The present work focuses on the development of a marketing plan for the company "HOTEL MARÍA CRISTINA", located in Donostia-San Sebastián (Guipúzcoa). For this, this document carries out a deep internal and external description of the company, as well as an analysis of its weaknesses, threats, strengths, and opportunities. Well-known the situation of the company, with this plan they try to achieve five objectives:

1. To increase the occupancy rate in off-season by 10%.
2. To increase the customer base in wedding services by 10%.
3. To eliminate prejudices among the high cost of weddings in luxury hotels.
4. To improve the image of quality and prestige.
5. To improve the use of social networks.

To achieve these objectives, the most appropriate commercial strategies and actions have been established. The latter accompanied by their budget and monitoring plan to correct possible errors.