed in non-invasive and customer-conscious approaches. The reality is that print media (brochures, flyers, and catalogues) provides a tactile and muted form of communication where it is done without large-scale data collection and thus doesn't include the privacy implications of online surveillance. In a context of customer relationships founded on trust, for example, the hospitality sector, utilizing traditional marketing methods responsibly can work alongside online marketing, while still preserving consumer trust in the marketplace. The balance works for businesses to continue to benefit from personalization but without crossing the privacy, confidentiality, or over-surveillance line, which in turn maintains brand loyalty and goodwill.

#### **Effectiveness of Print Media in Enhancing Customer Retention**

In today's technological landscape of modern business, the Internet is the dominant sphere of marketing operations, providing businesses with unprecedented avenues for communicating with consumers. Even with these advances in online marketing, Mathai et al. (2021) assessed the continued value of print media (brochures, flyers, etc.) in the Indian telecommunications industry. They utilized survey data from 200 customers of different service providers and developed and tested a model meant to measure the contribution of print media marketing to customer retention. Their results indicated that while online channels are ultimately the future trajectory of marketing, print has not been extinguished as a channel of marketing operations. More importantly, they discovered through their survey results that print would not deliver customer retention on its own; the most effective means of fostering customer retention was a combination of print media and digital and social media marketing methods. This approach would also help reinforce brand awareness and retention more effectively than each channel operating alone.

#### **Roles and Comparative Effectiveness of Printed vs Internet Advertising in Hotel Marketing**

Morrison (2020) conducted an exploratory study through web-based surveys with hotel marketing and sales managers in the United States to compare the roles, strengths, and limitations of printed advertising materials and internet-based promotional channels. The findings revealed that printed media, such as brochures and fact sheets, excel in enhancing comprehension of hotel offerings due to their tangibility, high visual quality, and ease of distribution. These materials serve as memorable, user-friendly resources that

guests can physically retain or share, fostering a deeper engagement with the brand. On the other hand, internet advertising proved more effective in generating awareness, offering broader reach, lower costs, faster update cycles, and targeted dissemination capabilities. When it came to persuasion or "conviction," neither channel demonstrated clear superiority, suggesting that a blended approach leveraging both media could optimize marketing impact. Aligning with established advertising frameworks such as the DAGMAR and AIDA models, the study emphasized that internet platforms are best suited for creating initial attention, while printed materials are more effective for sustained message retention. Morrison concluded that integrating the strengths of both channels can enable hotels to deliver cohesive, impactful marketing communications that address multiple stages of the consumer decision-making process.

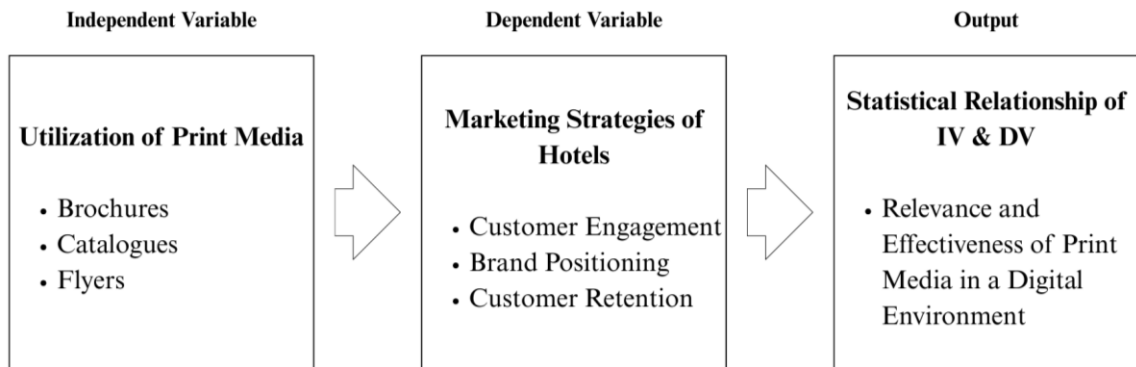


Figure 1. Conceptual Framework

## METHODOLOGY

### Research Design

The researchers used a quantitative correlational method in this study. According to Ghanad (2023) and Asio (2021), quantitative research is used when researchers aim to study the tendency of something in each individual through responses and observe the differences in these tendencies. This type of method identifies how a variable influences the other variables, and this proves the necessity of statistical analysis in conducting this study.

Since the study investigates the relationship between the utilization of print media and the marketing strategies of hotels in Subic Bay, the use of a quantitative-correlational research design is the most appropriate method.

### Participants

A total of 104 respondents from the hotel staff in Subic Bay Freeport Zone took part in the study. The researchers applied a purposive sampling technique in which the participants were selectively chosen based on preconceived criteria applicable to the research aims. The data was collected during the academic year 2024-2025.

Table 1. Demographic Profile of the Respondents

| Category           | Frequency | Percentage |
|--------------------|-----------|------------|
| Department         |           |            |
| Marketing          | 17        | 16.3       |
| Front Office       | 70        | 67.3       |
| Sales and Events   | 6         | 5.8        |
| Management         | 11        | 10.6       |
| Years in Operation |           |            |
| 2 - 5 years        | 12        | 11.5       |
| 6 - 9 years        | 16        | 15.4       |
| 10 - 13 years      | 47        | 45.2       |
| 14 - 17 years      | 13        | 12.5       |
| 18 - 21 years      | 16        | 15.4       |

*Note.* n = 104

Table 1 indicates that the majority of insights gathered in this study are drawn from front office personnel in hotels with over a decade of operational experience. This distribution is relevant to the study, as it ensures that the data reflects marketing practices informed by practical, front-line perspectives and that the participating hotels likely have established marketing routines, including the use of print media.

#### **Instrument**

The researchers prepared a draft questionnaire that was submitted to a research specialist and a business practitioner for validation. The researchers considered their comments in revising and completing the questionnaire. The questionnaire also underwent reliability testing using Cronbach's Alpha to assess the reliability of each part of the questionnaire. The questionnaire was pilot tested on hotel staff outside of the Subic Bay Freeport Zone who were not subject participants of the study. The test results confirmed acceptable levels of reliability, and minor adjustments were made to improve clarity and structure prior to full distribution.

#### **Data Analysis**

For the data analysis, the researchers made use of a 4-point Likert scale: 4 – Strongly Agree; 3 – Agree; 2 – Disagree; 1 – Strongly Disagree. Such classifications were used to interpret how the respondents agreed or disagreed with the items in the questionnaire.

For statistical treatment, the researchers used frequency and percentage. Frequency and percentage were used to summarize the demographic characteristics of the respondents. The mean was used to interpret the responses regarding the utilization of print media and the effectiveness of marketing strategies. To determine whether the dataset met

the assumption of normality, the Shapiro-Wilk Test was conducted. Regression Analysis with Bootstrapping was then used to evaluate the impact of print media—specifically brochures, catalogues, and flyers—on hotels’ marketing strategies.

**RESEARCH RESULT**

Table 2. Utilization of Print Media in Terms of Brochures

|                       | <b>Indicators</b>   | <b>Mean</b> | <b>Descriptive Interpretation</b> |
|-----------------------|---|-------------|-----------------------------------|
| 1.                    | Our hotel uses brochures to promote general hotel services and amenities.                   | 3.62        | Very High                         |
| 2.                    | Brochures are distributed to walk-in guests and front desk inquiries.                       | 3.57        | Very High                         |
| 3.                    | Brochures are used during trade fairs, expos, or local tourism events.                      | 3.56        | Very High                         |
| 4.                    | Our brochures are regularly updated with current promotions or seasonal offers.             | 3.57        | Very High                         |
| 5.                    | Brochures are visibly displayed in guest-accessible areas (e.g., lobby, front desk, rooms). | 3.77        | Very High                         |
| 6.                    | The design of our brochures aligns with the hotel’s branding and image.                     | 3.80        | Very High                         |
| <b>Composite Mean</b> |   | <b>3.65</b> | <b>Very High</b>                  |

Legend: 3.25 - 4.00 = Very High, 2.50 - 3.24 = High, 1.75 - 2.49 = Low, 1.00 - 1.74 = Very Low.

Table 2 describes hotels' utilization of print media in terms of brochures as part of their Subic Bay Freeport Zone marketing strategies. The highest mean value (M = 3.80) corresponds to the statement, "*The design of our brochures aligns with the hotel's branding and image,*" categorized as "*Very High.*" This implies that hotels place significant importance on ensuring that brochures' visual identity and messaging are consistent with the overall brand. Maintaining a cohesive brand image across marketing materials enhances customer recognition and trust. The alignment of marketing design with brand personality is a key factor in customer engagement and brand recall, especially in hospitality services.

On the other hand, the lowest mean value ( $M = 3.56$ ) is attributed to the statement, "Brochures are used during trade fairs, expos, or local tourism events," which is still categorized as "Very High." Although slightly lower, this still reflects strong engagement, suggesting that while hotels consistently use brochures in external promotional events, logistical or cost limitations might affect their frequency or scope. Event-based marketing with physical materials requires deliberate planning and budget allocation, which may explain the slightly lower rating.

The composite mean ( $M = 3.65$ ) reflects a "Very High" level of utilization, indicating that brochures remain a widely used and highly valued print medium among hotels in the area despite the rise of digital alternatives. This suggests that brochures still play an essential role in hotel marketing by promoting services, enhancing visibility in guest-accessible regions, and supporting branding efforts.

Table 3. Utilization of Print Media in Terms of Catalogues

|                       | <b>Indicators</b>  | <b>Mean</b> | <b>Descriptive Interpretation</b> |
|-----------------------|--|-------------|-----------------------------------|
| 1.                    | Our hotel uses catalogues to present event packages (e.g., weddings, conferences, corporate events). | 3.30        | Very High                         |
| 2.                    | Catalogues are provided to potential clients or business partners.                                   | 3.25        | Very High                         |
| 3.                    | Catalogues are used for collaboration with travel agencies or corporate groups.                      | 3.16        | High                              |
| 4.                    | The information in our catalogues is comprehensive and well-organized.                               | 3.43        | Very High                         |
| 5.                    | Catalogues are visually appealing and professionally designed.                                       | 3.49        | Very High                         |
| 6.                    | Catalogues are updated regularly to reflect changes in services or rates.                            | 3.47        | Very High                         |
| <b>Composite Mean</b> |  | <b>3.35</b> | <b>Very High</b>                  |

Legend: 3.25 - 4.00 = Very High, 2.50 - 3.24 = High, 1.75 - 2.49 = Low, 1.00 - 1.74 = Very Low.

Table 3 depicts hotels' utilization of print media in terms of catalogues as part of their marketing strategies in the Subic Bay Freeport Zone. The highest mean value (M = 3.49) is attributed to the statement, "*Catalogues are visually appealing and professionally designed,*" which is categorized as "*Very High.*" This indicates that hotels prioritize the aesthetic and professional quality of catalogues, ensuring they effectively represent the hotel's brand and appeal to prospective clients.

In contrast, the lowest mean (M = 3.16) is found in the statement, "Catalogues are used for collaboration with travel agencies or corporate groups," which falls under the "High" category. While still positive, this slightly lower score may indicate that catalogue distribution is more internally focused (e.g., given directly to clients) rather than widely shared through business-to-business (B2B) partnerships. This may reflect limited external distribution strategies or the growing preference for digital tools in B2B communications.

The composite mean (M = 3.35) is categorized as "Very High," indicating that catalogues remain a relevant and effective print media tool in hotel marketing. These materials are essential in presenting detailed packages and offers for events and business functions. Despite the growth of digital marketing channels, Subic Bay Freeport Zone hotels continue to rely on professionally crafted catalogues to convey value, establish credibility, and support personalized interactions with clients.

Table 4. Utilization of Print Media in Terms of Flyers

|                       | <b>Indicators</b>  | <b>Mean</b> | <b>Descriptive Interpretation</b> |
|-----------------------|--|-------------|-----------------------------------|
| 1.                    | Our hotel uses flyers to promote limited-time offers and seasonal discounts.         | 3.27        | High                              |
| 2.                    | Flyers are distributed outside the hotel (e.g., tourist spots, malls, local events). | 2.93        | High                              |
| 3.                    | Flyers are used alongside digital promotions (e.g., QR codes or social media links). | 3.30        | Very High                         |
| 4.                    | Flyers are printed in-house or outsourced regularly for marketing campaigns.         | 3.21        | High                              |
| <b>Composite Mean</b> |  | <b>3.18</b> | <b>High</b>                       |

Legend: 3.25 - 4.00 = Very High, 2.50 - 3.24 = High, 1.75 - 2.49 = Low, 1.00 - 1.74 = Very Low.

Table 4 presents hotels' use of print media in terms of flyers as part of their Subic Bay Freeport Zone marketing strategies. The highest mean value (M = 3.30) corresponds to the statement, "Flyers are used alongside digital promotions (e.g., QR codes or social media links)," which is categorized as "Very High." This implies that hotels are actively bridging traditional and digital marketing methods, enhancing the interactivity and reach of their campaigns. Using QR codes or digital links in flyers indicates a growing awareness of the importance of tech-enabled engagement.

However, the lowest mean value (M = 2.93) is attributed to the statement, "Flyers are distributed outside the hotel (e.g., tourist spots, malls, local events)," still categorized as "High." This suggests that while external distribution is practiced, it may not be as extensive or strategic as other methods. The lower score could reflect cost constraints, limited workforce, or reduced emphasis on external physical marketing in favor of in-house or digital promotions.

The composite mean (M = 3.18) reflects a "High" level of flyer utilization, indicating that flyers remain a consistent and relevant tool in hotel marketing, particularly for time-bound promotions and campaign-specific communication. Hotels value flyers as a cost-effective method for promoting limited-time offers and conducting regular in-house production or outsourcing.

Table 5. Hotel's Marketing Strategies in Terms of Customer Engagement

|                       | <b>Indicators</b>   | <b>Mean</b> | <b>Descriptive Interpretation</b> |
|-----------------------|---|-------------|-----------------------------------|
| 1.                    | Customers inquire more about services after seeing printed promotional materials.                                 | 3.60        | Very Effective                    |
| 2.                    | Printed materials help stimulate conversations between customers and staff.                                       | 3.49        | Very Effective                    |
| 3.                    | Flyers and brochures drive guest participation in hotel promos or events.   | 3.45        | Very Effective                    |
| 4.                    | The inclusion of QR codes, vouchers, or call-to-action messages in print materials increases customer engagement. | 3.51        | Very Effective                    |
| <b>Composite Mean</b> |   | <b>3.51</b> | <b>Very Effective</b>             |

Legend: 3.25 - 4.00 = Very Effective, 2.50 - 3.24 = Effective, 1.75 - 2.49 = Slightly Effective, 1.00 - 1.74 = Not Effective.

Table 5 describes hotels' marketing strategies regarding customer engagement, focusing on how printed promotional materials contribute to customer interaction and involvement. The highest mean value ( $M = 3.60$ ) corresponds to the statement, "*Customers inquire more about services after seeing printed promotional materials,*" categorized as "*Very Effective.*" This suggests that printed media remains a strong catalyst for stimulating customer interest and prompting service-related inquiries. Tangible media can create an immediate and lasting impression, particularly in service-oriented industries.

On the other hand, the lowest mean value ( $M = 3.45$ ) is attributed to the statement, "*Flyers and brochures drive guest participation in hotel promos or events,*" still categorized as "*Very Effective.*" While slightly lower, this score implies that promotional print materials influence customer behavior, but perhaps not all promotional efforts result in direct action or participation. Factors such as event timing, incentive strength, or design clarity may influence the varying levels of effectiveness.

The composite mean ( $M = 3.51$ ) reflects an overall rating of "*Very Effective,*" indicating that Subic Bay Freeport Zone hotels find print media to be a strong contributor to customer engagement strategies. Print materials provide information and serve as tools for stimulating conversations and increasing interactive behavior when paired with features such as QR codes, vouchers, and calls-to-action. Printed materials remain especially relevant in hospitality, where personalized service and physical presence are integral to the guest experience.

Table 6 describes hotels' marketing strategies regarding brand positioning, focusing on how printed promotional materials contribute to building and reinforcing the hotel's identity and competitive distinction. The highest mean value ( $M = 3.77$ ) corresponds to the statement, "*The design and quality of our printed materials effectively align with the hotel's professional image and branding standards,*" categorized as "*Very Effective.*" This implies that hotels strongly emphasize aligning printed media with their branding guidelines, ensuring that the look and feel of marketing materials reflect a cohesive and professional image. Consistent branding across all touchpoints, primarily through tangible materials, builds brand equity and guest trust.

In contrast, the lowest mean value ( $M = 3.41$ ) is associated with the statement, "*Print marketing contributes to setting the hotel apart from competitors,*" yet still falls within the "*Very Effective*" range. This suggests that while hotels recognize the value of print in establishing uniqueness, this medium may face increasing pressure from digital branding strategies or competitive saturation. The printed media must be creatively designed and strategically distributed to achieve differentiation in highly competitive markets.

Table 6. Hotel's Marketing Strategies in Terms of Brand Positioning

|                       | <b>Indicators</b>   | <b>Mean</b> | <b>Descriptive Interpretation</b> |
|-----------------------|---|-------------|-----------------------------------|
| 1.                    | The design and messaging of print materials reflect the hotel's brand image and values.                                       | 3.75        | Very Effective                    |
| 2.                    | Printed materials help position the hotel appropriately (e.g., luxury, family-friendly, eco-conscious).                       | 3.48        | Very Effective                    |
| 3.                    | Print marketing contributes to setting the hotel apart from competitors.  | 3.41        | Very Effective                    |
| 4.                    | Print materials reinforce consistent branding across all marketing channels.  | 3.62        | Very Effective                    |
| 5.                    | The design and quality of our printed materials effectively align with the hotel's professional image and branding standards. | 3.77        | Very Effective                    |
| <b>Composite Mean</b> |   | <b>3.61</b> | <b>Very Effective</b>             |

Legend: 3.25 - 4.00 = Very Effective, 2.50 - 3.24 = Effective, 1.75 - 2.49 = Slightly Effective, 1.00 - 1.74 = Not Effective.

Generally, the composite mean ( $M = 3.61$ ) reflects an overall "Very Effective" rating for brand positioning through print media. Hotels reported strong effectiveness in reinforcing consistent branding across all channels and visually representing their image and values through design and messaging. These results suggest that printed materials are aligned with branding strategies and support integrated marketing communication efforts.

Table 7 depicts hotels' marketing strategies regarding customer retention; specifically, how printed promotional materials encourage repeat visits and sustained guest loyalty. The highest mean value ( $M = 3.48$ ) corresponds to the statement, "*Flyers or brochures with return-guest incentives have led to repeat bookings based on internal tracking or customer feedback,*" which is categorized as "*Very Effective.*" This implies that hotels actively use printed materials with incentive-driven content, such as discounts or exclusive offers, to encourage guest return behavior. Customer retention strategies that include tangible value propositions, such as loyalty perks and targeted print promotions, significantly enhance repeat patronage in service industries.

Table 7. Hotel’s Marketing Strategies in Terms of Customer Retention

|                       | <b>Indicators</b>  | <b>Mean</b> | <b>Descriptive Interpretation</b> |
|-----------------------|--|-------------|-----------------------------------|
| 1.                    | Flyers or brochures with return-guest incentives have led to repeat bookings based on internal tracking or customer feedback.                        | 3.48        | Very Effective                    |
| 2.                    | Printed materials (e.g., loyalty cards or exclusive vouchers) have been effective in encouraging guests to return.                                   | 3.36        | Very Effective                    |
| 3.                    | Including retention-focused offers in print materials (e.g., referral perks or future booking discounts) has resulted in measurable guest responses. | 3.25        | Very Effective                    |
| 4.                    | Print media plays a supportive role in the hotel’s broader loyalty or membership programs.   | 3.30        | Very Effective                    |
| <b>Composite Mean</b> |  | <b>3.35</b> | <b>Very Effective</b>             |

Legend: 3.25 - 4.00 = Very Effective, 2.50 - 3.24 = Effective, 1.75 - 2.49 = Slightly Effective, 1.00 - 1.74 = Not Effective.

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However, the lowest mean value (M = 3.25) is attributed to the statement, “Including retention-focused offers in print materials (e.g., referral perks or future booking discounts) has resulted in measurable guest responses,” which is still categorized as “Very Effective.” Although slightly lower, this suggests that print-based retention tactics are effective but may not always produce uniformly measurable results. Factors such as distribution method, design clarity, and offer relevance likely influence guest response rates.

The composite mean (M = 3.35) reflects an overall “Very Effective” level of customer retention strategy through print media. Hotels reported that

printed materials such as loyalty cards, vouchers, and brochures with referral perks support broader loyalty or membership programs and reinforce long-term guest relationships.

Table 8. Impact of the Utilization of Print Media on the Hotels' Marketing Strategies in Terms of Customer Engagement

| Variable   | B Coefficients | SE   | Sig.  | 95% Confidence Interval |       | Conclusion      |
|------------|----------------|------|-------|-------------------------|-------|-----------------|
|            |                |      |       | Lower                   | Upper |                 |
| (Constant) | 1.994          | .403 | <.001 | 1.233                   | 2.811 | Significant     |
| Brochures  | .312           | .111 | .004  | .074                    | .516  | Significant     |
| Catalogues | .029           | .063 | .644  | -.088                   | .160  | Not Significant |
| Flyers     | .089           | .054 | .100  | -.019                   | .196  | Not Significant |

*Note.* Adjusted R<sup>2</sup> = .099 (n = 104, df = 3, F = 4.762, p = .004); 5000 sample bootstrapped.

Table 8 shows a regression analysis examining the influence of the utilization of print media, brochures, catalogues, and flyers on hotels' marketing strategies regarding customer engagement. The analysis was conducted using 5,000 bootstrapped samples. The model demonstrates acceptable explanatory power (Adjusted R<sup>2</sup> = .099, F = 4.762, p = .004), indicating that the combined use of brochures, catalogues, and flyers explains approximately 9.9% of the variance in customer engagement (Cohen, 1988; Hair et al., 2010).

The results reveal that only brochures significantly influence customer engagement (B = 0.312, SE = 0.111, p = .004, 95% CI [0.074, 0.516]) at the 5% significance level. This implies that the strategic use of brochures, through well-designed content, consistent branding, and regular updates, is crucial in stimulating customer interest, prompting inquiries, and encouraging interaction with hotel services.

On the other hand, the effects of catalogues (B = 0.029, SE = 0.063, p = .644, 95% CI [-0.088, 0.160]) and flyers (B = 0.089, SE = 0.054, p = .100, 95% CI [-0.019, 0.196]) on customer engagement were found to be not statistically significant. While these materials are still utilized in hotel marketing efforts, their impact may be less immediate or more context-specific. Flyers and catalogues may be more effective when integrated with digital strategies (e.g., QR codes, targeted distribution) or in specific scenarios like events or business collaborations.

Table 9. Impact of the Utilization of Print Media on the Hotels' Marketing Strategies in Terms of Brand Positioning

| Variable   | B Coefficients | SE   | Sig.  | 95% Confidence Interval |       | Conclusion      |
|------------|----------------|------|-------|-------------------------|-------|-----------------|
|            |                |      |       | Lower                   | Upper |                 |
| (Constant) | 2.103          | .347 | <.001 | 1.380                   | 2.747 | Significant     |
| Brochures  | .337           | .099 | <.001 | .142                    | .531  | Significant     |
| Catalogues | .009           | .066 | .889  | -.105                   | .159  | Not Significant |
| Flyers     | .077           | .052 | .150  | -.014                   | .190  | Not Significant |

*Note.* Adjusted R<sup>2</sup> = .125 (n = 104, df = 3, F = 5.898, p = <.001); 5000 sample bootstrapped.

Table 9 presents a regression analysis examining the influence of print media utilization, specifically brochures, catalogues, and flyers, on the hotels' marketing strategies in terms of brand positioning. The analysis was conducted using 5,000 bootstrapped samples, and the model demonstrates acceptable explanatory power (Adjusted R<sup>2</sup> = .125, F = 5.898, p < .001), indicating that print media utilization explains approximately 12.5% of the variance in brand positioning among hotels (Cohen, 1988; Hair et al., 2010).

The results reveal that brochures significantly influence brand positioning (B = 0.337, SE = 0.099, p < .001, 95% CI [0.142, 0.531]) at the 5% significance level. This suggests that hotels that effectively design and distribute brochures are more likely to reinforce their brand identity, values, and positioning, whether targeting luxury, eco-conscious, or family-friendly markets. Brochures serve as informational tools and visual branding assets that shape customer perceptions.

Conversely, the regression analysis shows that catalogues (B = 0.009, SE = 0.066, p = .889, 95% CI [-0.105, 0.159]) and flyers (B = 0.077, SE = 0.052, p = .150, 95% CI [-0.014, 0.190]) do not significantly impact brand positioning. This indicates that although these tools may support marketing activities, they are not primary drivers of how hotels are perceived in the marketplace. Catalogues often serve transactional or event-focused purposes rather than long-term brand communication. While flyers are effective for short-term promotions, they may lack the design depth and message consistency required to influence brand identity or positioning.

Table 10. Impact of the Utilization of Print Media on the Hotels' Marketing Strategies in Terms of Customer Retention

| Variable   | B Coefficients | SE   | Sig. | 95% Confidence Interval |       | Conclusion      |
|------------|----------------|------|------|-------------------------|-------|-----------------|
|            |                |      |      | Lower                   | Upper |                 |
| (Constant) | 1.702          | .502 | .002 | .724                    | 2.678 | Significant     |
| Brochures  | .221           | .133 | .092 | -.035                   | .487  | Not Significant |
| Catalogues | .066           | .086 | .436 | -.103                   | .240  | Not Significant |
| Flyers     | .194           | .083 | .025 | .012                    | .338  | Significant     |

*Note.* Adjusted R<sup>2</sup> = .087 (n = 104, df = 3, F = 4.254, p = .007); 5000 sample bootstrapped.

Table 10 depicts a regression analysis examining the influence of print media utilization, brochures, catalogues, and flyers on hotels' marketing strategies regarding customer retention. The analysis was conducted using 5,000 bootstrapped samples. The model presents modest explanatory power (Adjusted R<sup>2</sup> = .087, F = 4.254, p = .007), indicating that the combined use of these print materials explains approximately 8.7% of the variance in customer retention strategies employed by hotels (Cohen, 1988; Hair et al., 2010).

The results reveal that flyers significantly influence customer retention (B = 0.194, SE = 0.083, p = .025, 95% CI [0.012, 0.338]). This suggests that hotels that actively use flyers, particularly those containing loyalty perks, referral incentives, and future booking discounts, are more likely to observe repeat bookings and measurable guest responses. The effectiveness of printed materials in delivering targeted promotional offers and incentivizing return visits. Flyers with clear value propositions (e.g., discounts or membership benefits) enhance post-visit engagement, particularly when visually appealing and distributed at the right customer touchpoints.

On the other hand, brochures (B = 0.221, SE = 0.133, p = .092, 95% CI [-0.035, 0.487]) and catalogues (B = 0.066, SE = 0.086, p = .436, 95% CI [-0.103, 0.240]) were not found to impact customer retention significantly. While brochures may contribute to awareness and engagement, this result indicates that their effect on securing future guest loyalty may be indirect or dependent on additional variables such as personalization or follow-up strategies. Fixed materials like brochures and catalogues are more effective when combined with customer data or digital tracking mechanisms to ensure sustained retention impact.

The print media findings reveal that the brochures remain the most utilized and effective tool among hotels in the Subic Bay Freeport Zone. They were found to be highly connected with branding, enhancing visibility, and guest trust. This supports Davis (2021) and Valdez (2019), who emphasized

the role of brochures in strengthening brand recognition and attracting customers.

Flyers were also considered most effective in retention strategies, particularly when tied to promotion and guest incentive program, statistical analysis revealed that their impact on retention significantly increased when integrated with personalized follow up reminders, Hertzfeld (2024), Adzze (2025), and Cue et al. (2023) indicates that stand-alone print efforts are insufficient but can be powerful when linked to targeted marketing initiatives such as QR codes.

Catalogues, however, showed less effective results, many business to business transactions now rely more on digital platforms than on printed catalogues, most of the hotels are still investing to professionally crafted catalogues to convey value, establish credibility, and support personalized interactions with clients, Kim (2023) stated that, despite of rise in digital marketing, print materials such as catalogues remain vital for explaining detailed information about events and packages and special offers.

The study demonstrated that print media continues to play a role in customer engagement, brand positioning, and customer retention. Brochures and Flyers were effective in stimulating inquiries and encouraging participation in promotions, according to Saha (2024), who highlighted that tangible and creative printed media enhance customer interest.

In terms of brand positioning, print materials reinforced professionalism and consistency, supporting Kim et al. (2021), who found that brand consistency through printed media strengthens customer trust. Similarly, Alcantara et al. (2021) highlighted that printed brochures significantly improved brand recall in the Philippines hotel industry.

Finally, customer retention was most influenced by flyers and brochures containing loyalty perks or incentives, consistent with Hilman et al. (2024), who showed that physical reminders remain effective in encouraging repeat bookings.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research examines how print media fits into the marketing strategies of hotels in the Subic Bay Freeport Zone. It uses insights from 104 participants. Although digital marketing is becoming more important, traditional print methods, especially brochures, are still vital for engaging customers, building brand identity, and retaining them. Brochures are known for helping customers connect with brands. In contrast, catalogues and flyers have specific roles; catalogues help with transactions while flyers focus on retention. The research shows that print media, despite its limited role in a wider marketing plan, is still essential for building customer loyalty and improving their experience. It supports combining high-quality print materials with digital strategies so hotels can better meet various marketing needs through a well-organized mix of both types of media.

The findings in this research emphasize the importance of combining traditional print materials with digital methods. Hotels should produce brochures since they effectively engage customers and strengthen their brand. The study recommends using flyers alongside loyalty and promotional programs to help retain customers. It also supports strengthening the link between digital and print media by suggesting the use of QR codes and social media links. While catalogues can look nice, they should only be used in certain service situations where digital solutions are better for business-to-business interactions. The study stresses the importance of distributing print materials in busy areas and personalizing communication to build guest loyalty. It is also important to train marketing and front office teams on how to share print media. A blended marketing strategy that uses both print and digital methods is vital, along with regular checks on how well print media works to ensure ongoing improvement and consistent branding across all media platforms.

## **ADVANCED RESEARCH**

Additional research is recommended to incorporate the perspectives of hotel patrons to further substantiate the perceptions of hotel personnel to provide a more thorough and balanced representation of the role of print media in the hotel marketing endeavor. Future research could examine other variables associated with marketing efficacy, including customer trust, perceived value, customer culture, and the effect of combining print media with new digital methods, including QR-based promotions and augmented virtual reality brochures. Where feasible, research could be conducted on the other hospitality business sectors and utilize samples from a broader assortment of geographical areas, which would enhance the representativeness of the data and increase generalizability. Longitudinal research studies could be possible, examining the long-term impact of combined print marketing and digital marketing in hospitality on customer engagement, brand positioning, and loyalty.

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