

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

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The objective of my assignment is to find comparisons between the marketing strategies of Six Senses hotels and the Holiday Inn hotels. I will look at the way both hotel brands advertise their business products and their services and see how this affects both brands' global success and their potential future growth.

Since Six Senses Hotels opened up in 1995, they have based each chapter on the same ambition, to journey beyond and into new experiences and cultures, so guests feel the purpose behind their travels. When you are a guest in the Six sense hotel, you will see that they are environmentally friendly and socially reasonable and this is not just a promise. These elements are the magic that brings them all to life, while promoting personal well-being and health to the planet.

The main aim of the six sense hotel is to take people beyond their destinations and reawaken their senses so they can disconnect, yet be reconnected to themselves, others and the world around them.

They had a vision that flowed through everything from the way they designed their buildings to the way they prepared their food and how they welcome their guests and host.

As the Six senses Hotels expanded they made sure all the hotels shared the same commitment to balancing economic, environmentally and socially profitably, with local communities and ecosystems.

They worked alongside property owners to make smart use of land, topography, orientation, and new renewable building materials to create spaces that were vibrant and alive.

The six senses brand unites a diverse, multinational and multicultural portfolio of properties with each host bringing their values to life in their own way.

Six Senses hotels are located in some of the world's most unique places in over twenty countries. The luxury brand is differentiating luxury hospitality through the principles of

wellness and sustainability. The brand focuses on wellness, community, sustainable design and smiles to become the leading ethically responsible hospitality brand. Six Senses brand aims to be a story doer, not a storyteller.

Six Senses properties often feature their own organic garden providing a range produce to be served on site. Six Senses take a truly holistic approach to health and wellness.

I believe that Six Senses main aim and goal is to provide a service which really nurtures the wellbeing of their guests and hosts, concentrating on making each stay as relaxing, peaceful and memorable as can be.

I will now be looking at the Holiday Inn Hotel and their marketing strategies and to compare between the two brands and how they differentiate. The Holiday Inn was founded in 1952 which aimed at providing affordable hotels where everyday families could enjoy a consistently clean and friendly environment. Holiday Inn aims to target people between the ages of 35 to 54 and mostly business travellers. The hotel is well known for their last minute bookings and affordable prices.

The Holiday Inn brand is an enduring icon with unmatched history and recognition. Their legacy shapes their present and forms their future as they continue to offer the services and amenities that enable real human connections.

Holiday Inn always welcomes guests no matter the occasion, age group, or time of year, their doors are always open. They always maintain high customer service and greet guests with a friendly hello upon arrivals, a thoughtful note in each guestroom and offers guests a delicious meal anytime of day.

They design their experience to ensure they are enabling real and human connections where guests feel welcome always.

Holiday Inn distinguishes itself in the full service landscape by fully meeting the needs and expectations of its guests not only through the services but with a thoughtful array and facilities. They have developed a modern, efficient and flexible building to meet guests' market needs.

The Holiday Inn's mission is to make a difference in the lives of the individuals they touch everyday by working together to deliver commitment, personalised services and a superior hospitality product by upholding a strong moral system and actively participating in the community.

At Holiday Inn Hotels & Resorts we pride ourselves in delivering warm and welcoming experiences for guests, for business or pleasure. Whether it's time with friends, family, colleagues or clients we have a breadth of hotels from urban centres to beach resorts offering environments, services and amenities that make it easy to work, rest and connect.

GLOBAL PRESENCE

1,192 OPEN HOTELS

214,597 OPEN ROOMS

231 HOTELS IN THE PIPELINE

(These figures as at 31st March 2023)

Holiday Inn has become one of the most iconic and trusted brands in the world, with more than a 1,000 hotels and an ever-expanding pipeline of properties around the world. It remains a first choice for guests and owners and was voted the most trusted brand in travel by US consumers in a 2021 survey by Morning Consult.

Holiday inn will advertise its brand in two different main ways which are broadcast advertising and engagement marketing.

Six Senses Hotel uses digital advertising e.g internet and social media websites.

Traditional advertising uses platforms like radio, television, newspapers, magazines and billboards to promote their businesses while digital advertising such as internet, social media, mobile devices and digital billboards.

The different advertising approaches between the two hotel brands is quite significant as the Holiday Inn will be viewed a lot more as they use traditional advertising e.g television and radio whereas Six Sense do not do television advertisements but can be searched online which means they are not being viewed as much as Holiday Inner their customer great value depending on what you want your hotel stay to be like. If you just want a cheap, comfortable and friendly stay then most people will choose a Holiday Inn hotel, but if you are looking for a more luxurious vacation then your best option will be Six Sense Hotel as they offer more desirable locations and options. I believe Six sense is a more up market establishment and it seems to be for more upper class guests.

Bowman's strategy clock is a very practical model to help you understand how companies participate in the marketplace. By looking at different combinations of price and perceived value, you can begin to choose a position of competitive advantage that makes sense for you and your organisation competencies. It inspects the value and price or service and regulates an appropriate strategy.

There are 8 positions of the clock which are:

- Low price/value added
- Hybrid
- Differentiation
- Focused differentiation
- Risky high margins
- Monopoly pricing
- Loss of market share

For example the Holiday inn hotel is in the category of differentiation. The goal with the differentiation method is to provide consumers with the utmost level of perceived value. By changing the product or service, the company is creating a unique form of value for their customer.

Product quality and branding play a big role in this strategy. High quality products and services plus robust brand awareness are reasons that lead to high prices and added value. As a result, customers are happy to pay more for these products. Holiday Inn Hotel would use this strategy in its marketing plan. However the Six Sense Hotel would use a different concept known as focused differentiation which targets to position the product or service at the utmost price ranges, where customers purchase the product or service because of the high perceived value.

Their products are highly priced and their customers are willing to pay the extra due to the luxury products on offer. If this strategy is done successfully, it can result in big profit margins, but only the finest brands and products can maintain the strategy in the long run.

CONCLUSION:

This assignment was about the marketing strategies of Holiday Inn and Six Sense Hotels. This assignment shows how these companies have different approaches and attractions to allure customers and sell their products in order to maximise profits. To sum up my findings I believe Holiday Inn will reach out to their customers more than Six Sense Hotel as they advertise on a broader scale. With the use of television and radio they can promote to a large group of customers. Six Sense only advertises digitally so can not reach the same amount of customers.

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https://pro.similarweb.com/?#/digitalsuite/websiteanalysis/overview/website-performance/*999/3m?webSource=Total&key=holidayinnclub.com

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Top referring websites

Feb 2023 - Apr 2023

Worldwide

Desktop

Domain



ihg.com



google.com



cwifi-new.cox.com



orangelake.com



hcvinnsite.com

Share

40.50%

35.95%

7.40%

7.06%

1.63%

Change

22.99%

2.94%

100%

88.58%

100%

Traffic & Engagement for Holiday Inn

Total visits

Feb 2023 - Apr 2023

Worldwide

1.818M

1.88%

from last month

Traffic & Engagement for Six Sense Hotel

Total visits

Feb 2023 - Apr 2023

Worldwide

1.227M

7.42%

from last month

Top referring websites

Feb 2023 - Apr 2023

Worldwide

Desktop

Domain



ihg.com



google.com



cntraveller.com



travelandleisure.com



ihg.com.cn

Share

37.24%

12.94%

3.32%

3.21%

3.21%

Change

29.63%

23.2%

-

89.13%

Top link destinations

Feb 2023 - Apr 2023

Worldwide

Desktop

Domain



sixsensescareers.com



instagram.com



7vdx345fh68.typeform.com



select-group.ae



kitzbuehelalps.com

Share

52.72%

12.76%

9.57%

7.22%

3.05%

Change

63.9%

671.24%

-

100%

