

A comparison of the marketing methods of two multinational hotel brands:

SIX SENSES & MOXY

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SIX SENSES & MOXY

A comparison of the marketing methods

The Six Senses Hotel and the Moxy Hotel are two different hotel brands known for their unique offerings. The Six Senses Hotel focuses on luxurious and sustainable experiences, with a strong emphasis on wellness and eco-friendly practices. On the other hand, the Moxy Hotel is a modern and budget-friendly brand that caters to a younger, more contemporary demographic.

The Six Senses Hotel and the Moxy Hotel cater to different market segments due to their contrasting concepts and offerings. While the Six Senses Hotel emphasizes luxury, sustainability, and wellness experiences, the Moxy Hotel targets a younger, more budget-conscious demographic with its modern and affordable approach to hospitality.

Six Senses Hotels are known for their luxury and wellness offerings. They typically provide high-end accommodations, spa services, gourmet dining options, and unique experiences such as yoga retreats and cultural immersions.

Six Senses Hotels focus on sustainability and environmental responsibility. On the other hand, Moxy Hotels are a more budget-friendly hotel brand under the Marriott umbrella. They target a younger, trendy audience with their stylish and modern designs. Moxy Hotels offer smaller, efficiently designed rooms, communal spaces, and vibrant social atmospheres. They aim to provide a fun and lively experience for travelers.

Both Six Senses Hotels and Moxy Hotels have their own distinct qualities and target different types of travelers. It ultimately depends on your preferences and what you're looking for in a hotel experience.

Internal and external analysis between the Six Senses Hotel and the Moxy Hotel, followed by a SWOT and PESTLE analysis for each:

INTERNAL ANALYSIS

Six Senses Hotel:

- Strengths: Luxurious and sustainable offerings, strong focus on wellness, high-quality amenities.
- Weaknesses: Potentially higher prices, limited number of locations, niche target market.

Moxy Hotel:

- Strengths: Modern and affordable approach, trendy design, targeted towards younger travelers.
- Weaknesses: Limited on-site amenities, potential lack of personalized service, higher turnover rate due to target market.

EXTERNAL ANALYSIS

Six Senses Hotel:

- Opportunities: Increasing demand for sustainable and wellness-focused travel experiences, potential for expansion in new markets. - Threats: Competition from other luxury hotel brands, economic downturns impacting luxury travel industry.

Moxy Hotel:

- Opportunities: Growing budget-conscious travel market, expansion opportunities in high-demand locations.
- Threats: Increased competition in the budget hotel segment, economic recessions impacting travel industry.

SWOT Analysis

Six Senses Hotel:

- Strengths: Luxury and sustainability focus, strong wellness offerings.
- Weaknesses: Higher prices, niche target market.
- Opportunities: Increasing demand for sustainable travel, potential for expansion.
- Threats: Competition from other luxury brands, economic downturns.

Moxy Hotel:

- Strengths: Modern design, affordability, targeting younger travelers.
- Weaknesses: Limited amenities, potential lack of personalized service.
- Opportunities: Growing budget travel market, expansion opportunities.
- Threats: Increased competition in budget segment, economic recessions.

PESTLE Analysis:

Six Senses Hotel:

- Political: Government regulations on sustainability practices.
- Economic: Impact of global economic conditions on luxury travel.
- Sociocultural: Growing interest in wellness and sustainability.
- Technological: Advancements in eco-friendly practices.
- Legal: Compliance with local and international regulations.
- Environmental: Emphasis on environmental conservation.

Moxy Hotel:

- Political: Government regulations on safety and hospitality.
- Economic: Impact of economic conditions on budget travel.
- Sociocultural: Shift in travel preferences towards affordable options.
- Technological: Technological advancements in the hospitality industry.
- Legal: Compliance with local laws and regulations.
- Environmental: Implementation of sustainable practices.

The marketing mix, often referred to as the 4Ps (product, price, place, promotion), can be compared between Six Senses Hotels and Moxy Hotels as follows:

Product:

- Six Senses Hotel: Six Senses Hotels focuses on providing luxury and sustainable experiences. They emphasize wellness, nature, and local culture, offering high-end accommodations, spas, and unique activities.
- Moxy Hotel: Moxy Hotels target the modern, tech-savvy traveler looking for a trendy and affordable experience. They offer contemporary and stylish accommodations with a focus on communal spaces and social experiences.

Price:

- Six Senses Hotel: Being a luxury brand, Six Senses Hotels typically have higher room rates compared to other hotel chains in similar destinations.
- Moxy Hotel: Moxy Hotels aim to offer affordable yet stylish accommodations, targeting budget-conscious travelers. Their room rates are generally lower than luxury hotels.

Place:

- Six Senses Hotel: Six Senses Hotels are often located in scenic, exclusive destinations such as exotic islands, remote locations, or cultural heritage sites.

- Moxy Hotel: Moxy Hotels are typically located in urban areas or popular tourist destinations, providing convenient access to city attractions or business districts.

Promotion:

- Six Senses Hotel: Six Senses Hotels rely on word-of-mouth marketing, positive customer reviews, and partnerships with travel agencies and luxury travel media to promote their brand and unique experiences.

- Moxy Hotel: Moxy Hotels employ targeted online marketing, social media campaigns, and collaborations with influencers to appeal to their young, tech-savvy target audience.

Segmentation between Six Senses Hotel and Moxy Hotel

Six Senses is a luxury hotel brand that focuses on wellness and sustainability. Its target market may revolve around affluent travelers who prioritize relaxation, rejuvenation, and eco-friendly experiences. Segmentation factors for Six Senses may include demographics (high-income individuals, health-conscious individuals),

psychographics (wellness enthusiasts, environmentally conscious individuals), and geographic locations (high-end travel destinations).

Moxy is a trendy and affordable hotel brand under Marriott International. Its target market may include younger, budget-conscious travelers seeking stylish accommodations and vibrant social experiences. Segmentation factors for Moxy could include demographics (millennials, budget travelers), psychographics (socially active individuals, adventure seekers), and geographic locations (urban areas with a young, vibrant population).

When it comes to targeting, Six Senses Hotel and Moxy Hotel have different approaches due to their diverse brand positioning and target markets.

1. Six Senses Hotel: As a luxury brand, Six Senses Hotel targets high-income individuals who value premium experiences, wellness, and sustainability. Their target audience is typically affluent travelers who seek relaxation, holistic wellness offerings, and eco-friendly practices. Six Senses Hotel may focus on targeting individuals or groups who are willing to pay a premium for luxurious accommodations, personalized service, and exclusive amenities.

2. Moxy Hotel: Moxy Hotel, on the other hand, targets a younger and more budget-conscious demographic. Their target audience includes millennials, young professionals, and travelers looking for trendy, affordable accommodations without compromising on style and social experiences. Moxy Hotel may aim to attract individuals who prioritize vibrant communal spaces, modern design, and a lively atmosphere, often found in urban areas. In summary, Six Senses Hotel targets high-income individuals seeking luxury and wellness experiences, while Moxy Hotel targets younger, budget-conscious travelers looking for trendy and affordable accommodations with a social atmosphere.

The positioning of Six Senses Hotel and Moxy Hotel differs due to their distinct target markets and brand philosophies. Here's an overview of their positioning:

Six Senses Hotel:

Six Senses places an emphasis on luxury, wellness, and sustainability. The brand positions itself as a premium destination for guests seeking a holistic and rejuvenating experience. Six Senses Hotel focuses on providing high-end accommodations, exceptional service, world-class spa facilities, and a wide range of wellness activities. With its commitment to sustainability, Six Senses also positions itself as an eco-friendly hotel brand, integrating sustainable practices into its operations and guest experiences.

Moxy Hotel:

Moxy Hotel positions itself as a trendy, affordable, and playful brand. The focus is on providing stylish and modern accommodations that cater to the needs and preferences of a younger generation. Moxy Hotels aim to create a vibrant and inclusive social atmosphere, with communal spaces designed for interaction and engagement. The brand offers a more budget-friendly option compared to traditional luxury hotels, targeting tech-savvy travelers who value design, convenience, and a lively social scene. In summary, Six Senses Hotel positions itself as a luxury wellness brand with a commitment to sustainability, while Moxy Hotel positions itself as a stylish and budget-friendly brand with a focus on creating vibrant social experiences.

In conclusion, Six Senses Hotel and Moxy Hotel have distinct positioning in the hospitality industry. Six Senses Hotel is positioned as a luxury wellness brand, catering to guests seeking a high-end, holistic experience. The hotel focuses on providing premium accommodations, exceptional service, and a wide range of wellness activities. With sustainability as a core value, Six Senses aims to offer guests a luxurious and eco-friendly stay. On the other hand, Moxy Hotel positions itself as a trendy and affordable brand, targeting a younger demographic. The hotel offers stylish and modern accommodations with a lively social atmosphere. Moxy Hotels appeal to tech-savvy travelers who value design, convenience, and a vibrant social scene. Ultimately, the choice between Six Senses Hotel and Moxy Hotel depends on individual preferences and the type of experience one is seeking. Six

Senses Hotel offers a luxurious and wellness-focused environment, while Moxy Hotel provides a trendy and budget-friendly option with a vibrant social atmosphere.

A comparison of the marketing methods of two multinational hotel brands:

Six Sense & Moxy



SIX SENSES

Out of the Ordinary

Six Senses has a distinct proposition with a strong heritage, and provides an instant entry to some of the world's most sought-after locations including important urban markets. Our competitive edge goes back to our locations, our design, our people, and our committed platforms of sustainability and wellness. We deliver on the promise of our name and reawaken the senses of guests with wellness offerings and experiences that are out of the ordinary. Each Six Senses property commits to guest rejuvenation and reconnection, with an expert focus on wellness and sustainability and creating place where people can reconnect, in harmony with the local environment.

23	1,605	43
OPEN HOTELS	OPEN ROOMS	HOTELS IN THE PIPELINE

Figures as at 30 September 2023

Explore Six Senses

moxy HOTELS

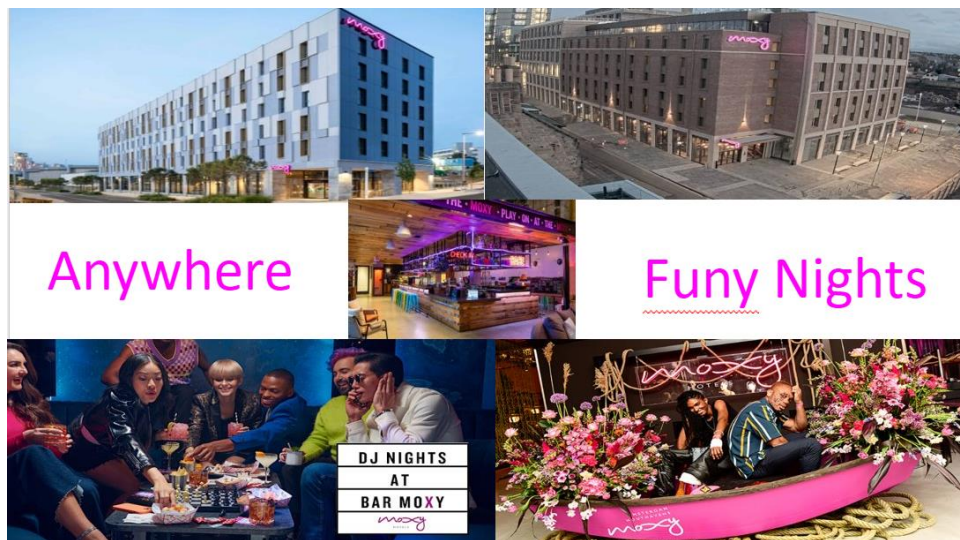
ENGLISH SIGN IN OR JOIN US MARSHALL BONDVY

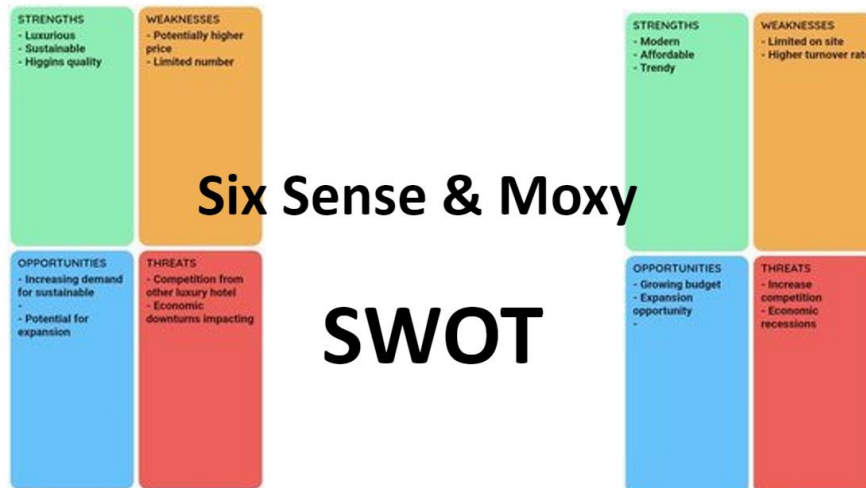
PLACES TO STAY EXPLORE MOXY PLAY WITH US OFFERS GET A ROOM

REGION

- Asia (18)
- Australia and Pacific (1)
- Europe (87)
- North America (39)

A photograph of three people standing outside a modern building with large windows. A woman in a black jacket and blue jeans is on the left, a man in a brown jacket is in the center looking at his phone, and a woman in a yellow jacket and white headscarf is on the right. The building has a "moxy" sign on the facade.





Impact of global economic conditions on luxury travel.



Impact of economic conditions on budget travel.



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