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Essay

**Title: *A Comparison of The Marketing Methods of Two
Multinational Hotel Brands***

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Marketing defines the items, secures their sale, and considers how they may be impacted by the atmosphere and also the findings of market research on the target audience. A target market's needs for products and services are investigated, created, and met through the marketing process. It's a common method of attracting customers, studying management, and exchanging relationships to satisfy the customers' needs and wants. Traditional methods have now been shifted to digital ones over time. Now hotel chains advertise their product through the use of videos on social media like Facebook, google to catch the attention of customers. both six senses and moxy will be briefly discussed in this essay .their marketing approaches, situational analysis, strategies will be examined and contrasted throughout the essay. It will also help us to explore the methods used by both companies to expand their business model.

With a goal to advance ethical procedures in hospitality, six senses were established in 1995. It offers exclusive clubs and opulent homes exotic resorts and spas. Six senses are renowned for their exceptional beauty, originality, and creativity. Six senses' success in the market may be attributed to their committed teamwork, targeted marketing, sales, and a well-designed distribution network (Kotler, Armstrong, Harris, and He, 2020). These features help this hotel brand to achieve market leadership. Moxy hotel brand offered affordable yet stylish platravellers-loving travellers who are looking for a grand hotel to stay in. It is specifically created to draw people who are looking for more than just a place to sleep. These tourists typically desire to maintain social connections with the nearest person and are cost-conscious. To help its clients feel a sense of ownership, Moxy provides them with these outstanding amenities.

Six senses have some fabulous strategies they always dream big, they start with brilliant design along with beautiful architecture and landscape. They offer a very comfortable zone to their travellers by providing a good balance of body and mind to ensure a flow of energy and to heal the mind of their customers (Sonawane, 2020). Six senses succeed to provide relaxation to its fun hunters. On the other hand, Moxy is famous for its affordable prices, stylish amenities, and decoration and technical accommodation which attract fun hunters to go for it. Moxy provides a facility of small comfortable rooms having large flat-screen TV, USBs, high-speed wifi, and

decorated kitchen and bathrooms (Aimilia, 2021). At Moxy, the fun hunters have everything they need. Moxy also provides extra relaxation to its customers like a private place to relax, a playground to play, a park to hang out, and a bar to serve a complimentary cocktail to its travellers for enjoyment and relaxation (Martínez-Martínez, Cegarra-Navarro, Garcia-Perez and Wensley, 2019). Moxy's digital platform is a source for everyone to post their stories on social media and it helps others to know what is going on. The flat-screen tv shows a collection of recently uploaded images taken by the guest which is the best way to win the heart of the guests. So not only designs, and decorations but also digital exposure helps Moxy to create a better place in the market.

In terms of marketing strategies concerning both hotel brands, Six senses primarily target the expansionist policy of its business. The brand already has over 30 locations in the United States and is looking to expand more in other areas (Akbari *et al* 2021). Six senses are the first hotel brand to collaborate with sustainability and sustain chain. It's moto to seek safer alternatives to prevent plastic pollution. It is learned that most of the business management techniques of Six Senses rely on third-party models (Lanzinho, 2022). However, it is also undertaking direct investments in many of them. The top markets and channels of customer service of Six Senses may be the UK, China, France, the USA, Austria, and Germany. For the future growth of the brand, it has a keen interest in the Latin American and African states too.

On the other hand, Moxy is traditionally opened and decorated to capture the European market. It has the stylish design, adventure, and affordability which make this new life brand so successful (Jobber and Ellis-Chadwick, 2019). It is its convenience and metropolitan location which make it more attractive. Moxy creates an atmosphere that people want to retain and remember. It helps to make an extraordinary experience to create a strong memory for travellers. It quite forces its customer impressively to capture these moments in a photo to share it with the world. While most travellers are fond of taking pictures of foods and other things Moxy makes them want to take pictures with the hotel and its decorations and these are some special features adopted by this hotel brand to capture the market.

The hospitality sector is producing rising RevPAR numbers thanks to the progressive

seasonally adjusted rate in the UK. The actual number of visitors arriving there in the United Kingdom varies. In 2021, domestic travel in the country saw a few million travellers. Both brands share common competitors in the UK market (Banyeva *et al* 2023). The primary competition of the brands is from the Whitbread Group, Travelodge, and Accor SA. Apart from them, other top hospitality players in the market which pose considerable threats to the business prospects of Moxy and Six Senses are Intercontinental Hotels Group and Marriott International. The UK's overall visitation rate was impacted by the reduction in holiday travel out across nations brought on by the Brexit uncertainty (George, 2021). A decrease in overall tourism was brought on by uncertainty, which also influenced the total number of international travellers.

The marketing mix is one of the key features in hotel brand projects. It is very much important because every function is connected. The marketing mix of both Moxy and Six Senses become overwhelmingly interesting and at the same time multidimensional. Both Moxy and Six senses have maintained the grooming of consumers and hygiene of their customers (Smith and Zook, 2019). Moxy is providing luxury to its customers at an affordable price along with helping them to stay connected with the nearest one through a digital platform (Bowie *et al*, 2016). On the other side, Six Senses is more inclined to make faster innovations as its primary weapon to capture the market. Moxy is quite successful in the European and American markets by its positive attitude and facilities towards customers while Six Senses has its operations spread out also in Central Asian countries.

The process adopted by both companies for segmentation and positioning in the market is unique and interesting. The policies they adopt for their strategies are outstanding. Both of them are quite successful in catching the attention of fun hunters in Europe and America (de Korte, Bosman, and Blomme, 2019). Due to their hard effort and business ideas, they can generate a large amount of revenue which will help them to enlarge their business and to adopt some new functions to draw the attention of more customers (Filimonau and Mika, 2019). While Moxy strives to expand its operational base through distribution channels that are diversified and demand-driven, Six Senses relies on the strength of its locational advantage, designs, and

sustainability platforms.

Market communication is one of the most important processes in the globalization of business because it connects with the whole world and helps reach more new customers. Both brands should have good IT skills and skilled labour to make it worldwide (Manns, 2020). Branding through Ads can be a good way to make information globalized. social media can be a better option for branding through a lot of people are connected through Facebook, Google, etc so this way they can target so many new fun hunters (Tuomi, Tussyadiah, and Stienmetz, 2021). Both brands can seize this opportunity to prude world-class customer services and platforms for interaction and communication.

The above study helped to analyze both companies in detail and helped to understand their market strategies. It also helped a lot to gather information about hospitality management and marketing. By going through the case study of both brands we also went through their similarities and differences which was quite interesting and knowledge-gathering. It teaches us how to deal with a positive attitude and what is the necessity of sustainable development in any field. It also helped us to deal with so many problems having a company to secure a position on the globe. The Marketing strategies are well-researched and brought out with glimpses of scholarly articles and journals, thereby enhancing its beauty and decoration.

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