

A comparison of the marketing methods of two multinational hotel chains

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The word "Marketing" refers to the activities that a company does towards the target market and potential customers, promoting the company's products and services. (Nachbar, 2023). It can be defined as the process of several actions to create, communicate, deliver and exchange the offering and also get feedback from the customer. Marketing not only depends on how the company delivers the best possible product and service but also on how the company understands the customer's psychology and whether they are convinced enough to buy the product. Marketing in the traditional way has come around with new and effective digital moderation and it unfolded an exotic world in this new globalization era. Both MOXY HOTELS and SIX SENSES will be disclosed briefly. (Arici et al, 2023.) The marketing strategy of these two multinational hotels will be investigated and discussed.

Moxy Hotel is the world's second-largest International hotel in the industry. Maintaining the position of this company is big which gives an advantage to making a profitable business. Diversifying many aspects like corporate governance and making a huge range of categories of service according to price. Furthermore, this company has a comprehensive profile which enters a new market aggressively considering developing countries like China and Brazil. In addition, this company makes segments of travel, tourism and additional dynamic sectors of the hotel industry. 'Moxy Hotel Loyalty Program' is a program established by this company gives them a tremendous advantage because they extended many policies that make the faith of their customers. Approximately 17 million got many experience based personalized service and many more options. If one looks closely at the economic market this hotel industry more likely depends on the influence of American companies. Even this hotel has a not only low diversification presence in the economic growth but also a slow move to other markets. This company has an opportunity if it expands its business in developing countries like China, India, and Brazil. Also the vast diversification of the service portfolio, they established their brand value through additional facilities that give them the advantage to establish their name in a new direction. The technology could be the right option for a better understanding. The vast growth of other hotel industries and their enormous of giving better facilities might be the threat. And after the 2020-2021 of COVID pandemic, their downtown economic growth gives them the effects of the crisis. (Research-methology 2023.)

SIX SENSES follows the growth development policy because it considers the other giant companies' expansion where they diversified the booming industry like hotel, tourism and travel with multiple installations. Also, they give the customer a better communication channel and make a good outline of advertising with a stronger official website. Because of the presence of the United States' economic hit and the fall of COVID pandemic, Six Senses faces many difficulties. They face the problem of other companies' fastest-growing methods and other competition. Even they have always considered the luxury population, not the middle-class people. Technology might be the best option to get better opportunities and they target the new market like South Asia with low cost. The inflation rate is one of the threats. And people are now choosing how to minimize costs but this hotel fails to meet this. This might be a threat. (Six Senses,2023).

At first these two hotels were located in the same political environment, so the risk behind it was the same but with the expansion of another country; the local political presence is there. The two companies broadened their presence and invested a huge amount. So, they try to cope with the economy, and also after the COVID attack, the downtown economy might give risk factors. The social network is also a key factor as the aspect, the culture, and the value are not the same, nor would they consider the foreign community's growth. The rapid growth of technology might be a risk factor if it would not adapt frequently according to the invention. Both of these hotels are concerned about the sustainable development of environment and preaching the more green approach. (Yang, 2023).

Both Moxy Hotels and Six Senses consider the client at the top of the page. They select the client's very particularly difficult different services. They both follow digitalized media like many social media by using their website. They apply buzz marketing after COVID pandemic. Also, they work for content Centered marketing photography-based markets, and blogging as well (Kurdi, et al, 2022). Even Six Senses used some more marketing policies and they acknowledged and spent almost £20m for their marketing in 2022. The current market position worldwide in 2023 is roughly \$38.13 Billion. This hotel market capitalization exists in 447 profitable markets. It's almost 34% of the total global rate of hotels (statista.com 2022). One statistic shows that the expansion of hotel shares will increase 11% in 2021. Another report sums up 817 hotels of the UK Six Senses making 29.4% residency rate in 2020-2021. (statista.com 2023). Market segmentation mainly refers identifying the segmentation base and identifying the individuals same characteristics. (Dolnicar,2022). Market targeting mainly focuses on which segment they want to

aim at. (Hariandja, and Sartika,2022). Market positioning is related to the value proposition and it is always thought of how the company's brand is affected by the other brand. (Hu, et al, 2022). Moxy Hotels strategy mainly depends on their brand value and the credibility. They know their customer and their services area and make the budget traveler's client basis segment. They know the customers psychology and how customers respond after the economic downturn. They make a travel-centric policy and they are not confined to themselves to the 5-star accommodation facility moreover they segment their all service section. Moxy Hotels tries to understand their service and the customers who are suitable for this service and tries to generate maximum revenue. The pricing strategy also gives a better overview to determine how customers perform there to spend their money. Moxy Hotels are widely recognized for their location and they attract tourist people from different regions through the view outside of their hotel. And they always try to make their marketing initiatives through different types of social media as this world exists on digital media. (Morgan, et al 2019). Alternatively, Six Senses has concentrated on customers' comfort and giving them a better peaceful sleep at night. This administrator has good characteristics of custom acquisition according to their need. To giving better sleep they are more likely to concentrate on the interior, the room organizer, the furniture, the beds, and the pillows. Even they accumulated a new strategy that they charged in consonance with per room, not how many people are going to stay in the room. And, like Moxy Hotels, they focus more on social media marketing and also promote email marketing. Over the year this they adopt many marketing initiative for many purpose. (Ferrell, et al 2021).

Moxy Hotel is dedicated to the major issue of climate change and environmental sustainability. They focus on the theory of how to reduce greenhouse gas. They claimed that they set a target of low emissions of carbon science-based programs coextensive with the Paris Climate Target Agreement, (SBTi) approved it. Moreover, Moxy Hotel tries to accomplish sustainable development goals and the initiative is called the "Watts, Water and Waste" program. This program refers to how they increase energy by reducing costs as well as carbon emissions. Next comes, the second element water, they concentrate on how effectively they navigate the holistic water by managing the value chain. Then the last one is waste, they increase the recycling processes and the prevention method also the subsidy chain model. These are the key elements of the sustainable marketing policy. (Oláh, et al 2020). On the other hand, Six Senses took various types of initiatives and many inventions on how to eliminate gas emissions reuse and rebuild the used resources like

food, clothes and other sustainable development. They launch the program by marking Earth Day. And when they expand the hotel with the aim of zero carbon outflows and also installed solar panels for renewable energy all over the world. (Clark, et al 2023).

Every company takes a different marketing approach to give a decent manner of how to reach the targeted consumer. The competitive analysis of the two biggest hotels in the UK MOXY HOTELS and SIX SENSES, and all the investigations show the position of this hotel, how they will do in the future and also the positive and negative sides.

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