

NAME- IPSITA PATRA
STUDENT NO -2231297
MODULE-MARKETING ESSENTIALS
MODULE CODE-BMIH 4005 REWORK
LECTURE- CHRISH WILKIN
WORD COUNT-1503

TITLE-Rework an essay: A Comparison of the marketing methods of two multinational hotel chains.

INTRODUCTION

In order to target various market segments and meet their corporate goals, two international hotel brands, Moxy and Six Senses, use various marketing strategies. Comparing their promotional strategies. Owners of hotels may run many properties in various geographic areas, create various quality tiers, or expand their brand portfolios (Lin & Kim, 2020). Diversification has been suggested to perform better than specialisation due to the synergistic effects of production and management (Schommer et al., 2019). One of the frequently used tactics in the hospitality sector is brand diversification, particularly in the current environment of ever-increasing competition (Koh, 2019; Tang & Jang, 2010). In order to service the same and/or various market sectors, a company must operate its business under multiple brands (Bahadir et al., 2008; Kang & Lee, 2014).

MAIN BODY

Moxy and Six Senses Hotels are two distinctive hotel brands that serve various market niches and provide distinctive experiences.

Although Moxy has a very well-designed audience-centred approach, its services may be replaced in places like urban centres. Moxy has therefore devised marketing methods that target a certain demographic within the city limits. Because of potential replacements on the market, this could endanger the company. The fact that Six Senses built its offerings in outlying areas with few alternatives for customers makes them fine. While SixSenses provides guests with the comfort of nature, Moxy has created playful options for those who are staying at the hotel (Kozlenkova et al., 2021).

Moxy: Moxy advertises itself as a fun and cost-effective hotel brand that appeals to a younger, tech-savvy audience. It seeks to offer a lively and social atmosphere along with chic lodging at an affordable price.

Six Senses is a luxury brand that places a strong emphasis on sustainability and wellness. It caters to wealthy tourists looking for private and holistic experiences, placing an emphasis on one's own wellbeing, environmental stewardship, and genuine connections with nature.

MARKETING STRATEGIES

Moxy makes strong use of digital marketing channels, using social media sites like Instagram and Facebook to highlight their chic hotels, interact with clients, and advertise exclusive deals.

Events and Collaborations: To create distinctive experiences and promote their hotels as creative centres, Moxy works with regional artists, designers, and influencers. They plan activities like art exhibitions, live music performances, and interactive workshops to integrate with the neighbourhood and provide unique visitor experiences.

Marketing for Moxy places a strong emphasis on the company's value proposition, which combines cost, style, and a buzzing social scene. They highlight their modern design aesthetic, social gathering places, and exciting events as important differentiators.

MOXY SWOT ANALYSIS

STRENGTHS

Affordable priced accommodations without sacrificing style are available at Moxy, making it a desirable choice for travellers on a tight budget.

Social Atmosphere: Moxy hotels encourage a sense of community among visitors by promoting a lively and social atmosphere with communal areas and exciting events.

Expertise in Digital Marketing: Moxy is a master at using digital marketing channels, especially social media platforms, to highlight their hotels, interact with consumers, and advertise special deals.

Collaborations and Experiences: Moxy works with regional designers, influencers, and artists to provide guests with distinctive and unforgettable experiences.

WEAKNESSES

Limited Target Audience: Moxy's appeal to older demographics or business travellers may be limited by the fact that it caters mostly to younger travellers.

The lack of some amenities and services that are generally provided in more conventional hotels may restrict the appeal of Moxy to some travellers, despite its focus on creating a lively social environment.

Limited global footprint: Moxy's footprint is more regionally focused than that of other hotel chains, which can limit its market reach.

OPPORTUNITIES

Market Expansion: Moxy has the chance to enter new areas and take advantage of developing markets where there is a rising need for accommodations that are reasonably priced and fashionable.

Business Traveller Segment: Moxy can look into ways to draw in business travellers by providing extra services and amenities that are suited to their requirements.

Sustainability Initiatives: Highlighting eco-friendly programmes and incorporating sustainable practises can win over a market that is becoming more and more ecologically aware.

THREATS

Intense competition: The hospitality sector is very cut-throat, with several hotel brands vying for the same client. Both well-known brands and newer boutique hotels are competitors of Moxy.

Economic factors: Economic downturns or changes in the travel sector may have an effect on consumer spending and travel habits, which could have an influence Moxy's occupancy rates and earnings.

Rapid technological improvements may need ongoing adaptation and investment in order to maintain competitiveness in the digital environment.

SIXSENCE SWOT ANALYSIES

STRENGTHS

Luxuriousness and exclusivity: Six Senses draws affluent tourists looking for upscale hotels with its luxurious offers and unique experiences.

Holistic Wellness: Six Senses places a strong emphasis on holistic wellness experiences, offering spa services, wellness initiatives, and leisure pursuits that are geared towards the well-being of visitors.

Sustainability and Environmental Awareness: Six Senses is dedicated to ecologically responsible behaviour and sustainable practises, which appeal to tourists who are concerned about the environment.

Personalised Service: Six Senses places a strong emphasis on providing visitors with individualised and attentive service, which results in a high-touch experience.

Genuine Connections with Nature: Six Senses offers visitors the opportunity to make genuine connections with nature through pursuits including outdoor excursions, nature walks, and immerser experiences.

WEAKNESSES

High Price Point: Six Senses' appeal to travellers on a low budget or looking for more economical lodgings may be limited by its luxury status.

Limited Global Presence: Despite a rising presence, Six Senses is still relatively small in scale when compared to several other international hotel chains, which may limit its potential.

OPPORTUNITIES

Growth in Wellness Tourism: As the wellness tourism sector enjoys substantial growth, Six Senses has the chance to broaden its wellness services and draw visitors looking for experiences that are wellness-focused.

Demand for Sustainable Travel: Six Senses has the chance to solidify its position as a pioneer in sustainable luxury hospitality thanks to the rising demand for environmentally friendly and sustainable travel.

Expanding into New Markets: Six Senses can look at prospects to enter new areas and capitalise on developing nations with a burgeoning luxury tourism industry.

THREATS

Competition is fierce, with numerous upscale hotel companies fighting for the same wealthy clientele as Six Senses in the luxury hospitality sector.

Economic Uncertainty: Consumer spending on luxury travel can be impacted by economic downturns or volatility in the travel sector, which can also have an impact on Six Senses' occupancy rates and revenue.

Consumer Preferences: The demand for luxury hotels like Six Senses may be impacted by changing consumer preferences, such as a move towards alternative lodging options or altered travel habits.

SEGMENTATION TARGETING AND POSITIONING MOXY

Millennial and tech-savvy travellers looking for reasonably priced lodgings without sacrificing design and convenience are the target market for Marriott International's hotel brand Moxy. They divide their market into segments based on psychographics and demographics, which include elements like age, way of life, and attitude.

Moxy typically appeals to younger, 25–35-year-old travellers who enjoy social interaction, vivid décor, and immersive experiences. In order to meet the expectations of consumers on a tight budget looking for a hip and modern hotel experience, they concentrate on urban areas and emerging markets.

Positioning: Moxy presents itself as a fun, daring, and forward-thinking hotel brand that combines elegance, value, and social areas. Their branding places a strong emphasis on a lively and energising environment, cutting-edge technology, and a social setting that encourages interactions amongst visitors. Moxy wants to be the go-to option for contemporary travellers looking for an affordable, authentic urban experience.

SIXSENSES

Segmentation: Six Senses is a high-end travel company that specialises in luxury hotels and resorts that cater to guests that value wellness, sustainability, and individualised service. Based on psychographics and demography, they divide their market into distinct segments, concentrating on those who place a high value on their health, environmental responsibility, and distinctive travel experiences.

Targeting: Six Senses focuses on rich people and families that are prepared to pay a premium for luxurious lodgings that place an emphasis on wellness, sustainability, and immersive experiences. Offering a blend of rest, renewal, and environmental awareness, they cater to customers looking for remote and beautiful areas.

Positioning: Six Senses presents itself as a high-end company that offers guests holistic experiences by fusing high-end hospitality with wellness, sustainability, and a close relationship with the natural world. Their marketing strategy centres on giving individualised care, comprehensive spa and wellness services, locally sourced food, and eco-friendly procedures. Six Senses wants to be the top option for discriminating tourists looking for an opulent and life-changing vacation.

BRAND MESSAGE

Because each brand has a distinct clientele, the promotions and placements for the two are also distinctive.

CONCLUSION

In conclusion, there are substantial differences between Moxy and Six Senses Hotel in terms of brand positioning, target market, values, and the overall visitor experience. While Six Senses focuses on luxury, wellness, sustainability, and individualised service for rich visitors seeking transformative experiences, Moxy attempts to offer an affordable and vibrant social environment for young travellers.

References

- Brassington, F. and Pettitt, S. (2006). *Principles of marketing*. 4th ed. New York: Prentice Hall.
- Chaffey, D. and Ellis-Chadwick, F. (2019). *Digital Marketing*. 7th ed. Pearson UK.
- Egan, J. (2001). *Relationship Marketing*. Financial Times/Prentice Hall.
- Ghauri, P.N. and Cateora, P.R. (2014). *International marketing*. 4th ed. London: Mcgraw-Hill.
- Hudson, S. and Hudson, L. (2017). *Customer service for hospitality and tourism*. Woodeaton, Oxford: Goodfellow Publishers, Limited.
- Kotler, P. and Keller, K.L. (2016). *Marketing management*. Upper Saddle River, N.J.: Pearson/Prentice Hall.
- Saurabh Kumar Dixit (2020). *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.
- Spais, G.S. and Kaufmann, H.R. (2015). Are There ‘Honorable Merchants’ in International Marketing Channels?. *Thunderbird International Business Review*, 58(3), pp.199–211. doi:<https://doi.org/10.1002/tie.21728>.
- Tesone, D.V. (2012). *Principles of Management for the Hospitality Industry*. Routledge
- Walker, J.R. (2009). *Introduction to hospitality*. Harlow: Prentice Hall.
- Wood, R.C. (2015). *Hospitality management : a brief introduction*. London: Sage.
- .

