

**Application of Big Data in Positioning Products and Services by  
Hotels in Kenya By**

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**Abstract**

The phrase Big Data (BD) was coined in the 1990s and can be defined as extremely large sets of data that comes into businesses daily. Several hospitality leaders still struggle to offer carefully personalized experiences that enthrall their guests. In the face of COVID-19, many sectors of the economy including hospitality have been forced to forge a closer relationship with science and lean towards data driven decisions to effectively respond to the unprecedented challenges caused by COVID-19. Despite the amassing of big data across the globe on exogenous shocks much of the current growing data remains untapped, to the detriment of society, industry and policy. By mobilizing and analyzing data around exogenous events like COVID-19, hotels would better design their products and services, directives and guidelines, ultimately leading to well-grounded decisions. Evidence suggests that hotels in Kenya have begun to harness the potential of big data to mitigate the impacts of COVID-19. However, limited studies have attempted to investigate the impact that data-driven decisions are having on hotels in the face of COVID-19 pandemic hence the need for this study. This research sought to find out the application of big data by hotels in Kenya in positioning their products and services during and post COVID-19. The hotel was purposively selected due to its vibrant presence on various social media platforms and the representative nature of its units. This study employed a mixed methods research approach. Data was collected and analyzed from the social media platforms of the hotel. Findings indicate that hotels should appreciate the ability to use available data to make changes to their businesses hence increasing both business and customer experiences. This provides opportunity to gain competitive advantages, improve customer experience through personalization, enhance their marketing strategies and optimize costs and capacity. However, tackling of big data challenge including data disasters, encryption and analysis in hospitality remain areas of concern for businesses.

**Keywords:** Big data, hospitality, pandemic, positioning