

Assessment

Essay

TITLE: A comparison of the marketing methods of two multinational hotel brands (Six Senses and Holiday Inn)

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Introduction

The focus of marketing is on the clientele. There have been many different definitions of marketing proposed over the years, each with its own emphasis and point of view. As described by Kotler and Keller (2016), marketing is a two-way process that entails providing value to customers and forming lasting relationships with them so that a company can reap financial rewards from those customers. In order to turn a profit, Jobber and Ellis-Chadwick (2016) argued that businesses should prioritise meeting the demands of their customers. This paper will compare and contrasts how Holiday Inn and Six Senses go about satisfying their customers' requirements and developing profitable connections with them. The 'Holiday Inn' and 'Six Senses' hotel chains are both owned by InterContinental Hotels Group (IHG) but are placed in separate categories by IHG (InterContinental Hotels Group, 2023). Two different brands will always have distinguishing characteristics, such as a different name, logo, or slogan (American Marketing Association, 2023) that set them apart from one another. This article will also try to compare Holiday Inn and Six Senses Hotel's marketing strategies by looking at their relative strengths, weaknesses, opportunities, threats, target markets, services, locations, etc.

Main Body

Internal & External Analysis

SWOT Analysis

Strength

Six Senses Hotel

- Strong emphasis on long-term viability and health, which should appeal to the ever-expanding eco-conscious market (Olimovich et al., 2020)
- The focus is on providing each customer with exceptional care and attention to make them feel special.

Holiday Inn Hotel

- Widespread international footprint with a sizable inventory of hotels in many different nations (Dabrowski et al., 2019).
- High levels of name recognition and trustworthiness among customers.
- Strategically low prices that will entice those looking to visit on a budget.
- Successful loyalty programme that keeps clients coming back and strengthens their attachment to the business.

Weakness

Six Senses Hotel

- High prices could discourage budget-conscious tourists and reduce market saturation.
- Constraints on advertising resources may limit the hotel's ability to compete with larger hotel chains (Krizanova et al., 2019).

Holiday Inn Hotel

- When compared to rivals like Six Senses, this establishment places much less value on eco-friendliness and health (Kim et al., 2019).
- Depending on the quality and condition of particular properties, customers may form different opinions about a brand in different settings (Ahani et al., 2019).

Opportunities

Six Senses Hotel

- Sustainable tourism expansion into developing nations to meet the rising demand for green lodgings.
- Increasing exposure and reaching a wider range of potential customers by forming strategic alliances with high-end tour operators and Internet booking sites.

Holiday Inn Hotel

- Targeting businesses and vacationers who are looking for quality lodging at a reasonable price, we are looking to enter new markets.
- Increasing exposure and reservations by capitalising on the popularity of online travel agents and other direct booking platforms.

Threats

Six Senses Hotel

- Possible difficulties in sustaining a high standard of service as the company's reach grows.
- Damage to a company's reputation as a result of online complaints or bad reviews posted by disgruntled customers.

Holiday Inn Hotel

- Rising levels of competition from both discount and luxury hotel chains make it more important than ever to stand out from the crowd.
- The demand for tourism is sensitive to economic conditions and international tensions.

PESTLE Analysis

	Six Senses Hotel	Holiday Inn Hotel
Political	The ability to build new hotels and resorts in a country is influenced by several factors, including political stability and government laws (BERHAN, 2021)	The hotel industry may be affected by government policies on travel and tourism, visa rules, and taxation.
Economical	Economy, currency exchange, and prospective guests' discretionary income affect luxury resort occupancy rates.	Marketing techniques for moderate hotels are heavily influenced by economic developments, business travel demand, and affordability (Fernandes, 2021).
Socio-culture	Six Senses has adapted its marketing strategy to reflect the growing demand amongst consumers for eco-friendly and sustainable vacations.	Holiday Inn's marketing strategies can be influenced by cultural diversity and shifting travel patterns
Technological	Online booking and visitor customization are used in Six Senses' advertising campaigns (Widyastuti et al., 2020)	For internet bookings, digital advertising, and CRM, Holiday Inn relies on technology.

Legal	It is critical to abide by local employment rules and regulations.	Observing all statutes and treaties about intellectual property, contracts, and licencing
Environmental	Six Senses promotes sustainability, environmental conservation, and carbon reduction in its marketing.	To attract eco-conscious travellers, Holiday Inn can promote energy-efficient operations and garbage management.

Marketing mix

Product

Six Senses offers high-end resorts with wellness, spa, and eco-friendly practices. Holiday Inn caters to both leisure and business travellers with comfortable, convenient, and affordable mid-range hotel accommodations.

Price

Six Senses resorts and services are known for their high prices since they cater to affluent travellers who are looking for a one-of-a-kind experience. Holiday Inn has shifted to a more budget-friendly pricing policy, offering reasonable rates and excellent value for guests.

Place

To give their guests the privacy and serenity they deserve, Six Senses resorts are frequently situated in gorgeous locations like tropical islands and quiet natural surroundings. Holiday Inns serve both business and pleasure travellers, thus they are located in convenient downtown areas and other high-traffic zones (Tsiotas and Ducruet, 2020).

Promotion

To reach its specialised market of luxury and wellness-seeking consumers, Six Senses depends on customised marketing strategies that make heavy use of digital platforms and social media. Their marketing strategy includes an emphasis on being environmentally responsible (Varadarajan, 2020). Holiday Inn promotes its brand using a wide variety of channels, from

television commercials to web advertising and loyalty programmes to collaborations with travel agencies and airlines.

Segmentation targeting positioning

Segmentation

Luxury, sustainability, and health are fundamental to Six Senses' target demographic. Their intended clientele consists of well-heeled vacationers who value authenticity, sustainability, and individualised care. Customers who are looking for a relaxing getaway will find that their villas are conveniently situated in unique and natural settings. Holiday Inn is taking a more generalised approach to market segmentation. They are aimed at a wide range of demographics and economic levels that travel for both business and pleasure. Holiday Inns can be found all over the world, in both urban and suburban areas, typically close to major transportation hubs and business centres.

Targeting

Six Senses is aiming to attract wealthy tourists who are willing to pay more for a more luxurious and ethical vacation. Luxury amenities, holistic health programmes, and outdoor activities are what they're selling to their clientele (Tien et al., 2019). The small number of rooms, individualised service, and meticulous design at Six Senses foster a feeling of exclusivity. Holiday Inn caters to a diverse clientele that includes families, businesspeople, and thrifty vacationers. Restaurants, meeting spaces, fitness centres, and events geared towards families are just some of the ways they hope to achieve this goal. Holiday Inn is popular for budget-conscious vacationers because of its reasonable rates and accommodating staff.

Positioning

Six Senses markets itself as an eco-friendly, health-oriented, and high-end establishment. They highlight their dedication to environmental protection by providing eco-friendly services and unique opportunities for guests to reconnect with nature. Six Senses aspires to be the go-to brand for discerning guests in search of opulent lodgings, bespoke assistance, and life-altering wellness adventures (BERHAN, 2021). The Holiday Inn brand markets itself as one that can be relied on to provide high-quality, reasonably priced lodging and services. They aim to provide a uniform service throughout all of their hotels worldwide, attracting customers that

value proximity, ease of access, and affordability (Widyastuti et al., 2020). Holiday Inn promotes itself as a safe and convenient hotel for both vacationers and businesspeople.

Conclusion

Six Senses stands apart by catering to rich people who are interested in things like sustainability, luxury, and well-being. They market themselves as a luxury label that offers experiences that can drastically alter one's life. On the other hand, Holiday Inn takes a more inclusive approach to its target market, making itself acceptable to anyone searching for a nice hotel at a reasonable price. They desire to be recognised as a name that can be relied on for both personal and professional endeavours.

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