

The title: “*A comparison of the marketing methods of Six Senses and Holiday Inn*”.

Name: Ivascu Ana

ID Number: 2239390

Module Title: Marketing Essentials BIH4005

Lecture’s Name: Scott James

Word count: 1700

All kinds of multinational hoteliers need to deal with different issues or things and based on their effective analysis and investigation, they adopt and implement specific marketing strategies for their businesses. The main purpose of their marketing strategies is to attain a good number of guests in their hotels and maximize the current sales volume and profitability (Bowie et al., 2017). This essay is going to illustrate and expose the brand and marketing strategies of two renowned multinational hotels, namely Six Senses and Holiday Inn. Six Senses is a hotel for those people who are fond of adventure and natural life that can allow relaxing in a quiet and calm environment. Unlike this hotel, Holiday Inn is based on traditional approaches followed by other hoteliers in the UK, but its main focus is to provide the best holiday experience to the targeted customers who mainly belong to the youth section. Now, this essay will keep discussing these two multinational hotel brands' situational analysis that will include marketing mixes, like the 7Ps of marketing, and STP analysis so that both hotels' strategies can be compared and contrasted.

It is a situational analysis that mainly insists on collecting divergent methods used for analyzing a business's various factors including internal and external issues. Both multinational hotel brands are determined in terms of providing an efficient message and services to the customers, through their ways of spreading the messages and serving their customers in their distinct ways (Jobber & Ellis-Chadwick, 2020). In the case of Six Senses, the brand message is to lead the way on a journey of discovery, especially to living awesome. That is why it focuses on delivering the commitment of the hotel's name and reawaken the sense or feelings of guests with wellness. In addition, it needs to offer an experience that is usually out of the ordinary. Its mission includes promoting some responsible practices, especially in the case of tier hospitality. Six Senses is such a brand in this field that consists of exotic resort facilities, spas including private clubs, and luxurious residences that support exploring its concept of innovation and representing the unique outstanding beauty of its premises in the hotel (Six Senses, 2023). That is why it was declared the number one hotel brand in travel and leisure and for this, it was given awards. On the other hand, like other conventional hoteliers in the UK, Holiday Inn requires a familiar brand message that makes it focus on ensuring the joy of travel for everyone and providing affordable, enjoyable hotel experiences, friendly service, and comfortable accommodation (Holiday Inn, 2023). That is why its brand blends happiness with hospitality functions. Then, its brand message is also to declare where it will be and can be for facilitating people's trips that can help ensure authentic human connections. That is why its core objectives always include making a divergence in the lives of the

individuals they touch every day and working unitedly to deliver commitment (Bowie et al., 2017). Besides, it also focuses on personalized service and superior hospitality, and for this, this particular multinational hotel brand needs to uphold a strong moral system as well as participate in the community.

After discussing and comparing the brand messages of Six Senses and Holiday Inn, it is time to compare and contrast their marketing mixes considering different events, strategies, and actions. Marketing mixes are part of the core business strategies that are usually adopted and controlled by the marketing department of the multinational business (O'Fallon & Rutherford, 2015). Both hotels have distinct marketing strategies regarding the brand message and the entire teams of these multinational hoteliers also concentrate on achieving them significantly. Likewise, a wide range of services is found in the case of Six Senses hotels, as it serves the customers not only via its hotel services but also luxurious resorts, efficient spa facilities, and so on. Its hotel room services are quite efficient it is regarded as a five-star hotel. That is why guests in this hotel can find all the facilities offered at a hotel having five-star. In addition, people looking for resorts including all luxurious facilities, like a swimming pool, modern bathtubs, and so on are also served by Six Senses. Then, spa facilities include world-class and global standard facilities. Therefore, this multinational hotel needs to ensure both high quality and efficiency in terms of serving its targeted guests which can help specify its pricing strategies. As it ensures high-quality and luxurious facilities, its current price range highlights two major pricing that it is following now (Siva, 2022). Likewise, it implements premium pricing for its five-star hotel services and value-based pricing for its spa facilities. A premium pricing strategy is effective when the business ensures luxurious issues for its customers. Currently, it has been operating in more than 19 countries and implementing the same global standards for each country countries. Besides, it has now nearly 21 hotels with 33 new properties, and more than 24 spas that offer and spread the brand messages via their quality services to the customers (Barnes, 2023). Recently, it has decided to enhance its brand in different major cities with properties due to open in London, Rome, etc. In addition, it has also planned to open its branches in wild locations including Svart and Vana (Whitby, 2022). Though it has distinct websites in each region, it has also dealt with different third parties so that its targeted customers can reach Six Senses. The most significant thing is that it also utilizes digital marketing options, as it has been replacing its traditional strategies including newspapers, billboards, TV ads, etc. For instance, blog and email marketing are highly prioritized by Six Senses Hotel rather than

social media marketing. By the end of March, it had more than 4,200 employees who had been working diligently so that the brand image could be sustained and quality services could be provided to the targeted customers (Gollan, 2022). Its process of serving customers includes both online and offline methods that can aid in reaching lots of customers for itself. Its brand image works as the best physical evidence for itself and then, it concentrates on exploring its infrastructural issues. On the other hand, Holiday Inn is a subsidiary of IHG Hotels and Resorts and its products or service range is quite different, as it includes not only hotel services, but also food services, lodging, conventions, meetings, and timeshares. In this case, both lodging and timeshare options work significantly for this multinational hotel, as these services are quite innovative and help attract some particular customers looking for short-term dwelling and resort condominium facilities. It mainly focuses on standard and premium pricing strategy that always insists on providing quality, standard, and effective services to the customers (Raya, 2011). Focus low-cost strategy is also implemented by Holiday Inn hotel that is found in its differentiation strategy in the Holiday Inn Express. It has now more than 1,200 hotels in different parts of the world including the Americas, Europe, Middle-East, and Asia-Pacific regions. Though it has divergent promotional strategies following other multinational hotel chains, it usually prioritizes its innovative and creative concepts of innovation in the field of promotion. That is why it focuses on exploring digital multimedia campaign that aids in utilizing the power of the brand and sharing its guests' unique narratives, especially in a series of mobile-optimized web documents (Saettler, 2017). More than 350,000 skilled hotel staff have been working in this hotel and providing efficient services to the guests. In this modern epoch, it utilizes an online platform for booking orders and providing different discounts to guests (Siva, 2022). Its well-designed hotel buildings and brand reputation in the market are its major physical evidence. In a similar web, it is found that total visits to the websites of Holiday Inn were nearly 1.513 million indicating an increase of 33.94%. However, Six Senses Hotel experienced a decline in this case, as the total visits declined by 18.17% and became 1.643 million (Similarweb, 2023).

In fine, lots of differences between Six Senses Hotel and Holiday Inn have been identified, though they are both similarities in different fields. Unlike Holiday Inn, Six Senses Hotel has been losing a significant number of guests for itself. The main reason may include the lack of proper promotional strategies and options. In addition, external factors, like inflation rate, currency value, and consumers' affordability as well as buying behavior may be the possible reasons. To obtain

future growth, Six Senses needs to delve into its current marketing strategies, especially on its promotional mixes that can help increase the total visits to its websites. Besides, Holiday Inn needs to keep this position and focus on maximizing it so that it can be a key player in the UK's sector adding economic value to the UK's economy.

References

- Barnes, O. (2023) *Intercontinental Hotels chief warns London Stock Market 'not a very attractive place'*, *Financial Times*. Available at: <https://www.ft.com/content/f02dbb09-4d96-4bba-8cf4-4861639c0b99> (Accessed: 19 November 2023).
- Bowie, D. *et al.* (2017) *Hospitality marketing*. London: Routledge.
- Gollan, D. (2022) *Six senses nears plastic-free goal; here's what's left to do*, *Forbes*. Available at: <https://www.forbes.com/sites/dougcollan/2022/12/07/six-senses-nears-plastic-free-goal-heres-whats-left-to-do/?sh=dc4a9a86ec5d> (Accessed: 19 November 2023).
- Holiday Inn (2023) *Holiday inn® hotels: Book family-friendly hotels worldwide: Official site, IHG*. Available at: <https://www.holidayinn.com/hotels/gb/en/reservation> (Accessed: 19 November 2023).
- Jobber, D. and Ellis-Chadwick, F. (2020) *Principles and practice of marketing*. Maidenhead: McGraw-Hill.
- Kontis, A.-P. and Lagos, D. (2015) 'Factor framework for the evaluation of multichannel marketing mixes in 5* City Hotels', *Procedia - Social and Behavioral Sciences*, 175, pp. 408–414. doi:10.1016/j.sbspro.2015.01.1217.
- Kotler, P. *et al.* (2019) *Marketing 4.0: moving from traditional to digital*. Harlow: Pearson.
- O'Fallon, M.J. and Rutherford, D.G. (2015) *Hotel Management and Operations*. 5th edn. Hoboken, NJ: John Wiley.
- Raya, J.M. (2011) 'The effect of time on Hotel Pricing Strategy', *Applied Economics Letters*, 18(13), pp. 1201–1205. doi:10.1080/13504851.2010.532091.
- Saettler, M. (2017) *Don't miss Tomorrow's Marketing Industry News, Marketing Dive*. Available at: <https://www.marketingdive.com/ex/mobilemarketer/cms/sectors/travel/18311.html> (Accessed: 19 November 2023).
- Similarweb (2023a) *Similarweb identity of HolidayInn.com, SimilarWeb Identity*. Available at: https://pro.similarweb.com/#/digitalsuite/websiteanalysis/overview/website-performance/*/999/3m?webSource=Total&key=holidayinn.com (Accessed: 19 November 2023).
- Similarweb (2023b) *Similarweb identity of Six Senses.com, SimilarWeb Identity*. Available at: https://pro.similarweb.com/#/digitalsuite/websiteanalysis/overview/website-performance/*/999/3m?webSource=Total&key=sixsenses.com (Accessed: 19 November 2023).

Siva, T.B. (2022) *Nine new hotels demonstrate growth for an array of IHG Hotels & Resorts, IHG Hotels and Resorts*. Available at: <https://www.ihgplc.com/en/news-and-media/news-releases/2023/nine-new-hotels-demonstrate-growth-for-array-of-ihg-hotels-and-resorts-brands-across-the-uk> (Accessed: 19 November 2023).

Six Senses (2023) *Luxury resorts, wellness spas, and Five-star hotels: Six senses, Luxury Resorts, Wellness Spas, and Five Star Hotels | Six Senses*. Available at: <https://www.sixsenses.com/en> (Accessed: 19 November 2023).

Whitby, M. (2022) *All change at six senses New York: Spaopportunities.com news, https://www.spaopportunities.com/*. Available at: <https://www.spaopportunities.com/spa-news/All-change-at-Six-Senses-New-York/349802> (Accessed: 19 November 2023).