

Six Senses Hotel

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Six Senses

- ▶ The Six Senses Hotel is a part of the IHG – Intercontinental Hotel Groups
- ▶ From its simple beginnings with a single resort in 1995, Six Senses became quickly generally recognized as the hospitality industry's pioneer of sustainable practices
- ▶ Six Senses Hotels Resorts Spas is one of the world's leading operators of luxury hotels, resorts, and spas, managing 18 hotels and resorts across 14 countries, plus 37 spas under the brand names Six Senses, Evason, Six Senses Spas, and Raison d'Etre.

Main consumers



Fig. 2 Source: <https://www.sixsenses.com/en/about-us>

The hotel brand Six Senses is targeting mainly the tourists that are willing and can afford to pay more for an luxurious hotel experience.

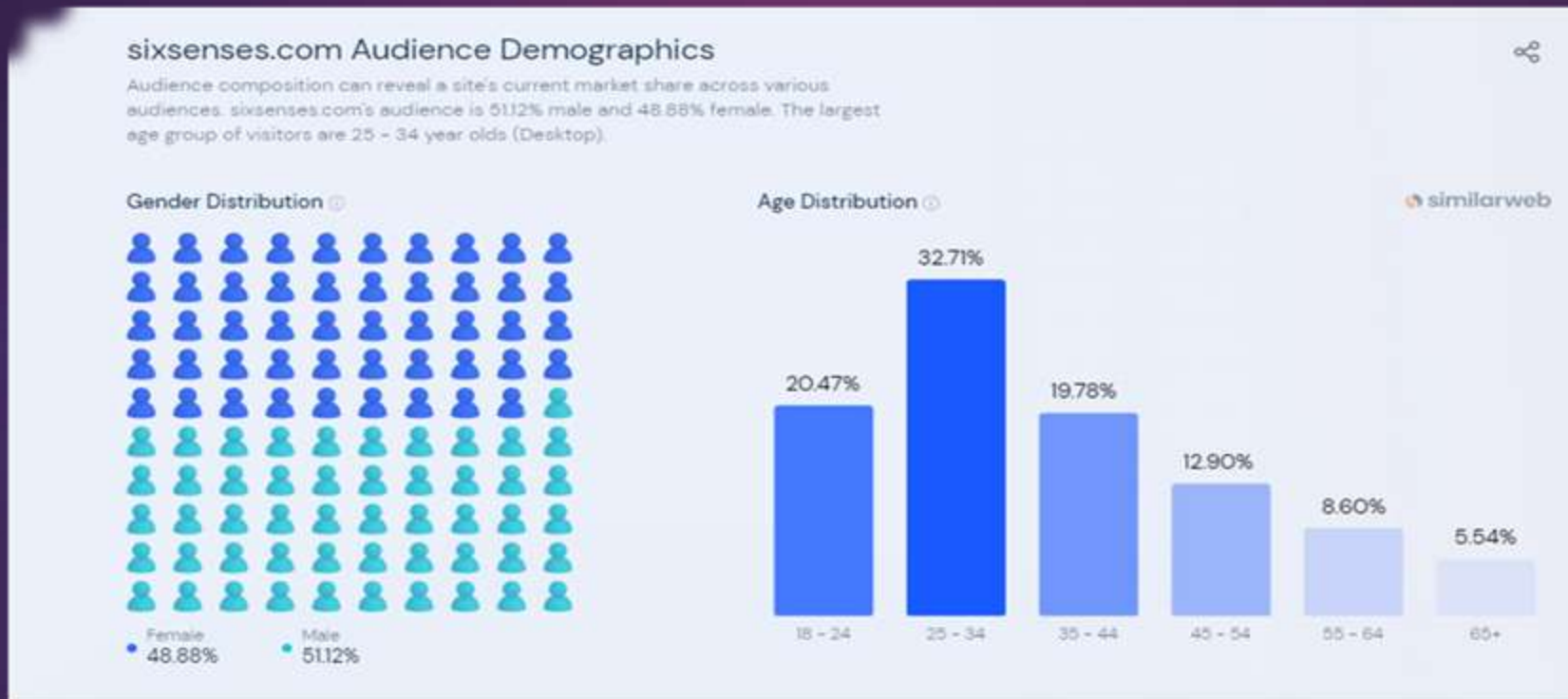


Fig. 3 Source: <https://www.sixsenses.com/en/about-us>

Another target group is consisting of people that love and are passionate about nature – as many resorts of the Six Senses are created for one to feel more connected with the environment.

Main consumers

- ▶ According to the graphic below the principal group of tourists/ consumers is represented by the age 25-34.



Graph 1 Source: <https://www.similarweb.com/website/sixsenses.com/#geography>

Hospitality & guest services

- ▶ The goal in hospitality is to make guests feel welcomed, to provide them the best services and to ensure that they are feeling somewhat like home even if they are away from their home.
- ▶ A thing that is helping with the feeling of home is keeping track of guest preferences like if they have allergies or if they prefer a nickname instead of their name; also showing them that there is a genuine interest in their requests and a concern for their well-being and this is something that Six Senses does since the beginning.
- ▶ One of the goals of a hotel is to provide a positive and unforgettable experience for the customers; whether it is by advising them, providing information or helping them if necessary, the customers must feel confident and comfortable and that their needs are being taken care of.

Facilities at Six Senses

- ▶ The Six Senses offers a variety of facilities such as: rooms for disabled, gym, sauna, spa & wellness, luggage storage, non-smoking rooms, parking.
- ▶ Six Senses also offers a lot of unique travel experiences as: rituals, reconnection experiences, diving into the deep, taking to the skies, sailing and cruising, celebrating local cuisine, Sustainability and Earth Lab etc.
- ▶ Besides the ones mentioned above Six Senses also offers:
 - Food & Beverage Hotel Facilities, swimming pool & spa facilities
 - Conference/Meeting Rooms
 - Fitness Facilities
 - Open Spaces/Coworking Areas

Role and function of guest services

- ▶ The primary duties of the guest service representative are to assist guests with check-in & check-out processes, provide guests with hotel services information, and accommodate guests during their stay in an attentive, courteous and friendly manner.
- ▶ The following points can be used for business growth and they are referring to the actions that can be taken by the customer service department:
 - Build customer trust
 - Become more competitive
 - Increase guest engagement
 - Enhance brand perception
 - Create a loyal customer base
 - Use guest feedbacks to improve
 - Sell additional services
 - Build long lasting relations with customers

Importance of hospitality

- ▶ Service quality can be defined differently depending of the industry, however, when it comes to service quality in hotels, it is mandatory to look at the bigger picture and not define it as just the technical services but to consider also the personal and distinctive types of request that can influence the quality of services for each consumer.
- ▶ Providing high quality service is referring about the desire to exceed the customer's expectations and to make them feel like they did not wasted their money.
- ▶ Guests are now having a lot of options when it comes to the choice of a hotel, which means if one offers outstanding customer service it can be the turning point for some consumers and that it can lead to loyal customers who will be coming back thanks to the services.

Conclusion

- ▶ In conclusion the guest services and hospitality, as well as the quality service are among the most important aspects in the hotel industry.
- ▶ The services offered by the Six Senses are influencing the revenues and the amount of customers that return to the resorts and hotels along the years.
- ▶ The guest expectations must be always exceeded and therefore the highest quality of all services is required.
- ▶ Service quality plays a very important role in this industry as it strives to build a better rapport with the customers because services are one of the unique signatures that strongly influents perception and sometimes, it can be the only thing that makes the difference between competitors.

Reference list

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