



A Comparison of the Marketing Methods of Two Multinational Hotel Chains

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Introduction

This assignment will focus on developing a thorough knowledge on the marketing strategies of two luxurious hotel chains such as Six Senses and Novotel. Six Senses is a luxurious hotel chain and it was established in 1995 (Sixsenses, 2023). The main vision of the hotel was to take people beyond destinations and awaken their senses, which would help them to be disconnected from the world, yet being connected. The hotels conduct their operations in many countries including, India, Bhutan, China, Vietnam, Portugal, France, Israel, Oman and many other places in Asia, Europe, Middle East and Africa (Sixsenses, 2023).

Apart from Six Senses, Novotel owned by Accor group has almost 496 hotels around the world and the hotel chain is an ideal option for family vacations, weekend outings, conferences and meetings (Novotel.accor, 2023). People can come here to relax, have fun, work, spend a holiday, and eat good and all the members of this hotel chain are always at the customer's service with all their facilities. These two hotels have been chosen, as both of them are leading brands in the hotel industry and might have some potential marketing strategies to attract a huge number of customers.

Marketing Choices of Six Senses and Novotel

Marketing choices are important for business, as it makes the customers aware of the products or services, and assists them to make their choice correct.

Six Senses

Six Senses is a pioneer of sustainable hotel services and the company has focused on both social media and print media from its beginning. However, in 1995, when the hotel chain started their journey, social media was not so popular (Sixsenses, 2023). In this case, the main sources of marketing for them used to be the print media such as newspapers, magazines, offline campaigns and television advertising. During the late 90s, the term digital marketing had just started blooming (Desai and Vidyapeeth, 2019). However, as the year passed by, Six Senses has modified their marketing choices and shifted from traditional marketing approaches like promotion through newspaper articles, magazines and TV to modern digital marketing approach like web presence in the websites of Six Senses. They added global PR contacts on social media as well as social media marketing through different

social media platforms like Facebook, Twitter, Instagram, Pinterest and YouTube (Sixsenses, 2022). **[Refer to Appendix 1]**

The company has made their decision to evolve from traditional marketing to digital marketing, as people are now more engaged in technology and digital platforms than print media. The hotel chain also focuses on online press releases on their websites to make customers aware of their recent activities (Sixsenses, 2022). **[Refer to appendix 1]**

Novotel

Accor Group established the first Novotel in 1967 in France. In 1972, the first Novotel abroad was established in Switzerland. Over the years, many branches of Novotel have been established in different countries (Group.accor, 2023). As the hotel brand was established during the 1960s, back then also, marketing was a major aspect of business, in order to seek competitive advantage. Back then also, Market segmentation, target market, product differentiation were one of the major parts of the marketing approach and strategy (Bourassa *et al.* 2013). However, during that time, marketing platforms were only evolved within the print media, as digital media was not introduced then.

Novotel also shifted their marketing approach from traditional marketing strategies to digital marketing strategy after the 2000s and increased their social media presence to follow the current trend of social media marketing. Like Six Senses, Novotel also has a Facebook page, Instagram account, YouTube channels and Twitter handle (Novotel.accor, 2023) **[Refer to appendix 2]**. Novotel's individual presence at Social media apart from Accor group has been one of the major marketing factors for them to attract customers with those scenic beauty and services.

Current Marketing Position

As per the social media platforms of these two leading hotel chains, it can be observed that, the followers of Novotel in Facebook is 638,548, which is much higher than Six Senses' follower number that is 69,776 people. Only 438 people active in Facebook have checked in Six Senses, compared to Novotel, where 476,001 people checked in. Novotel's Instagram followers are 93.7K and Six Senses' Instagram followers is 208K. Novotel has 5.44K subscribers on YouTube and for Six Senses it is 4.6K. On Twitter, Novotel has 63 followers and Six Senses has 7429 followers. As a result, it can be observed that Novotel's reach in

Facebook and YouTube is higher than Six Senses (Novotel.accor, 2023). On the other hand, Six Senses' reach on Twitter and Instagram is much higher than Novotel. This can be an indication that their marketing position based on social media reach is almost similar.

Moreover, online reviews of these hotels available at android applications like TripAdvisor are effective to identify their marketing position and it also guides tourists to choose the right hotel (Sumarsono *et al.* 2019). As per Novotel's review on Tripadvisor for one of its China brunch, it can be observed that the hotel got 5 ratings from 624 reviews and cleanliness is rated the highest (Tripadvisor, 2023). On the other hand, based on hotel Six Senses' review on Tripadvisor for one of its China brunch, they got 5 ratings from 503 reviews. However, they are mostly rated for cleanliness, services and values (Tripadvisor, 2023). That is how Six Senses' online ratings are more effective for its growth, as customers rated their services better and in more categories than Novotel, in terms of China. However, both the hotels are engaged with their customers on social media to increase customer satisfaction, thus they improve their marketing positions.

Current Marketing Strategy

As per above discussion both the two hotels use social media marketing as their main marketing strategy. Both the hotels focus on target marketing strategy, as both of them come under the luxurious category. People from low-income levels can not afford staying or having their services. Six senses come under the premium category, so they focus on people from high income levels. Their services are expensive, as they only serve people from the high upper class category. On the other hand, Novotel being a hotel from the midscale category tries to range their services medium to high and provide many discounts and offers to customers for their dine-in services. (Group.accor, 2023). However, they both focus on the quality of their services as well food to differentiate their position from others in the market. Moreover, they established new branches in popular cities of different countries.

As a result, **4Ps of marketing mix (Product, Price, Place and Promotion)** is one of the most important theories involved within their marketing strategy and increases brand equity (Niazi *et al.* 2021) [*Refer to appendix 3*]. Elements of their marketing strategies are almost similar to each other. However, price strategy and target markets vary in terms of hotel category. Influencer marketing is one of the most effective marketing strategies that are used by both

these two hotels for promoting their brand on YouTube, Facebook or Instagram (Haenlein *et al.* 2020). Influencers from different fields come on social media platforms of these two hotels to attract people towards their services and facilities based on their popularity.

Considerations made by two hotels within its marketing strategy regarding sustainability, green messaging, and contemporary issues

Novotel follows the path of sustainability and they promote sustainability through their social media presence. They use their websites to show their sustainable actions. For example, “Low-energy lamps” light up 90% of the hotels of Novotel. Then, 99% of their hotels are being cleaned with eco-friendly products and many hotels of Novotel are equipped with solar panels (Novotel.accor, 2023). The hotel brand shares these actions in their social media profiles and online websites to attract customers who focus on environmental impact and also send environmental messages.

Six Senses is also a brand with sustainability as the core value and the hotel chain focuses on promoting the vision of a “plastic free world” through their social media platforms and online websites (Sixsenses, 2022). The hotel Six Senses also promotes “the concept of environment preservation by protecting habitats” through social media campaigns, which is one of the major contemporary issues. The hotel chain is dedicated towards environmental sustainability, sustainable operations, and focuses on local culture, which is promoted through their marketing campaigns and online press releases to maintain corporate social responsibilities and attract customers (Aagaard, 2022). Sustainability measures are more indulgent within the services of Six Senses than Novotel, according to their vision statement as well.

Conclusion

As per the above discussion, it can be observed that, the marketing approach of Novotel and Six Senses are almost similar. Both of them have evolved from traditional marketing to modern digital marketing. Both the hotel brands use social media platforms as effective tools to reach out to the customers. Novotel belongs to the category of mid scale hotel and Six Senses belongs to the Premium category hotel. Due to this, Novotel targets customers with moderate to high-income levels. On the other hand, Six Senses only focuses on elite class members with high-income levels. Novotel also provides several discounts as a part of their

marketing strategy to attract customers. According to social media followers and online reviews, the marketing position of these two hotels is almost similar. Moreover, both these hotels send sustainability related messages to society through their social media campaigns and press releases. However, Six Senses is more inclined towards environmental safety than Novotel, as per their vision statements.

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Appendix 1: Social Media Presence of Six Senses

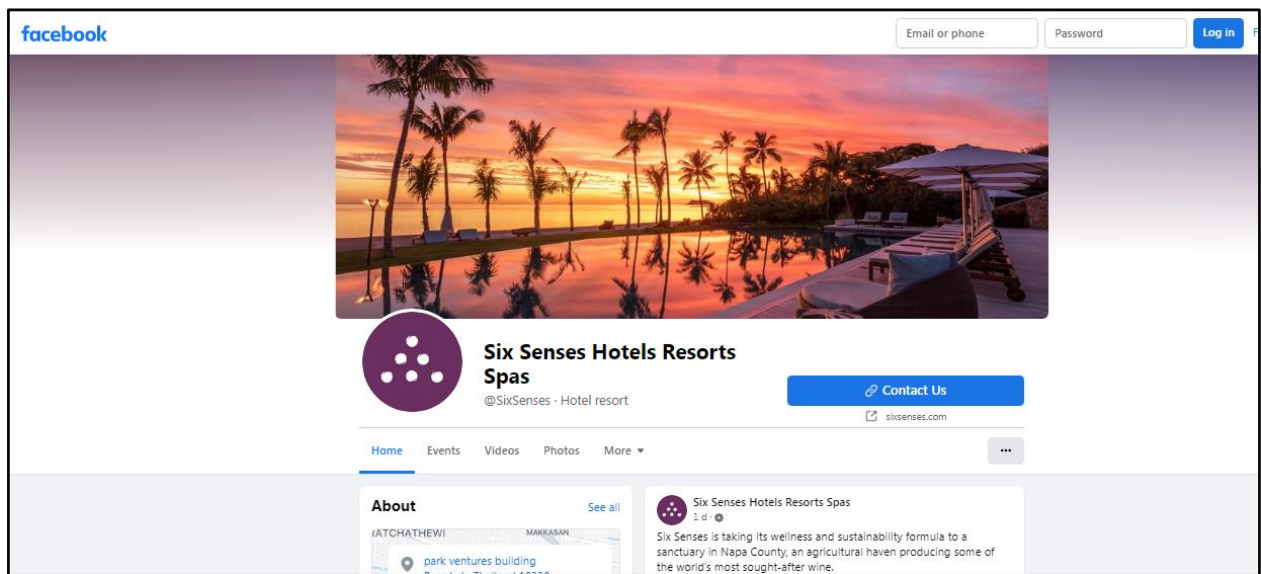


Figure 1: Facebook Page of Six Senses

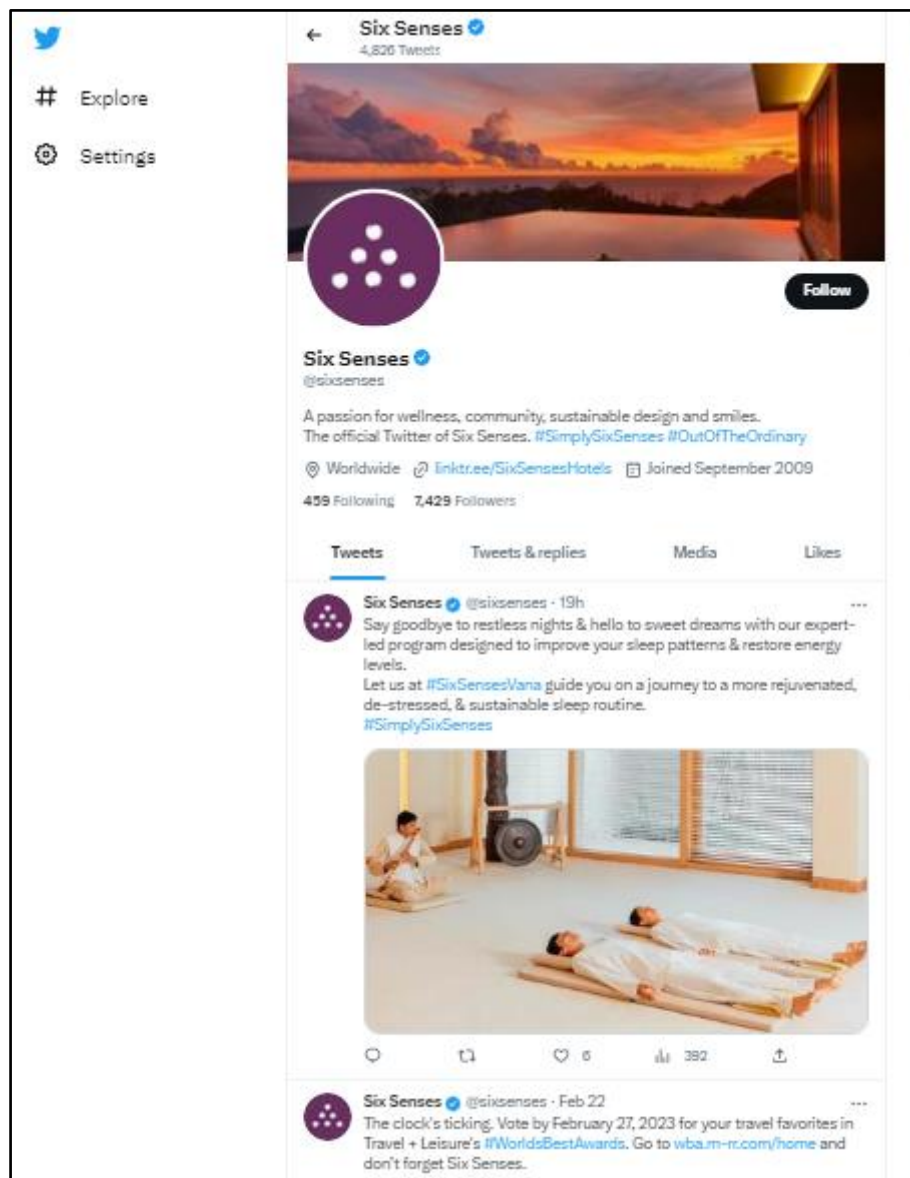


Figure 2: Twitter Handle of Six Senses

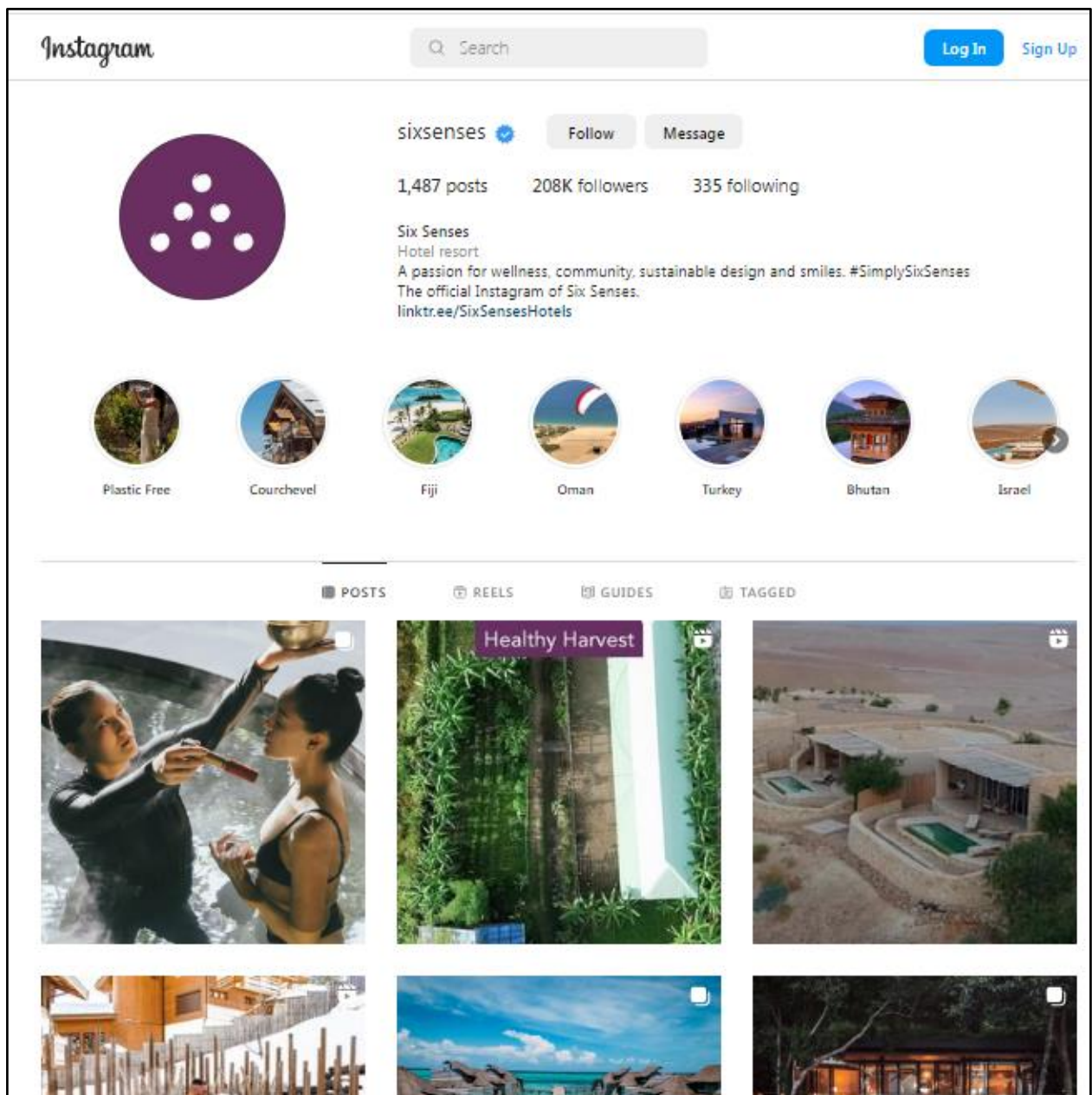


Figure 3: Instagram Page of Six Senses

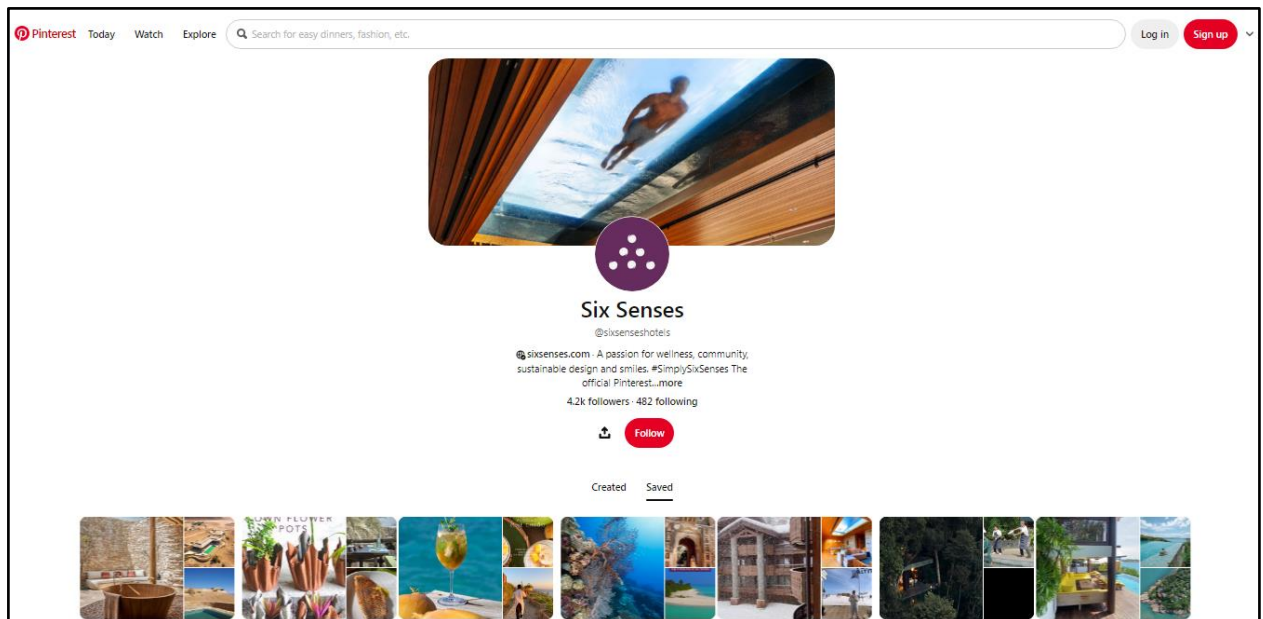


Figure 4: Pinterest account of Six senses

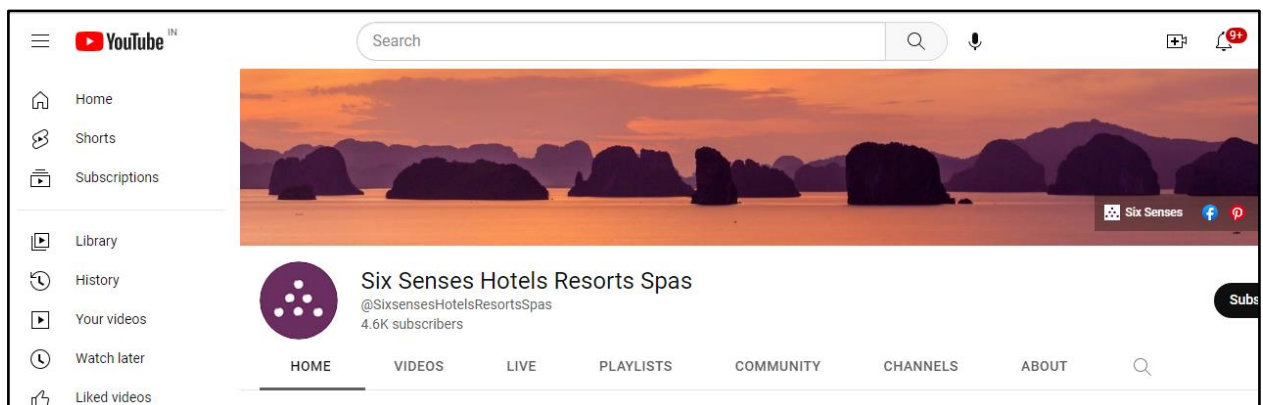


Figure 5: YouTube Channel of Six Senses


SIX SENSES

[FIND A HOTEL, RESORT OR SPA](#)
[OFFERS](#)
[AT HOME](#)
[WELLNESS & SPA](#)
[SUSTAINABILITY](#)
[EXPERIENCES](#)
[RESIDENCES](#)
[ABOUT US](#)
[BOOK NOW](#)

98 results found

FEBRUARY 1, 2023	Culinary Sensation Week – Global Showcase of Gastronomic Brilliance Arrives in Vietnam for One Week Only	→
JANUARY 24, 2023	Six Senses Napa Valley Will Bring the Brand's Trademark Wellness and Sustainability Focus to Prove Wine and Water Do Mix	→
JANUARY 16, 2023	Six Senses Tel Aviv to Open in the Iconic Golden Triangle, Preserving Five Historical Gems in a Modern City Buzzing with Life and Energy	→
JANUARY 10, 2023	Six Senses Laamu Celebrates the Inauguration of the Sea Hub of Environmental Learning in Laamu (SHELL)	→
JANUARY 4, 2023	Six Senses Vana Marks the Launch of the Brand's First Dedicated Wellness Retreat	→

Figure 6: Press Releases of Six Senses available at their website
(Source: Sixsenses, 2023)

Appendix 2: Social Media Presence of Novotel

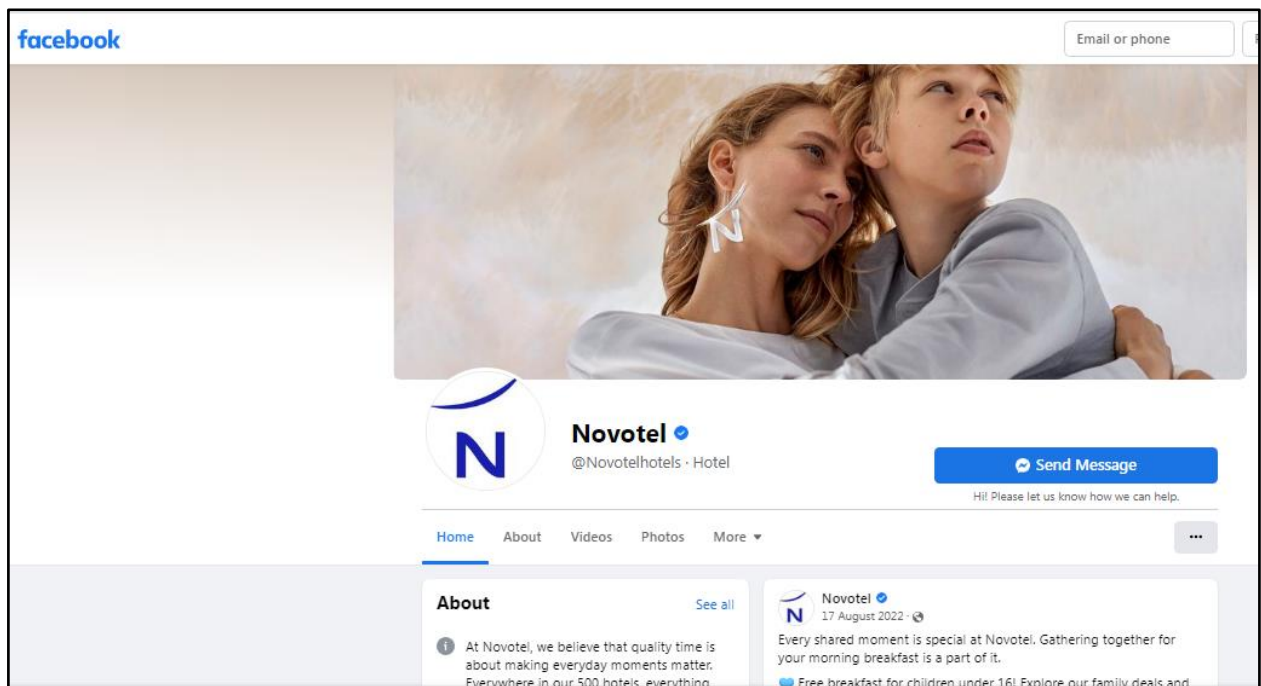


Figure 7: Novotel Facebook Page

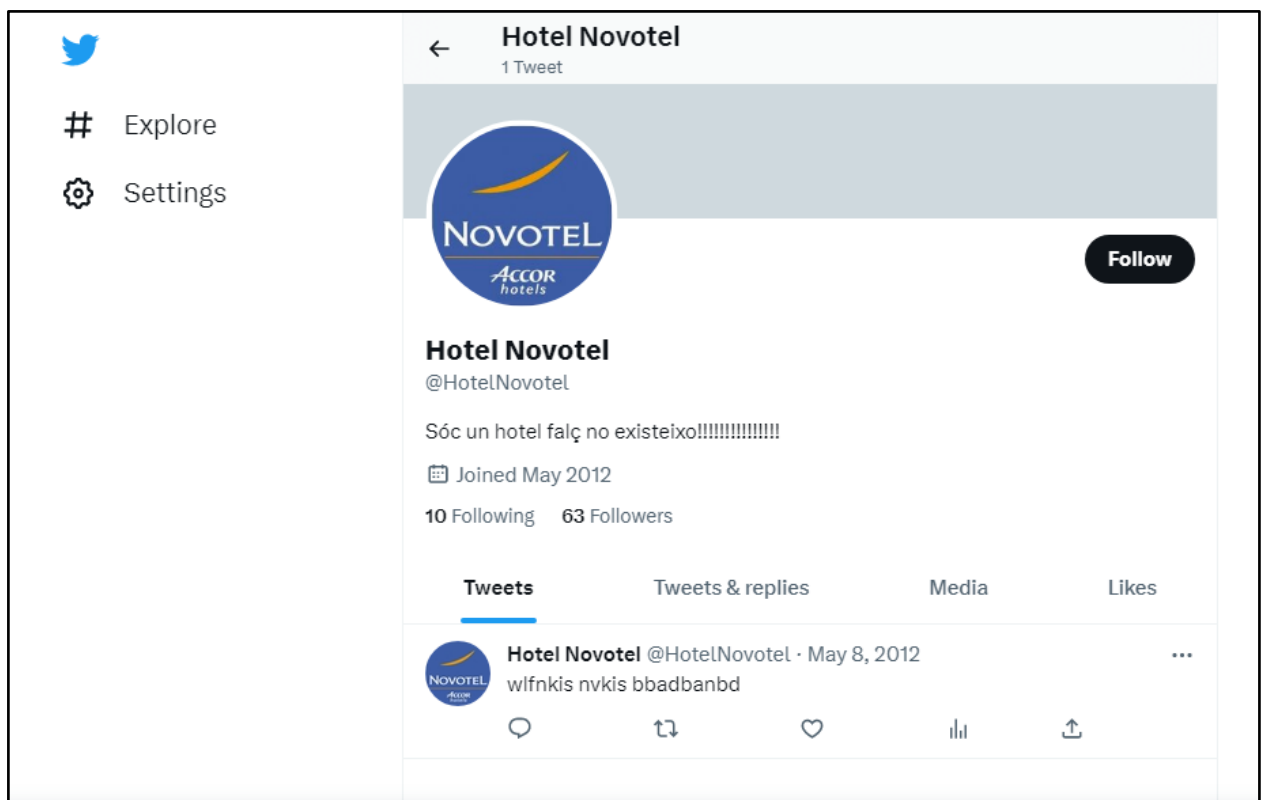


Figure 8: Novotel Twitter Handle

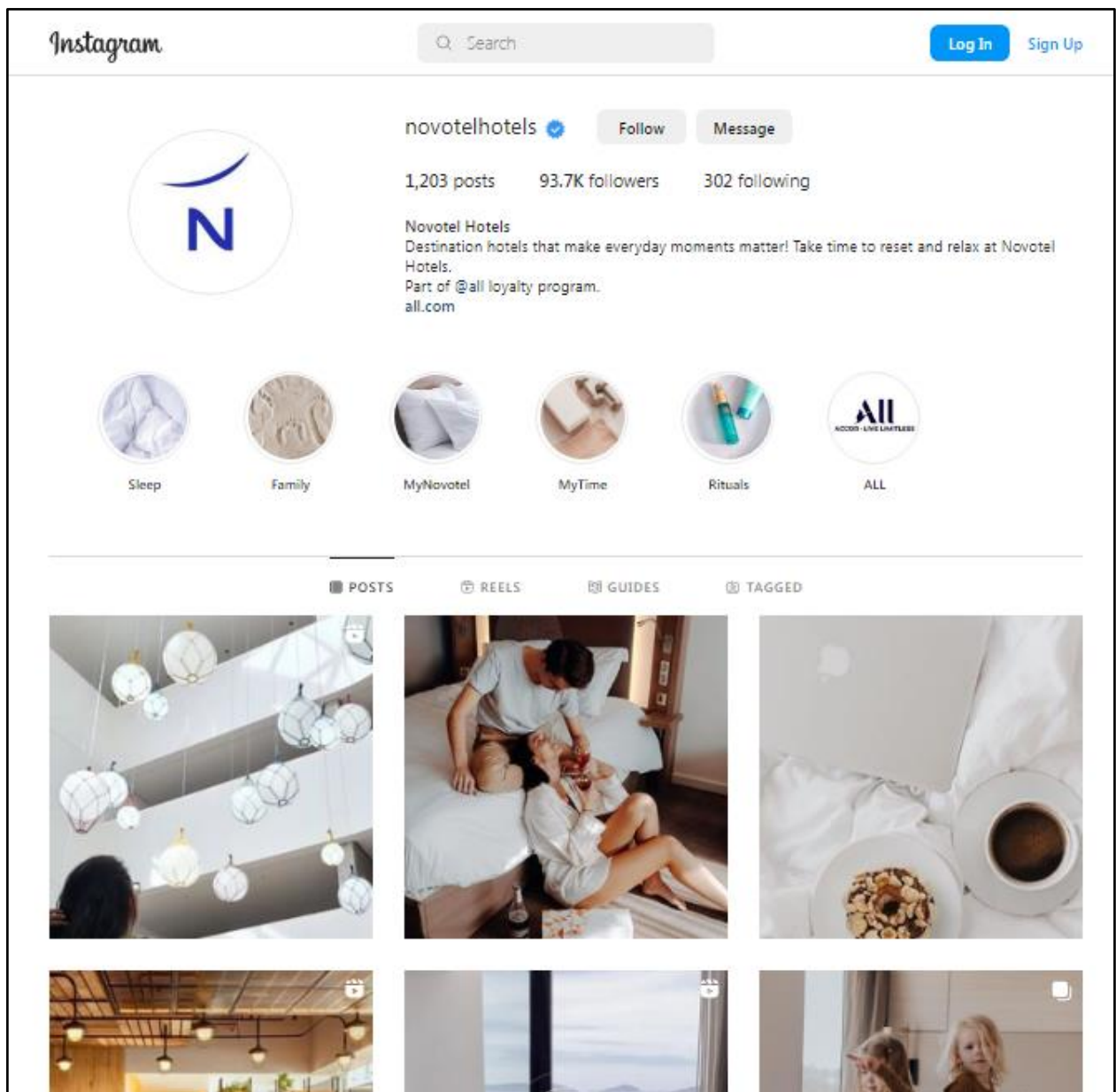


Figure 9: Novotel Instagram Page

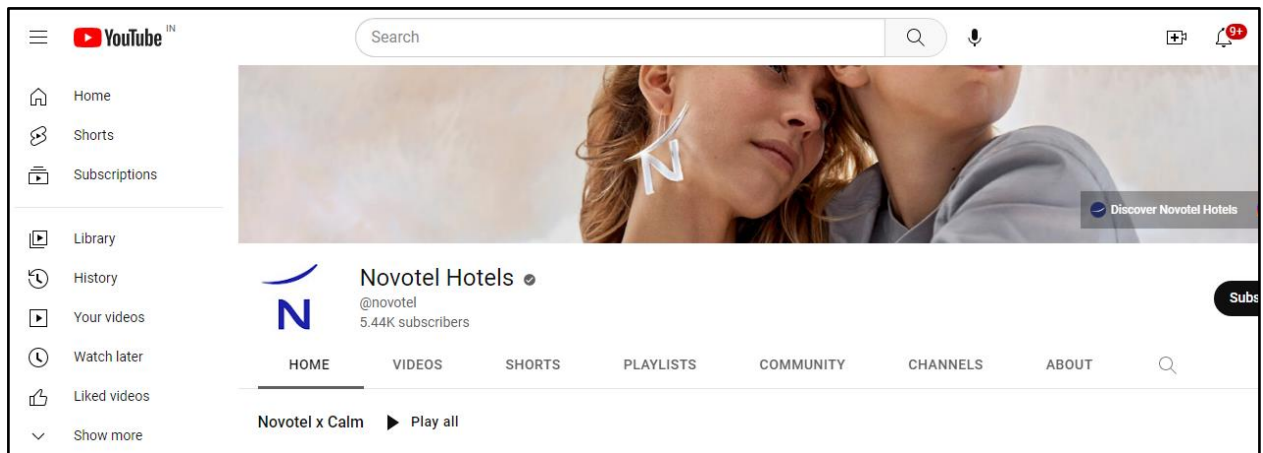


Figure 10: Novotel YouTube Channel

Appendix 3: Marketing Mix Theory

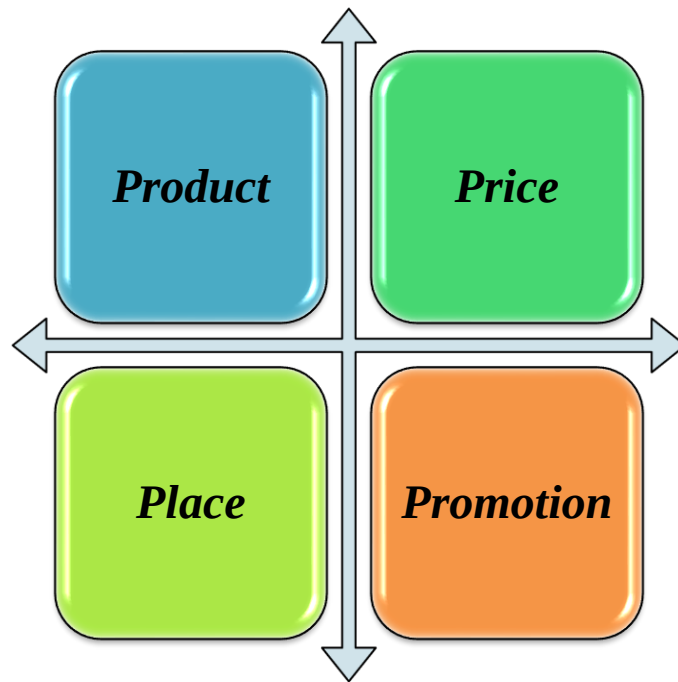


Figure 11: 4Ps of Marketing Mix Theory
(Source: Self-developed)