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Introduction

International hotel management deals with offering travellers a home while they are away from theirs in an optimal manner. The industry of importance in this matter is the hospitality industry which encompasses hotels, restaurants, tourism, and travel and so on. The project deals with two top companies in the same industry namely Six Senses and Moxy hotels. They are both international hotel chains having an influence on countries such as the United Kingdom, the US, China, Asia and so on (Fraser, 2020). It primarily deals with the marketing strategies of both companies, using marketing mix, STP framework and communication strategies which helps its growth.

Main body

Six Senses is one of the quality hospitality companies based in the United Kingdom which prioritises sustainable activities within the organisation. The **Product**, it sells is services such as residences, and spas. The residences provide privacy, personalisation and at the same time a tight-knit community whereas its spas promote holistic well-being with the help of advanced technology. The **Price** of the residence ranges from |£180 to £1000 and beyond for premium services. For the spa services, it costs £400 for full body rejuvenation. The **Place** for the company is in more than 20 countries such as Brazil, China, Bhutan, Fiji, Indonesia, India and so many more (Gonzalez *et al.*, 2019). Promotion for the company is through social media, blogs, official websites, third-party websites, and content marketing and so on. On the other hand, Moxy is another hospitality company in the \united kingdom. The **Product** it sells is affordable fulfilled, fancy hotels which have everything the customers need. This eliminates the need to go outside again and again to get the desired commodities. The **Price** of the hotel range from £60 to £110 for a single night. The **Placement** of Moxy Hotels is more than 70 locations across the world such as Asia having 16 hotels such as Tokyo, china, Indonesia Georgia, 1 in Australia i.e. mascot, 83 in Europe i.e. Austria, Belgium, France etc and 34 in North America (de Montalay, 2021). **Promotion** of Moxy hotels is done through social media platforms such as Instagram, Facebook, blogs, packages and promotions, social campaigns, and so on. It also supports local businesses through promotions and funding which strengthens its brand image as well as increases its visibility.

STP is a framework which helps one target the right audience and reduces the wastage of resources. It is an acronym for segmentation, targeting and positioning which can be perceived as the steps to go through to refine the marketing strategies of an organisation (Bourke *et al.*, 2020). Sixth Sense uses behavioural demographic segmentation focusing on the millennials who prioritise travelling to different places. It also focuses on families which can be seen as socio-demographic segmentation. Under psychographic aspects it attracts couples making the perfect romantic experiences who come to celebrate anniversaries and valentines days. Under Geographical segmentation, the company's main places are the UK, China, Germany, Austria France and the USA. Under **Targeting** the company targets millennials who support sustainability, and are curious and open-minded (Hidalgo *et al.*, 2022). Under **Positioning**, the company provides affordable hideaways for couples and millennials who are on a vacation.

On the other hand, Moxy uses geographical segmentation in several parts of the world, such as the UK, the US, China, Austria and so many more. Under socio-psycho segmentation, the company targets the young generation such as Gen X and Gen Y providing fun technological experiences, and games while also targeting families on a vacation. The company also focuses intently on the millennials as they are curious, open-minded and love travelling to different parts of the world. The hotel provides lively lobbies; cafes open for 24 hours, and high-tech rooms making up a bold and offbeat experience for the customers. The brand **positions** itself as a high-tech but affordable company amongst competitors such as Motel One, Ibis, Hampton by Hilton, Holiday Inn Express and so on.

The company Sixth Senses uses different platforms such as social media, websites, and content marketing in order to communicate with its audience. The company first of all surveys the target customers in order to understand their pain points and helps suffice them through its offerings. The messages of the company highlight safety measures and hygiene when the messages for the audience are being formulated (Ali *et al.*, 2020). This allows the travellers to be more vulnerable to the services of the company as after the pandemic, safety concerns have heightened among the masses. The level of customer service is also emphasised such as cancellations policies. As mentioned before, due to the pandemic there were issues regarding cancellations among customers and companies. For this reason, Sixth Senses portrays an understanding of such situations providing a flexible cancellation policy which attracts customers.

On the other hand, Moxy hotels also highlight the safety and hygiene policies with its messages as it is one of the major concerns among the people. Additionally, the company also uses artificial intelligence such as chatbots in order to improve communication with customers solving common concerns instantly (Schuckert *et al.*, 2019). It also helps the company segment its customers accurately and conduct analysis in order to optimise conversations with each customer the company comes across. The company also uses User-generated content which means that the company promotes the content created by its customers such as photos, and videos. This helps the company create an inclusive community within the organisation and strengthen its culture (Bonfanti *et al.*, 2021). The company is also investing in the metaverse in order to enhance communication with the customers and attract the current generations by providing immersive experiences within its website.

Looking into the marketing strategies of both six senses and Moxy hotels it is evident that both companies attempt to attract the younger generations, the millennials and families. This is because most of the travellers at present are the millennial generation as they prioritise real-life experiences and learning about new cultures. The other bulk of the travellers are families who are on a vacation wanting to have quality family time and strengthen bonds with each other and create memories (Alnawas and Hemsley-Brown, 2019). The other similarity in both companies is the use of technology as the times demand it. Each individual has a cell phone and people spend most of their time looking at screens which are the perfect place to place adverts in order to attract more customers to the company.

Additionally, the messages they convey to their customers are also similar in nature as they both highlight the safety and hygiene guidelines which have become a necessity in these times due to pandemics. Both companies also try to use different locations within different countries in order to capture a diverse audience which is something that every company now aims for. Lastly, both companies practice sustainable practices such as eliminating the use of plastic within the organisation (Filimonau and Magklarpoulou, 2020). Both companies strive to be carbon-free by 2050 which is a common goal within most companies nowadays due to rising concerns regarding global warming. As a result, this attracts the conscious younger generations such as millennial, Gen Z, Gen Y, and Gen X which is the aim of the marketing strategy of the company as both foci on capturing the young crowd.

Both companies should constantly collaborate with various companies and host social events. The companies they choose to collaborate with should already have been captured by them (Sonnenschein *et al.*, 2019). This gives them exposure and increases brand awareness. Companies should increase their investment in content marketing i.e. Video marketing as it is one of the most potent forms of advertisement. This helps the customers conveniently understand the messages of the companies as they do not have to read a lengthy message which is not the ideal way to grab attention. It is way more prominent in social media platforms such as Instagram Reels, Tiktok which combine both trendy audio and video which instantly attract the attention of the prospects. The company can also use live streams in order to be transparent with their operation which is always appreciated by their loyal customers. The new 360-degree videos are trendy and the companies can exploit such new technologies in order to provide a sneak peek into the rooms of the hotels which elevates customer experience and will help retain them.

Lastly, personalised marketing is matching the needs of the customers with the offerings of the company on a different level. It can come in form of product recommendations and personal email messaging. Such adjustments can be made by acquiring information on the customers such as internet usage habits and activities in terms of social media.

Conclusion

Six Senses and Moxy Hotels are both promising international hotel chains that have many similarities and differences in terms of their offerings, culture, positioning and so on. Both companies strive to capture younger audiences such as millennials, Gen Z, Y, and X. this could be because these are the generations that use social media the most. The companies also attract couples by creating a romantic ambience to their websites and hotels while pricing their services competitively (Reidhead, 2020). The company should invest in video marketing and use more social media platforms which will provide entertainment and educational value to the viewer and will help them attract a wider range of customers.

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