

A comparison of the marketing methods of two multinational hotel chains. Six Sense and Novotel

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As one of the industries with the fastest growth, the hospitality industry is anticipated to expand by a further 10.24% between 2022 and 2028 (Globe News Wire, 2022). This means that hotels need to stay ahead of the competition by investing in modern technology and providing exceptional customer service. They should also focus on creating unique experiences for their guests to ensure loyalty and repeat business.

Two international hotel chains that serve various parts of the hospitality market are Six Senses and Novotel. While Novotel caters to midmarket and business travellers, Six Senses focuses on luxury and wellness tourism. In this paper, the marketing strategies of Six Sense and Novotel will be contrasted.

The marketing plan is an approach for increasing the revenue from a service. The primary goal of marketing strategy is to increase the sale of products and services to consumers (Kotler and Keller, 2011). The hotel can be compared to a product that needs to be advertised in order to attract customers. As a result, the hotel's marketing plan will incorporate a number of techniques, including publicity and advertising, to help customers learn about the establishment and its potential benefits. These methods should be tailored to the target audience, as different people have different needs and preferences. It is also important to measure the success of the marketing strategy in order to identify which methods are most effective and adjust accordingly.

Novotel is a global hotel brand that operates mid-scale hotels in major cities and popular tourist destinations around the world. The brand is owned by AccorHotels, one of the largest hotel companies in the world (Accor, 2019). Novotel hotels offer a range of amenities and services designed to cater to both business and leisure travellers. The brand's properties typically feature contemporary design, comfortable rooms and suites, restaurants and bars, fitness centres, swimming pools, and meeting and event facilities (Novotel, 2023). Novotel places a strong emphasis on sustainability and has implemented several eco-friendly initiatives across its properties. This includes using renewable energy sources, reducing water and energy consumption, and promoting recycling and waste reduction (Novotel, 2023).

On the other hand, Six Sense Hotel and Resort is a luxury hospitality brand that offers guests unique experiences and exceptional service in some of the world's most desirable locations (Six Senses, 2023). The brand was founded in 1995 with the opening of the Soneva Fushi Resort in the Maldives and has since expanded to operate properties in over 20 countries around the world (Six Senses, 2023). Six Sense is known for its commitment to sustainability and wellness, offering guests a range of eco-friendly initiatives and wellness programmes such as yoga, meditation, and spa treatments (Six Senses, 2023). The brand's properties range from remote island retreats to urban hotels and resorts, all offering a sense of luxury and exclusivity. Some of Six Sense's notable properties include the Six Sense Yao Noi in Thailand, the Six Sense Con Dao in Vietnam, and the Six Sense Zighy Bay in Oman (Six Senses, 2023). Each property is designed to reflect its natural surroundings and offer guests a unique and authentic experience.

While both hotels have many branches all around the world, their marketing strategies is quite different. Firstly, the target audience of both Hotels are different. Six Senses targets luxury travellers who are willing to pay a premium for a high-end, holistic experience (Six Senses, 2023). Their marketing focuses on promoting their eco-friendly and sustainable initiatives, which resonate well with travellers who prioritize sustainability and eco-friendliness. Novotel, on the other hand, targets budget-conscious travellers who want a comfortable stay at an affordable price (HospitalityOn, 2022). Their marketing messages highlight their convenient locations and amenities, such as free Wi-Fi and breakfast, that appeal to cost-conscious travellers.

Both businesses utilise social media platforms to draw in more clients. According to recent data, more than 77% of consumers use the internet to research products or destinations (Moliner-Velázquez et al., 2021). This makes it essential for businesses to have a strong presence on social media platforms. as it allows potential customers to explore and read reviews before booking their rooms. Six Senses has a strong social media presence, with a large following on platforms like Instagram and Facebook. They use their social media channels to showcase their luxury resorts, wellness activities, and sustainability efforts. However, Novotel also has a social media presence, but they focus more on promoting their hotel amenities and

services. It has a user-friendly website that provides detailed information about its properties, services, and amenities. The website is also optimised for search engines to ensure that it ranks high in search results. Novotel also uses social media platforms to engage with customers, promote its brand, and share content that showcases its properties and amenities. Novotel also encourages customers to share their experiences and reviews on social media, which helps to build trust and credibility. In this case, Six Sense should utilize social media platforms to showcase their properties, their amenities, and the unique experiences that they offer. They can also leverage influencers and brand ambassadors to promote their hotels and resorts to a wider audience. Moreover, Six Sense can create and publish high-quality content such as blog posts, videos, and infographics that highlight the beauty and uniqueness of their properties. This can help to build a strong brand image and increase their online presence.

Influencer marketing is another recent tactic that many companies now employ. According to statistics, more than 82% of clients will agree to stay at a location where an influencer visited and left a favourable review (Shrivastava et al., 2023). This suggests that influencer marketing is a powerful tool to help businesses reach potential customers. Six Senses uses influencer marketing to promote their luxury resorts and wellness activities. They partner with lifestyle and travel influencers to showcase their properties and create content around wellness and sustainability. However, Novotel also uses influencer marketing but focuses on family-friendly activities and amenities.

Utilizing a loyalty programme to acquire more clients is another excellent marketing strategy. According to statistics, 90% of the American population and 92% of the UK population participate in Loyalty programmes (Berman, 2006). Both Six Senses and Novotel feature loyalty programmes that provide members with exclusive benefits. Six Senses' loyalty program is called the Six Senses Club, and members can earn points that can be redeemed for hotel stays and experiences (Six Senses, 2023). Novotel offers a loyalty program called "Le Club AccorHotels," which rewards customers with points for each stay (Novotel, 2023). These points can be redeemed for free nights, upgrades, and other perks (Novotel, 2023). The loyalty program

encourages repeat business and helps to build long-term relationships with customers.

Both hotel chains use email marketing to communicate with their guests and promote their properties. Six Senses' emails focus on wellness and sustainability (Six Senses, 2023), while Novotel sends regular email newsletters to its subscribers, featuring promotions, special offers, and updates on new properties and services (Novotel, 2023). These points can be redeemed for free nights, upgrades, and other perks. The email campaigns are personalized and targeted, based on customer preferences and behaviours. Six Sense can use email marketing to stay in touch with their customers, offer them exclusive deals and discounts, and keep them updated on new properties and offerings.

Co-Branding relies on two separate brands coming together seamlessly to market and sell products that represent both companies. Many turn to brand partnership opportunities to stand out, working together with other companies to achieve greater brand awareness and a more positive reputation. Around 71% of consumers feel positive about co-branding partnerships, making partnership opportunities appeal to prospective brands (Visual Objects, 2022). Novotel has collaborated with various brands and organizations to offer exclusive promotions and experiences to its customers. For example, Novotel has partnered with Disneyland Paris to offer discounted tickets and packages for families (*Novotel Marne-la-Vallée Collégien* 2023). However, Six Sense is not partnered with any other companies. Six Sense can collaborate with other luxury brands to offer exclusive packages and experiences that attract new customers. For example, they can partner with a high-end car manufacturer to offer guests the option to rent luxury cars during their stay.

In summary, Six Senses focuses on luxury and wellness tourism, while Novotel caters to mid-market and business travellers. Both brands use social media, influencer marketing, loyalty programs, and email marketing in their marketing strategies. However, they use these methods differently to showcase their unique brand identities and appeal to their target markets.

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