

Marketing Plan for Six senses Hotel

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Introduction

This marketing plan focuses on Six Senses, a leading brand in the hospitality industry. By analyzing the micro and macro environments, we aim to identify marketing opportunities and challenges. Utilizing frameworks such as SOSTAC, 4 Ps, Bowmans, SWOT analysis, segmentation, targeting, perceptual positioning map, PESTLE, and customer profiles, we will develop a communication strategy tailored to the current business landscape. The plan will guide Six Senses' management team in implementing effective marketing initiatives to enhance market share and customer engagement.

Situation Analysis: The 6 Cs of Six Senses

In analyzing the situation for Six Senses, we consider the 6 Cs: Company, Customers, Competitors, Climate, Collaborators, and Culture. This comprehensive framework examines internal strengths and weaknesses, customer preferences, competitive landscape, external factors, collaborations, and organizational culture to inform effective marketing strategies.

Company

Six Senses is a luxury hotel chain brand founded in 1995, known for its sustainability practices and wellness-focused offerings. With

properties worldwide, Six Senses offers high-end accommodations with exceptional amenities and services. The SWOT analysis for Six Senses is as follows:

- ✓ Strengths: Strong brand reputation, emphasis on sustainability and wellness, premium customer experience.
- ✓ Weaknesses: Higher pricing compared to competitors, limited geographical coverage, potential perception of exclusivity.
- ✓ Opportunities: Expansion into new luxury travel destinations, partnerships with wellness and eco-conscious brands, customization of experiences.
- ✓ Threats: Intense competition from other luxury hotel chains, economic downturns impacting high-end travel, changing customer preferences (Armstrong, G., & Cunningham, 2012).

Customers

The target audience of Six Senses comprises affluent travelers seeking exclusive and transformative experiences. Based on segmentation analysis, Six Senses can target the following customer profiles: luxury travelers, wellness enthusiasts, and eco-conscious individuals. The customer profiles can be described as follows:

- ✓ Luxury travelers: They prioritize personalized and lavish experiences, seeking luxury accommodations and top-notch services.
- ✓ Wellness enthusiasts: They prioritize health and well-being, seeking destinations and accommodations that offer wellness programs and facilities.
- ✓ Eco-conscious individuals: They prioritize sustainability and environmentally friendly practices, seeking accommodations that align with their values.

Competitors

The main competitors of Six Senses in the luxury hotel segment include Aman Resorts, Four Seasons, and Ritz-Carlton. A perceptual positioning map shows that Six Senses is positioned as a premium

and sustainable luxury brand (Kotler et al., 2012). The Bowman's strategy clock indicates that Six Senses follows a differentiation strategy with a focus on sustainability and wellness.

Collaborators

Six Senses collaborates with high-end travel agencies, luxury tour operators, and wellness brands to enhance its offerings and reach the target audience effectively. The brand also forms partnerships with local communities and organizations to promote sustainability initiatives.

Climate

The PESTLE analysis of the macro-environmental factors affecting Six Senses is as follows:

- Political: Political stability, regulations on travel and tourism, and government support for sustainability practices impact Six Senses' operations.
- Economic: Economic growth, income levels of the target audience, and currency fluctuations affect the demand for luxury travel.
- Social: Evolving consumer preferences, trends in wellness and sustainable living, and the desire for exclusive experiences impact Six Senses' target audience.
- Technological: Technological advancements in the travel industry, digital marketing platforms, and innovative guest experiences influence Six Senses' marketing and operational strategies.
- Legal: Compliance with local laws and regulations, safety standards, and employment laws impact Six Senses' operations.
- Environmental: Climate change awareness, environmental regulations, and sustainable practices play a crucial role in shaping Six Senses' brand identity and guest experience (Jobber, 2016).

Objectives

Objectives	Description
<i>Measurable</i>	Measurable: Track and compare the monthly occupancy rate of Six Senses properties to the previous year's occupancy rate on a regular basis.
Achievable	Based on market research, industry trends, and the potential for increased demand in the luxury hospitality sector, achieving a 15% increase in the occupancy rate of six senses properties within the next 12 months is feasible
Relevant	Increasing the occupancy rate of Six Senses properties is relevant as it directly contributes to the brand's profitability, market positioning, and overall success in the luxury hospitality industry. It aligns with Six Senses' commitment to providing exceptional guest experiences and maximizing revenue potential.
Time bound	The specific time frame for achieving the objective of increasing the occupancy rate of Six Senses properties by 15% is set within the next 12 months. This ensures a clear deadline and sense of urgency for implementing strategies and monitoring progress towards the desired outcome.

Strategy

Strategy: Six Senses' approach is to position itself as a premier luxury hospitality brand that offers exceptional experiences and personalized services. The strategy focuses on enhancing guest satisfaction and attracting affluent travelers who value luxury and unique experiences.

To differentiate itself from competitors, Six Senses will implement the following strategies:

1. **Brand Reputation and Marketing:** Six Senses will leverage its reputation as a top-tier luxury brand and invest in targeted marketing efforts that highlight its exclusivity and exceptional offerings. This will include showcasing its eco-friendly practices, wellness programs, and immersive cultural experiences.
2. **Partnerships and Collaborations:** Six Senses will establish strategic partnerships with high-end travel agencies, luxury tour operators, and premium airlines. These collaborations will expand the brand's reach and attract affluent travelers seeking luxury experiences.
3. **Personalized Services and Customization:** Six Senses will focus on delivering personalized services tailored to the individual preferences and desires of its guests. This includes offering customized itineraries, bespoke spa treatments, and unique dining experiences curated to each guest's tastes.
4. **Online Presence and Digital Experience:** Six Senses will optimize its website and online platforms to provide a seamless and immersive digital experience. This includes user-friendly website navigation, virtual tours of properties, and an easy-to-use online booking system.
5. **Sustainability and Environmental Stewardship:** Building on its reputation for sustainable practices, Six Senses will continue to

prioritize environmental conservation and sustainability initiatives. This will attract environmentally conscious travelers who appreciate luxury experiences with a focus on sustainability.

By implementing these strategies, Six Senses aims to solidify its position as a leading luxury brand, attract high-end travelers, and increase its occupancy rate and profitability.

Product:

Six Senses will offer unparalleled luxury accommodations and exceptional amenities to create memorable and transformative experiences for its guests. The brand will focus on providing luxurious and sustainable lodging options, exquisite dining experiences, rejuvenating spa treatments, and curated activities that reflect the destination's culture and environment. The emphasis will be on personalized services, attention to detail, and creating an unforgettable stay for discerning travelers.

Place or Distribution: Six Senses will strategically locate its properties in exclusive and scenic destinations worldwide, including pristine beaches, remote islands, and breathtaking natural landscapes. The brand will utilize its website, online travel agencies, and high-end travel partners to ensure convenient access and seamless booking experiences for its affluent target audience. Additionally, Six Senses will leverage its partnerships with luxury travel agents and concierge services to cater to the needs of its discerning guests.

Price: Six Senses will position itself as a premium luxury brand and offer pricing that reflects the exclusive and high-quality nature of its accommodations and services. The pricing strategy will be based on market research, competitor analysis, and the unique value proposition that Six Senses provides. The brand will aim to deliver

exceptional value for the luxurious experiences it offers, catering to affluent travelers who seek unparalleled comfort, privacy, and personalized services.

Promotion: Six Senses will employ a multi-channel marketing approach to promote its brand and engage with its target audience. This will include targeted digital marketing campaigns, social media advertising, influencer collaborations, and partnerships with luxury lifestyle publications. The brand will focus on highlighting its unique offerings, sustainability initiatives, wellness programs, and immersive cultural experiences to attract and engage discerning travelers. Additionally, Six Senses will leverage its reputation and word-of-mouth marketing by encouraging guests to share their experiences and recommendations through testimonials and referral programs.

Overall, Six Senses aims to position itself as a top-tier luxury brand, offering extraordinary experiences, impeccable service, and a commitment to sustainability and wellness.

Action		
Task	Start date.	
Develop Customer-Segmentation Team	01/04/2023 -	Marketing
End date 11/04/2023		
Develop Value-Proposition Team	01/05/2023 -	Marketing
End date 05/04/2023		
Implement Promotional-Campaign Team	15/04/2023 -	Marketing
End date 20/04/2023		

Conduct Market Research	15/03/2023	Marketing Team
End date	30/03/2023	
Develop Targeting Strategy	06/04/2023	Marketing Team
End date	10/04/2023	
Develop Promotional Strategies	16/04/2023	Marketing Team
End date	25/04/2023	

Control

Monitoring Six Senses' occupancy rates, customer feedback, and profitability will be the primary ways in which the company will evaluate the success of its marketing approach. The hotel will regularly conduct customer satisfaction surveys to gather feedback and improve its services. The marketing team will also track marketing KPIs and make necessary adjustments to ensure the hotel meets its SMART objectives (Kotler, P., & Keller, 2016).

Conclusion

This marketing plan concludes by identifying the current challenges and opportunities facing the Six Senses brand. The SWOT analysis, PESTLE analysis, and Bowman's strategy clock were utilized to analyze the micro and macroenvironmental factors impacting the hotel's performance. SMART objectives were established to enhance revenue and market share. The proposed strategies include developing a unique value proposition, targeting specific customer segments, and implementing multi-channel promotional efforts. The action plan includes a Gantt chart outlining the timeline for executing the tactics. The success of this plan will be measured by increased revenue, customer satisfaction, and market share. Overall, this marketing plan provides Six Senses with a roadmap to navigate the current landscape and achieve its objectives.

References:

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INTRODUCTION

- Six Senses is a prestigious luxury hotel and resort brand that redefines the concept of hospitality by prioritizing the sensory experience. Founded with a vision to engage all six senses - sight, sound, touch, taste, smell, and intuition - Six Senses aims to create transformative moments for its guests. With a global presence and a commitment to sustainability and wellness, Six Senses offers immersive experiences in breathtaking environments, providing a harmonious blend of luxury, nature, and holistic well-being.
- The entire conversation will cover the essentials marketing plan for the hotel SixSenses
- Environmental analysis, objectives, and the marketing plan will be presented for the purpose of the marketing essential

6/16/23

ENVIRONMENT

- **Six Senses' Commitment to Sustainability:**
 - Six Senses is deeply committed to sustainability and environmental responsibility.
 - The brand recognizes the importance of preserving and protecting the natural environment for future generations.
- **Eco-Friendly Practices and Initiatives:**
 - **Energy Efficiency:** Six Senses actively works to reduce energy consumption across its properties.
 - **Water Conservation:** The brand implements water-saving measures, such as efficient fixtures and wastewater management systems.

Company	Strengths	Weaknesses	Customers	Competitors
Six Senses				
	-Strong brand recognition	-Limited Global presence	-Luxury travelers	-Aman Resorts
	-Unique wellness offerings	-relatively high prices	-High-end spa enthusiasts	-Como Hotels and resorts
	-Exclusive locations	Potential over-reliance on	-Travellers	Holiday Inn

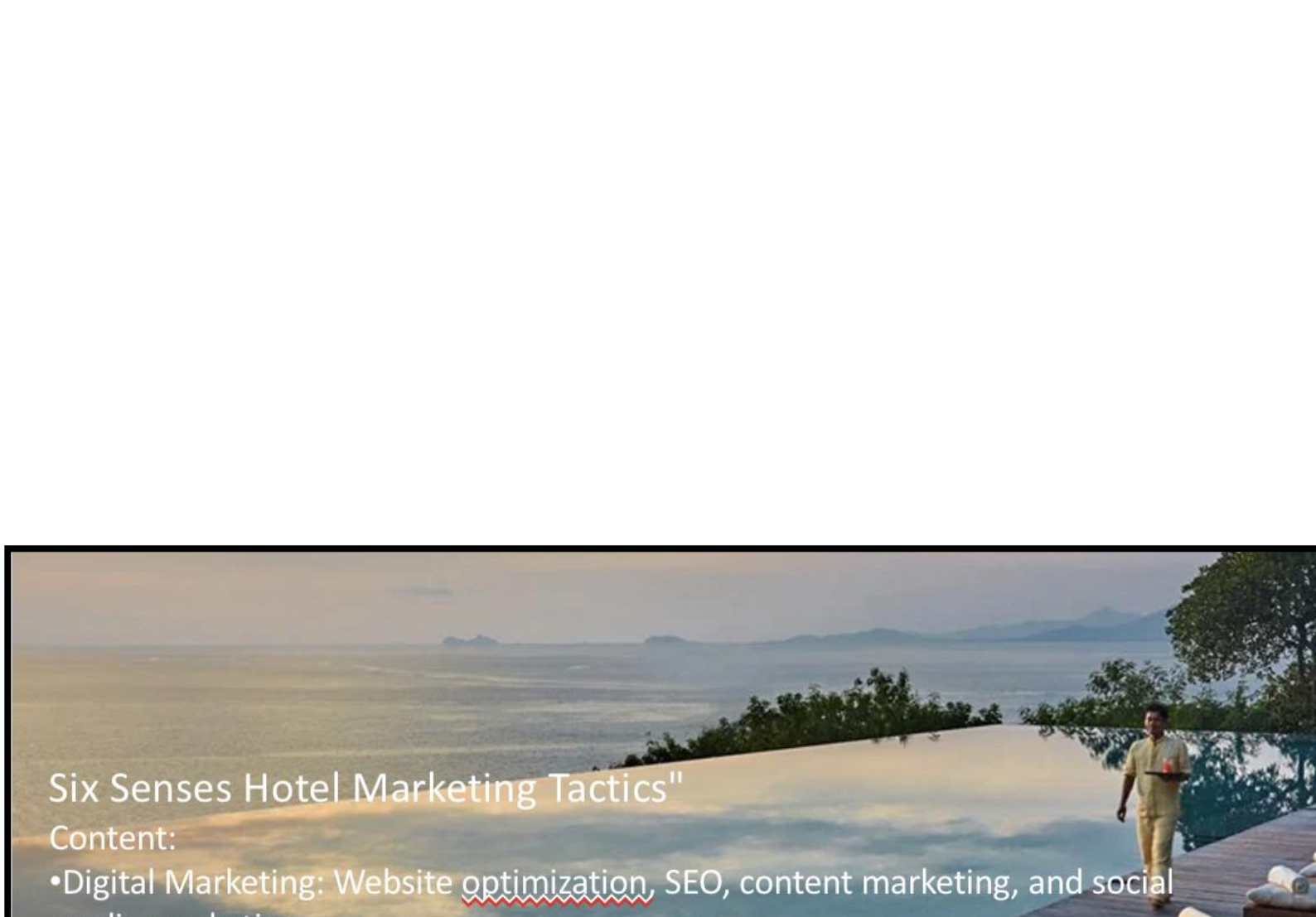
Objectives	Description
Specific	Specific: Increase brand recognition and awareness among the target market through targeted digital advertising campaigns.
Measurable	Measurable: Achieve a 20% increase in brand recall and recognition within the target market based on pre- and post-campaign surveys.
Attainable	Allocate a sufficient budget and resources to execute the digital advertising campaigns effectively.
Relevant	Increased brand awareness will contribute to attracting more potential customers and generating higher bookings.
Time-Bound	Achieve the targeted increase in brand awareness within six months from the start of the advertising

"Six Senses Strategy"

Content:

•Six Senses Strategy:

- Incorporating the six senses (sight, sound, smell, taste, touch, and emotion) into marketing to create memorable guest experiences.
- Examples: Breathtaking visuals, soothing sounds, pleasant aromas, exceptional flavors, luxurious touch, and personalized service.
- Case Studies: Innovative lighting design, local culinary offerings, and signature spa treatments.
- Benefits: Resonates with guests, generates positive word-of-mouth, differentiates from competitors, and enhances guest satisfaction.



Six Senses Hotel Marketing Tactics"

Content:

- Digital Marketing: Website optimization, SEO, content marketing, and social



Activities	Timeline	Responsible Party
Website Optimization	Month 1-2	Marketing Team
SEO implementation	Month 1-3	Digital Marketing
Content creation	Ongoing	Content Team
Social Media Campaigns	Ongoing	Social Media Team
Email Marketing	Month 1-4	Marketing Team

Conclusion

Content:

- Six Senses offers sustainable, wellness-focused, and immersive experiences in luxury hospitality.
- SMART objectives and six senses strategy drive effective marketing efforts.
- Various tactics, including digital, personalized, influencer marketing, partnerships, experiential events, and sustainability, enhance brand success.
- Action plan and control measures ensure efficient execution and monitoring.
- Six Senses is poised to excel in the luxury hospitality industry by delivering unique experiences and achieving marketing goals.

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