

A comparison of the marketing methods of 2 multinational hotel brands

Marketing
Huw Thomas
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Introduction

Marketing is a word that is used to describe a way a company reaches out to the public and potential customers to learn about what their wants and needs are, and then design and provide products and services to fulfil their desires and, for this instance, give them an experience that their customers will remember fondly for years. As the internet gets bigger and bigger, more businesses will try to capitalise on the format of digital marketing. Before the internet was such a widely used tool, companies would use newspaper ads, billboards, TV adverts and Radio to advertise their service and product. Whilst this method is still a great way to market your service, it has been outclassed by the wider range, lesser cost, and the potential to reach a global audience that digital marketing can, as presented in a 2021 Forbes article. For businesses like hotels, digital marketing is an extremely crucial factor as to whether they succeed or fail.

Traditional marketing has the ability only reach an existing fraction that belongs to the potential customers that digital marketing has the ability as well as cannot target the group that would even have the desire for to go to an existing hotel the most; tourists. With digital marketing, people who happen to be not locals to the area as well as especially foreigners have the ability to look at, compare as well as book at these hotels with ease. This means that, on the possibility that an existing hotel has the desire for more customers, they must have an existing website that's user-friendly, eye catching as well as, most importantly, what experience the patron is going to get. An existing study done by hospitality.net has proven that an existing eye-catching website, with clear photos as well as videos is going to have an existing higher chance that belongs to the reader clicking as well as booking an existing room.

Six Senses as well as holiday inn are 2 large, multinational hotel chains under the IHG group that promise to provide excellent accommodation, service as well as an existing 5-star experience. Founded inside of 1995, Six Senses have around 16 hotels as well as resorts with 1,347 rooms; many that belongs to these happen to be outside that belongs to the uk as well as inside of more 'exotic' countries such as China, Portugal and the Maldives. This opposes Holiday Inn, which has over 601 locations inside of the uk alone. Founded 1952 inside of Memphis, Tennessee, its locations happen to be inside of almost every city inside of the us, uk as well as many other places around the world.

Marketing Strategies

Before going into their marketing methods, establishing who they are aiming for as their target audience. They both want to offer the 5-star experience, but for entirely different members of society. Holiday Inn offers a wonderful experience for families and friends, with its main points of interest being its affordable price, bonuses and discounts for children, and a range of family activities. This differs from Six Senses, with their locations being in more tropical areas and offering a more intimate experience. A Study done in 2018 by the Cameltravel shows that children prefer having good Wi-Fi and entertainment, whilst adults have a higher chance of returning to a hotel if it is affordable and has a good children's club for activities.

Prices will usually also be based on target audience and what experience they're offering/what service they will give. For example, Six Senses is focused on the perfect vacation for people wanting to spend time with their Significant other in a new environment; This will make their rooms cost a lot more than a room for a family of 4 for their weekend or half term holiday.

Holiday Inn

Holiday Inn's advertising is aimed towards families, businesses and people with an average salary. These people will want a cheaper, less physically taxing stay away from home. It offers a comfortable room with space to work in, high-speed internet connection, amazing room service and a robust loyalty program. These entice people who are trying to not spend too much on a short stay, their website is filled with deals for families and free food and rooms for children, a great deal for families. The fast internet connection and space to work in is a great attractor for people on business trips, who need a good internet connection speed for their work and optimal amounts of rest.

This business model of 'reliable and affordable' has greatly helped Holiday Inn, as they have consistently been one of the highest grossing hotel chains in the world, as well as one of the biggest hotel chains in the UK, as shown by YouGov. A study done by the Statista research group has shown that, from 2007 to 2023, Holiday Inn has consistently earned over 5 million dollars in total, the only discrepancies being 2020 and 2021 due to the pandemic. With the massive impact the coronavirus pandemic had on the hospitality industry, every hotel had issues with getting supplies like toilet paper, certain foods and, most importantly, the restrictions on travel had stunted their potential growth; taken from the House of Commons article about the hospitality industry and COVID guidelines.

Holiday Inn is owned by the IHG group, a group that owns many hotels like their own InterContinental hotel group, Candlewood suites, Regent Hotels and Resorts and the aforementioned Six Senses hotels; within this group, Holiday Inns is the highest earning branch in their group, with their Inns and Resort branches combined.

Six Senses

In comparison to the Holiday Inn, Six Senses is a hotel chain that caters to couples and newlyweds by offering premium and luxurious accommodations. The business model of Six Senses contradicts that of the Holiday Inn, as the former focuses on offering large hotels and resorts in exquisite surroundings. All of the 16 hotels and resorts that belong to Six Senses are located in stunning areas that have been designed while keeping the environment in mind. For instance, the resort at Qing Cheng Mountain is a resort where ancient meets modern, and the Tao Mountain stands mighty. Expanding on such extraordinary features, Six Senses encourages travelers to visit once-in-a-lifetime places that will create irreplaceable memories. These idyllic locations will undoubtedly attract those who are seeking to honeymoon or enjoy a holiday with their loved ones.

They are places that are expensive to go to, as most rooms for a night average at around €1,000 not something for a small family, and are located in unique, far away areas, places that would be perfect for those going on a vacation with their significant other. Six Senses are constantly described by reviewers and bloggers as one of the 'this is about as glorious as it gets.' One of their resorts, the Six Senses Laamu resort is in the top 5 highest rated luxury resorts on TripAdvisor. These prices, long travel distances and lack of a good internet connection deters parents and the average-income family from going as these prices will greatly affect their lives after.

An article by easyweddings, a reliable blog site for people looking at making their dream weddings, honeymoons notes that most couples looking to go on a honeymoon look for great views, seclusion and great facilities that are native to the area. These align with Six Senses business model with their large, rural resorts in exotic, refreshing areas that most people don't live in every day. Unforgettable experiences that will bring them closer. This differs from Holiday Inn's business model, as Holiday Inn's hotels are located in the heart of cities, aren't very private and offer more family activities rather than activities for couples

Conclusion

Business profitability happens to be influenced by the chosen marketing strategy. To maintain an existing competitive advantage over competitors, it must adopt effective advertising strategies, such during the same time that price as well as promotion strategies. Both that belongs to these hotels utilise effective pricing as well as promotion strategies happen to be examples that belongs to advertising practises used to maintain an existing advantage over competitors. These two hotel chains have both achieved success inside of the hotel sector by utilising innovative marketing techniques. The hotel chains inside of both countries put inside of an existing lot that belongs to effort to meet their profit margins.

Sources

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