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## Introduction

This essay observes the compaction of market of two multinational brand hotel and brands like Six senses and the Holiday inn. These two hotels are very well known and booth of them attract millions of customers. The Six sense open his door for the first time in 1995 and they one to promote responsible practice in top-tier Hospitality they have a variety of exotic resorts and spas, luxurious residences and private clubs, and all of them in the unique and beautiful location unique in there one way. Six senses currently manage a variety of hotels and resorts they have 16 of them around the world. On the Six sense the customer who choose to spend the holiday on their location have different opportunity the hotel offers multi choices, many of the hotels are on beautiful island that provide positive vibe like a walk on the nature beautiful views *"Of course hospitality is never about a place to stay. We want our place and spaces to help you and explore what it means to be mentally, physically, spiritually and emotionally happy"* NEIL JACOBS, CHEF EXECUTIVE OFFICER. The Holiday inn as well like Six senses it's part of the same group ING Hotels & Resorts. The Holiday inn is an American chain with the base in Atlanta (Georgia), the Holiday inn was found on the 1952 and his first Hotel was in Memphis Tennessee in the same year, the hotel was part of many divisions over the years like Bass Brewery from 1988-2000, Six Continents from 2000-2003 and from 2003 till now it's part of the ING & Resorts . The hotel operates under many names: Holiday Inn, Holiday Inn Express, Holiday inn Vacations and Holiday in Resorts the hotel operate in more than a 1000 location. The Holiday inn was one of first brand that make a presence on the China market in 1984 this hotel provides a good vibe and a nice atmosphere white different opportunity and services that can make you fill like you are in a holiday.

The SWOT analysis it's a technique use to determinate the competition, the risk, and the potential of the hotel including the strength the weaknesses opportunity and threats. On the Six senses one of the major strengths are the location and that attract young and old people but many of them are family's want to enjoy a quality time on beautiful location. Family it's the heart of Six senses culture they can provide evirating its necessary to make fil comfortable and have good time together. So, six sense have very hay standard that allow costumer comfort and everting they need one of the many qualities Six Sens have its they continuously improve and innovate they self they have a very nice continuity on the heiring personal from the island where the resort is that make them a very god company.

Like any other company they are ups and downs when we talking about weaknesses the Sis senses have not so many it's just the company have a very low interest on the EUROPE AND AMERICAN market that make, them les now, the Threats that this company have are most of them are from the market competitors like Mandarin oriental ore The Ritz-Carlton and St. Regis , the Six senses its unique in his one way that make him on the value its now even on the market are coming different hotel and resorts SIX SENSES stand up in the value of market and culture that shows power on the competitors . Opportunities in the Six senses are many and value.

This is the swot analysis for the holiday inn hotel its gone be more detailed because they have more data disponible to resource for this paper work.

Strength of Holiday inn, this hotel has his on-strength bean a modern hotel that can provide comfort and quality for his costumers if they seek. It has 1.234 hotels with 224.855 rooms globally and approximately 100 million people stay in these hotels annually, fact the hotel belongs to one of the big market chains and that is ING group. The later from the logo H it's world ways recognisable the strength in business give

Holiday inn advantage in the market competitive that include his financial position and experienced workforce and value of the people they have on the market analysis make this brand unique. Holiday inn have a high brand recall and very excellent advertising. Like any other hotel Holiday Inn has his on weaknesses and that customer satisfaction the number of bad feedbacks for Holiday Inn are as bad, poor and average (Trust Pilot,2021). In most of them is the feedbacks are bad, therefore they try to improve the quality of the service and customer satisfaction, as fact in 2017 the Holiday Inn Uk was hit by a hacker and that affect more the a 1.200 francizes results with the loss of information and bank details, this clearly demonstrate a big weakness on the Holiday inn and the vulnerability in the face of it challenge (BBC,2017).Moste of the Holiday Inn Hotels in Uk struggle with the standard of cleans. The opportunities can grow for one day to the other in Holiday Inn they try to explore new market from making partnerships with different airports they start in Luton (Uk) and they have a success and push ING Grupp to develop a new Market to the European country and a new example it's Germany, in Manchester airport the open with success a 280 bed Holiday Inn. The Holiday inn rooms are 3 types standard, superior and express suite, the rooms have 188 square feet and they are very spacious the bed shits are cotton to give a very nice comfort the have a big hanging closet for all you need a work desk with lamp big windows floor to siling a hiding safe, internet of high sped.

Additionally, the marketing mix have the 7 element and this are the product the practice, plan and promotion on top of that adding the people and the process of physical evidence.

The main element of what any hotel needs to run it's to Sati's fact the demand of the market like a unique design a food menu and beverage hospitality. The Six sense hotel it's a full-service hotel and on that include the high-class restaurant that it's based on the local market they provide a full service for special event like weddings and mitting's. The Holiday Inn on the other side choose to treat his costumers in a different way depends of the location you chose the new market that open in Dubai offer to the tourist a diversity of entertainments like mini golf and different restaurant near bay for all the satisfaction a customer need. The price element it's very important for the survival off this company. Six senses are doing better they try to cover in there offer the middle-class price tile the Premium price at his different location. The Holiday Inn it's middle-class hotel how offer a variety of discounts every time.

The place let not forgot it's very important in a hotel life and aspect of one Hotel the accessibility, the place and the location that can make the customer fell welcome, Six Senses it's having the location and everything the view the aspect and the beauty of the location that way Six sense it's in top biggest luxurious hotel brand, manage 17 hotels in 20 countries with a number of 1.500 rooms and Holiday Inn it's as well a very large chain of hotel ben one off the largest hotel chains with a 1.1173 active hotels and over 224.000 bedrooms . Promotion element by as well a very important part of the marketing from communication on the online environment that can be easy access for promotion and advertisement.

Research shows the tourist from around the world have different way to choose a hotel or a holiday, looks like the Italian tourist have a higher use of communication channel, promotion and brochures, in the meanwhile the France tourist prefer the third party like travel agencies. On the social media Six sense is well now on the media and it promote them self very well they are most active on the bog social network like Facebook, YouTube, Linkable. Holiday Inn promote himself very well it's active in the Instagram and Facebooks but Google and Linkable as well but let not forgot the most active way off commination its mouth to mouth that make the hotel well now around the world. The Holiday Inn haze several of 345.000 colleagues working around the world in exactly 100 country's the number of people it's divided in different activities like check in and out cleaning and maintenance when Six senses have between 1.000 and 5000 employes. I was also found the tourist from restraint culture are more negative influence by the online reviews and that make them more like to not book if they see other people unpleasant experience. In the competitive research show the Holiday Inn and Six senses it's not a very major gap between six senses and holiday inn the graphic show 2.7% on social media for Holiday inn and 3.39 for six senses.

Conclusion as a result this essay has showed the comparison of marketing methods of two big hotel brands Six senses and Holiday Inn, Holiday inn is a middle-class hotel with very high standard that can make costumers feel good and the Six senses it's big resorts that allow you to fell appreciate and well mind that you spend good quality money

[Website Performance \(similarweb.com\)](#)

[Competitive Analysis of Six Senses – blogmarketing9113BC 10.3 \(wordpress.com\)](#)

[Holiday Inn - Wikipedia](#)

[Luxury Resorts, Spa Escapes - Six Senses About Us](#)

[Vacancies - Six Senses Careers](#)

