



Assignment on
A Comparison of the Marketing Methods of two
Multinational Hotel Brands

Prepared by
Rabia Begum
Student ID: 2113035

Prepared for
Luciana Suardi

Introduction

Marketing is the practice through which businesses make themselves more valuable to potential buyers by delivering something of value to them and fostering trusting connections with those buyers (Kotler and Armstrong, 2020). When it comes to making a profit in the hotel business, marketing is the key to drawing in and keeping repeat guests. One of the most opulent hotel chains is Six Senses. Known for his ultra-luxurious Soneva hotels, Sonu Shivdasani established the company in 1995 (Six Senses, 2023). Now, 21 of the brand's hotels can be found in 17 different nations. In contrast, The Moxy Hotels brand is one of Marriott International's newest hotel divisions. IKEA and Moxy Hotels established the first Moxy Hotel in Milan in 2014. Moxy Hotels has seen explosive growth since then (Moxy, 2023). On three continents, almost 70 venues are operating today. This essay will analyse the marketing approaches of two international hotel chains, Six Senses and Moxy, in order to draw comparisons between them. The scenario analysis techniques will be used to look at how these businesses advertise their goods and services, paying special attention to the segmentation, positioning, and marketing messages they employ to attract and retain customers.

Main Body

The marketing mix, which encompasses product, pricing, placement, and promotion, is a fundamental part of every successful marketing strategy (Waterschoot and Bulte, 2021). hotel chains Six Senses and Moxy, in order to compare and contrast their marketing techniques. Comparing Moxy and The Six Senses' marketing strategies needs a thorough examination of each company's current environment using tools like SWOT, PESTEL, and Porter's Five Forces Analysis. In this way, the SWOT analysis is born. Although the hospitality industry requires a large outlay of capital and time for initial setup. This is not true in all parts of the globe, however (Gielens and Steenkamp, 2019). Hotels in Europe and the Americas often pay higher wages to their employees despite the fact that these regions have some of the lowest labour costs in the world (Southeast Asia, South America, Africa, the Middle East) (Díaz, Navajas and Casas, 2020). A Moxy hotel has significant advantages over a Six Senses hotel in terms of profitability. The Six Senses, on the other hand, generates a lot of work for a lot of people, so they can attain their profit goal by servicing a lot of people in a concentrated region. Inadequate placement: The Six Senses positions itself in the market and runs its operations as a global hospitality provider with a focus on families (Villiers, Tipgomut and Franklin, 2019). They've done an excellent job of adopting this strategy for expanding their product line internationally.

That's the theory behind how they've been able to give their services to the community: by grounding them in the values of their own culture.

But as a provider of lodgings for travellers, Moxy is too autocratic. Breathing down workers' necks is a proven method to lower excitement, production, and efficiency. The economic crisis has led to a rebound in international tourism, a rise in the demand for longer hotel stays thanks to lower labour costs, higher profits, and proven resilience, and a plethora of new amenities such as co-working spaces, retail stores, fitness centres, and spas (Jiménez-Guerrero et al., 2019). Several investors are beginning to include ESG factors in their analysis of a potential investment, and many of the largest hotel chains in the world have made public statements of their support for ESG initiatives. Investors are especially interested in mixed-use skyscrapers, long-stay choices, and leisure resorts since the premium sector has had the highest rate increase in the last year. The legal duties of The Six Senses, which serves consumers at a low margin regardless of class or country, are a challenge to Moxy, while new rivals servicing the same target demographic with high quality homes at rent are a threat to Moxy.

MOXY promotes itself online using search engine optimization. Technical, on-page, and off-page SEO are the pillars of SEO and a must-have skill for digital marketers. While on-page optimization focuses on making sure content is useful and provides a great user experience, technical optimization is the process of carrying out operations to improve SEO. Using external resources to improve search engine rankings, or "off-page SEO" (Vyas, 2019). Internet search engines use automated software called "web crawlers" to scour the World Wide Web for and catalogue recently published sites. Online content is analysed by following the links that have already been discovered. The word "indexing" is used to describe the process by which a search engine decides to make use of the content it has crawled. When a webpage or set of materials is indexed, it is stored in a database for future reference. A vast proportion of the most relevant and useful resources on the web are indexed here. The third step, ranking, is the most critical. After crawling and indexing are finished, only then can ranking take place. Thus, MOXY has a leg up on its rivals thanks to the digital process of SEO and other online logistical tactics. By doing so, MOXY as a brand may deliberately rise to the top of its consumers' minds and become their first option in the future.

The Six Senses employs the 7p's framework of marketing to promote their products digitally, where they have shown recent success. Advertising pricing is the most crucial aspect of a

product's success. One of the factors that decide how customers feel about a product or service is the "primary" or "red" component of the marketing mix. There are a variety of pricing models, such as Competitive Moxy's Pricing Strategy, which sets prices at par with those of the company's main rival, Six Senses. The Place is the medium via which products and services are exchanged from producer to consumer, and 'place' is a way to get your offering in front of the right people. The Product is the service or good your company provides to customers, and it is a critical component of many projects. More and more people are drawn to Six Senses because of the tangible results they see in the world. The phrase is used to indicate the process of producing anything beyond the product or service itself. While the hotel's primary focus is on hospitality, Six Seasons also provides ancillary services including coffee shops and social gathering spots (Peng and Chen, 2019). However, such enhanced products need careful management and monitoring to ensure they don't end up creating more value than the main goods they supplement (Baines et al; 2017). The success of the Six Seasons as a service business depends on its ability to foster and sustain positive relationships with both its employees and its customers (Baines, Fill and Rosengren, 2017). Here, "internal parties" refer to those who are already part of the company in some capacity, whether it monetary, energetic, temporal, spatial, or in terms of opportunity costs. Conversely, "external parties" refer to those who are not internal to the firm, such as clients both present and potential (Thabit and Raewf, 2018). Since a result, the six seasons' primary focus is cultivating meaningful connections amongst its customers, as the service sector hospitality industry and trade phenomena is inextricably and crucially linked with people. The term "process" is used to describe the individual steps that make up a particular method (Pencarelli et al., 2019). A large number of coordinated actions may be uncovered if the service sector's infrastructure is disassembled. Therefore, it is essential for them to plan and run the organization's processes and procedures in the most effective manner possible to minimize expenses and maximize profit (Marín, 2018). One might extrapolate that a company's financial success is proportional to the efficiency with which it manages its internal resources.

Hotels also prioritise environmental sustainability (Leyva and Parra, 2021). Six Senses and Moxy are adjusting to serve eco-conscious clients who wish to reduce their environmental impact. Six Senses prioritises environmental responsibility through reducing water consumption, energy use, and garbage. The company's marketing materials emphasise environmental sustainability and brand longevity. Moxy emphasises economy and productivity for sustainability. The company promotes low-flow showerheads and water-saving toilets as

ways to save money and make travel cheaper (Verma and Chandra, 2018). Six Senses and Moxy have addressed environmental issues in their marketing. Moxy, unlike Six Senses, has focused on the environmental and visitor benefits of eco-friendly endeavours.

Six Senses and Moxy have worked to provide visitors high-quality, ecologically and socially responsible accommodation in recent years. Six Senses' spa services, nutritious cuisine options, and ecologically friendly practises promote health and well-being. Renewable energy and eco-friendly building have reduced the company's environmental impact (Iqbal et al., 2022). Moxy targets a younger, more economical population, while older generations may enjoy the hotel's focus on comfort and convenience. Smartphone check-in and keyless entry have been heavily invested in to enhance customer service. Moxy is devoted to sustainability and uses eco-friendly cleaning supplies, energy-saving technology, and water-saving procedures. Both firms emphasise their environmental commitment and excellent service to attract current customers.

Conclusion

This article analyses Six Senses and Moxy, two multinational hotel brands, and their distinct business strategies. Hospitality requires a large initial investment but has reduced labour costs and larger profit margins. Southeast Asia, South America, Africa, and the Middle East have cheaper labour costs for guesthouses. Finally, the study shows that the two hospitality giants have different mottos and cultures to attract clients.

References

- Baines, P., Fill, C. and Rosengren, S. (2017). *Marketing*. Oxford University Press.
- Díaz, R.-C., Navajas, V.R. and Casas, J.C.-R. (2020). Comparing working conditions and job satisfaction in hospitality workers across Europe. *International Journal of Hospitality Management*, 90(54), p.102631. doi:<https://doi.org/10.1016/j.ijhm.2020.102631>.
- Gielens, K. and Steenkamp, J.-B.E.M. (2019). Branding in the era of digital (dis)intermediation. *International Journal of Research in Marketing*, 36(3). doi:<https://doi.org/10.1016/j.ijresmar.2019.01.005>.
- Hill, E. and O'sullivan, T. (2019). *Marketing*. London: Longman.
- Iqbal, M., Ma, J., Ahmad, N., Hussain, K., Waqas, M. and Liang, Y. (2022). Sustainable construction through energy management practices: an integrated hierarchal framework of drivers in the construction sector. *Environmental Science and Pollution Research*, 6(4). doi:<https://doi.org/10.1007/s11356-022-21928-x>.
- Jiménez-Guerrero, J.F., Piedra-Muñoz, L., Galdeano-Gómez, E. and Pérez-Mesa, J.C. (2019). The Global Economic Crisis and International Tourism: A Sub-Continental Analysis. *Tourism Planning & Development*, 4(6), pp.1–24. doi:<https://doi.org/10.1080/21568316.2019.1683887>.
- Kotler, P. and Armstrong, G. (2020). *Principles of Marketing*. 18th ed. Harlow: Pearson Education Limited.
- Leyva, E.S. and Parra, D.P. (2021). Environmental approach in the hotel industry: Riding the wave of change. *Sustainable Futures*, 3, p.100050. doi:<https://doi.org/10.1016/j.sftr.2021.100050>.
- Marín, G.J. (2018). Shopping as a selling strategy for tourism: combination of marketing mix tools. *IROCAMM-International Review Of Communication And Marketing Mix*, 1(1), pp.67–87. doi:<https://doi.org/10.12795/irocamm.2018.i1.05>.
- Moxy (2023). *Moxy Hotels | Stylish Budget Hotels*. [online] Moxy Hotels. Available at: <https://moxy-hotels.marriott.com>.
- Pencarelli, T., Ali Taha, V., Škerháková, V., Valentiny, T. and Fedorko, R. (2019). Luxury Products and Sustainability Issues from the Perspective of Young Italian Consumers. *Sustainability*, 12(1), p.245. doi:<https://doi.org/10.3390/su12010245>.
- Peng, N. and Chen, A. (2019). Examining consumers' luxury hotel stay repurchase intentions-incorporating a luxury hotel brand attachment variable into a luxury consumption value

model. *International Journal of Contemporary Hospitality Management*, 31(3), pp.1348–1366. doi:<https://doi.org/10.1108/ijchm-04-2018-0332>.

Six Senses (2023). *What's the story of Six Senses?* [online] Sixsenses.com. Available at: <https://www.sixsenses.com/en/about-us/history>.

Thabit, T.H. and Raewf, M.B. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences & Educational Studies*, 4(4), pp.100–109. doi:<https://doi.org/10.23918/ijsses.v4i4p100>.

Verma, V.K. and Chandra, B. (2018). Sustainability and customers' hotel choice behaviour: a choice-based conjoint analysis approach. *Environment, Development and Sustainability*, 20(3), pp.1347–1363. doi:<https://doi.org/10.1007/s10668-017-9944-6>.

Villiers, R. de, Tipgomut, P. and Franklin, D. (2019). International Market Segmentation across Consumption and Communication Categories: Identity, Demographics, and Consumer Decisions and Online Habits. *Promotion and Marketing Communications [Working Title]*, 7(6). doi:<https://doi.org/10.5772/intechopen.89988>.

Vyas, C. (2019). Evaluating state tourism websites using Search Engine Optimization tools. *Tourism Management*, 73, pp.64–70. doi:<https://doi.org/10.1016/j.tourman.2019.01.019>.

Waterschoot, W. van and Bulte, C. van den (2021). The 4P Classification of the Marketing Mix Revisited. *Journal of Marketing*, 56(4), p.83. doi:<https://doi.org/10.2307/1251988>

.