

## **Abstract**

The study was conducted to investigate the promotional strategies of the different hotels in Roxas City. Out of the ten accredited hotels in Roxas City, the highest in terms of standards are Cler Grand Hotel, Mercedes Hotel and Kapis Mansion which are 3-star hotels. The longest running hotel in Roxas City is MVW in Roxas Avenue which is 35 years in operation. The newly-developed hotel is Island hotel located at Pueblo de Panay which is 9 months in operation. In terms of customers, San Antonio Resort has more customers every week which reaches to 600, has also the highest number of employees, and has the most number of rooms and beds among the hotels in Roxas City. In terms of promotion, customer satisfaction is the primary promotional strategy that they used to attract more customers with the standard deviation of 82169. Data further reveal that most of the hotels have the same services offered; services like free wifi and free parking. These are also the top services offered in every hotel in Roxas City with the same frequency.