

**A comparison of the marketing methods of two multinational
hotel brands.**

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This essay compares the marketing strategies used by two well-known international hotel brands, Six Senses and Holiday Inn, in-depth. Although either company has entrenched itself as an expert in the hotel sector, they use different marketing techniques to draw in and keep clients (Baum, 2020). This study aims to highlight the important parallels and stands, in contrast, comparing Six Senses and Holiday Inn by examining their strategies for corporate identity, advertising, digital marketing, customer involvement, and loyalty programmes. It provides insightful information for marketers and business experts.

Two well-known hospitality brands with distinctive marketing approaches are Hotel Inn and Hotel Six Senses. These brands' contextual analyses provide valuable new information about their strategies (Panvisavas and Taylor, 2020). Using a mass marketing approach, the well-known chain Hotel Inn concentrates on reaching a variety of clientele. To reach broad spectators, they use conventional marketing techniques including television, print media, and posters. In order to establish itself as a dependable option for travellers on a tight budget, Hotel Inn places an emphasis on accessibility and price. Their advertising emphasises affordable prices, alluring bundles, and simple booking processes (Whitla et al., 2021). On the other hand, the Hotel Six Senses targets high-end, luxury-seeking travellers with a more specialised technique. They focus their marketing efforts on confidentiality, excellent service, and sustainability. In order to build a solid brand identity and interact with the demographic they are targeting, Hotel Six Senses uses ambassador collaborations, social media, and digital marketing channels (Armitstead, 2022). To appeal to customers concerned about the natural world and their health, they emphasise personalised experiences, well-being options, and eco-friendly practices.

Hotel Six Senses concentrates on distinction and offering specialized knowledge, while Hotel Inn concentrates on cost and accessibility. While Hotel Six Senses uses a specialised advertising method to appeal to a certain, wealthy niche, Hotel Inn uses broad publicity to reach a wider audience (Johnson and Vanetti, 2019). Customers' opinions and ratings are another component of both firms' marketing plans. Hotel Inn uses good

feedback from customers to increase reputation and trust by encouraging visitors to post ratings and comments on numerous websites. In order to create a feeling of exclusivity and inspirational value, Hotel Six Senses places an emphasis on carefully tailored customer interactions and welcomes social media sharing from its patrons. In summary, the target markets for Hotel Inn and Hotel Six Senses dictate that they use different marketing approaches (Prasad and Dev, 2021). In contrast to Hotel Six Senses, which seeks to attract luxury travellers through individualised services and reliability, Hotel Inn utilises mass marketing to emphasise accessibility and ease. Both firms have successfully carved out their own places in the cutthroat hotel industry by comprehending their individual target markets and adapting their approach effectively.

Two well-known hotels, Hotel Inn and Hotel Six Senses, use various marketing techniques to advertise their goods and services. The marketing mix, which includes the four Ps of product, pricing, place, and advertising, is the main focus of both establishments. Let's look at how each lodging establishment promotes its services. The emphasis of Hotel Inn is on a practical and affordable vacation (Lockyer, 2022). They market their item as a cosy and cost-effective lodging choice ideal for visitors on a tight budget. In order to meet the needs of different consumer segments, Hotel Inn delivers a variety of accommodations kinds, from basic to deluxe. In order to draw visitors, they place an emphasis on providing value for dollars and provide reasonably priced and alluring programmes. In their pricing approach, they might offer reduced rates for prolonged stays or special offers at off-peak times.

When it comes to location, Hotel Inn makes sure that its buildings are thoughtfully positioned close to well-known tourist destinations, airports, or commercial areas so that its target market can readily access them (Schlup, 2019). To accommodate various consumer needs, they might also have several locations in various cities. Hotel Inn makes use of both conventional and digital marketing platforms to advertise its products. To emphasise their services, emphasise great visitor experiences, and offer simple booking alternatives, they may use internet channels like their web pages and social media

profiles. To broaden their reach, they may also take part in email marketing initiatives, use travel agencies on the Internet, and form alliances with aircraft or travel companies.

The Hotel Six Senses, on the contrary hand, uses a luxurious and all-encompassing strategy to sell its products (Steed and Gu, 2022). As a high-end interactive retreat with a focus on wellness, environmental responsibility, and engaging encounters, they present what they offer in this way. The hotel sets itself apart by providing exclusive services including exclusive villas, spas, organic food, and carefully crafted wellness programmes. Hotel Six Senses has a premium pricing model, with charges that are higher in order to demonstrate the exclusivity of their offerings (Cervino and Bonache, 2021). They cater to wealthy tourists who value experiences that are luxurious and have the ability to pay more for them. Hotel Six Senses chooses its locations with great care, frequently in secluded areas accompanied by breathtaking scenery. They produce an atmosphere that is consistent with the tranquilly and environmentally friendly philosophy of their company's image.

The Hotel Six Senses uses both focused advertising and word-of-mouth to advertise its offerings. They work together with premium travel agents, wellness professionals, and travel bloggers that develop buzz and build brand recognition. Their advertising, both online and off, focuses on stirring feelings, showing gorgeous imagery, and accentuating the distinctive experiences visitors might anticipate while there. As a result, Hotel Inn prioritises accessibility, value, and cost-effectiveness, whereas Hotel Six Senses concentrates on confidentiality, luxury, and comprehensive encounters (Chen et al., 2020). They can effectively advertise their goods and products to the various client segments because their marketing tactics are suited to their markets of the target.

In order to effectively reach their target audiences, Hotel Inn and Hotel Six Senses both use categorization, aiming at, and repositioning techniques in their marketing messages.

Market segmentation: the two properties probably divide their clientele into several groups based on traits like behaviour, psychographics, and demography (Jayawardena et al., 2021). They are able to customise their products by identifying specific customer groups, such as business travellers, affluent consumers, or those who value the environment.

Targeting: Following the identification of the sectors, Hotel Inn and Hotel Six Senses concentrate their efforts on particular target markets. While Hotel Six Senses may focus on high-end clients seeking luxurious amenities and ecological responsibility, Hotel Inn may prioritise budget-conscious travellers looking for decent lodgings (Huang and Cai, 2020). Each hotel takes a distinct stance in the market to set itself apart from rivals. Whereas Hotel Six Senses may place an emphasis on confidentiality, ecological awareness, and holistic wellness situations, Hotel Inn may place an emphasis on cost, simplicity, and dependable service.

Marketing Communications: Both hotels make use of a variety of marketing communication methods to successfully contact their intended audience. To connect with and connect with their particular consumers, they may use social media, marketing via email, online promotion, and specific advertisements (Evanoff, 2020). To improve their company's image and exposure, they may also work with influential individuals, attend company conferences, and employ communications techniques.

Through employing such tactics, Hotel Inn and Hotel Six Senses may successfully market to their specific demographics, set themselves apart from rival businesses, and forge lasting relationships with their clients.

The primary goal of Hotel Inn is to accommodate travellers on limited funds. The two pillars of its marketing plan are affordability and ease (Lim and Endean, 2021). To generate bookings, they largely rely on websites like Expedia and the booking process. Online marketing initiatives that marketing via email, and social networking interaction are the main components of their advertising efforts. Hotel Inn may want to think about investing in optimisation for search engines (SEO) to increase its exposure in organically searching outcomes in order to strengthen marketing efforts and spur future growth (Whitla et al., 2021). In order to offer bundles and membership programmes that would draw and keep clients, they might also look into forming relationships with nearby tourist sites or airlines. Utilising created-by-users reviews and materials can also assist establish credibility and promote word-of-mouth advertising.

Hotel Six Sense, on the contrary hand, advertises itself as an upscale independent hotel brand that caters to discriminating travellers looking for uncommon adventures. The three pillars of their marketing plan are exclusivity, customization, and durability (Panvisavas and Taylor, 2019). By using luxury travel publications, carefully crafted promotional initiatives and partnerships with personalities in the luxury way of life they cater to high-end travellers. Hotel Six Sense may engage in experience marketing by providing customised routes and immersion events to further strengthen marketing efforts (Johnson and Vanetti, 2019). In order to promote their distinctive goods and interact with their target market, they can also make use of social media channels like Instagram and YouTube. It can also draw tourists who are concerned about the environment if they emphasise their eco-friendly projects as well as environmentally friendly practices.

Finally, the marketing strategies used by the hotels Holiday Inn and Six Senses show different ways of addressing the target consumers for each. While the Holiday Inn Express concentrates on convenience and economy to serve a wider customer base, Six Senses succeeds in leveraging elegant and sustainable encounters that speak to the advanced market. To solidify their dominance in the cutthroat global lodging market, both businesses successfully employ their own tactics.

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