



Marketing Plan of Hotel Sixth Senses

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Introduction

This essay's objective is to find any marketing opportunities and develop a communication strategy for the chosen hotel, Six Senses Hotels. The essay is being developed as a prerequisite of the course lesson as well as for individuals who are interested in the luxury hospitality business and wish to learn more about Six Senses and its unique positioning. This essay aims to provide a comprehensive overview of Six Senses hotels, a luxury hotel brand that places a strong emphasis on sustainability and wellness. The key framework for this essay will include an analysis of Six Senses' strengths, weaknesses, opportunities, and threats, as well as a discussion of the brand's external environment using the PESTLE analysis, the brand's current scenario, marketing mix and strategy.

Six Senses, which started with a single resort in 1995, became the hotel industry's pioneer of sustainable practices, proving that leadership devotion to local communities and ecosystems can be combined with top-tier facilities.

Situation Analysis

Company

Six Senses is a brand of high-end hotels and resorts that are known for its commitment to wellness and sustainability. Ecotourism's positive effects on local communities are one of the company's strengths. These effects are amplified by training and job opportunities, tourism education, and investment (Silva, 2018). This focus on sustainability not only helps the local people but also helps the destination's economy.

The trend toward sustainability has a positive effect on local communities, but it also has other benefits, such as making people live longer, saving money, and improving the quality of work and work environments (Bondarenko et al., 2019). This makes Six Senses' commitment to sustainability even stronger.

Customers

The Six Senses Hotel is a popular choice for honeymooners and couples looking for a peaceful, romantic setting. Private villas, suites, and romantic dinners for two are offered, as well as other special aspects that contribute to a delightful and romantic experience. The Six Senses Hotel caters to rich guests looking for an opulent and extravagant experience. The hotel offers facilities, services, and activities that are suited for the needs of its tourists (Bruner, 2019). The Six Senses Hotel prioritises health and wellness by offering a range of activities and programmes that promote relaxation, rejuvenation, and overall well-being. The hotel has healthy dining options, fitness centres, yoga studios, and a spa.

Competitors

The perceptual positioning map is a visual representation of how consumers perceive brands in a particular industry based on two or more dimensions. In the case of Six Senses hotels, they can be positioned on a map based on luxury versus affordability and sustainability versus trendiness. Six Senses would likely be positioned in the upper-right quadrant, representing luxury and sustainability (Bruner, 2019). This is because Six Senses is a high-end luxury hotel brand that places a strong emphasis on sustainability and eco-tourism, which appeals to environmentally conscious and socially responsible travellers.

Collaborators

Six Senses has worked with Gourmet Gulf, a local and organic catering company, and EarthCheck, a sustainability certification firm, to improve its sustainability policies. Select Group, the global property developer, has signed a management agreement with Six Senses Hotels Resorts Spas to develop the ultra-luxury operator's first branded residences and hotel in the United Arab Emirates (News, 2021).

Global luxury hotel brand Six Senses emphasizes sustainability and well-being.

Climate

PESTLE analysis helps Six Senses comprehend its external influences. Political, economic, sociocultural, technological, legal, and environmental variables affect businesses.

Six Senses is affected by politics. Government policies encourage ecotourism and sustainable travel worldwide. Green brand Six Senses follows these government policies (Bruner, 2019). Political unrest can affect tourism and hotel operations.

Economy and exchange rates affect Six Senses. Tourism and hotel bookings fall during recessions and rise during expansions. Six Senses must monitor economic factors and adjust its plans (Gigauri, 2019).

Six Senses considers customer preferences and social trends. As people become more environmentally and health-conscious, Six Senses benefits from its focus on sustainability and well-being. A competitive brand must adapt to changing consumer tastes.

Six Senses uses technology in hospitality. Six Senses guests use online booking and virtual reality. The brand needs technology to meet customer expectations.

Health, safety, labour, and environmental laws govern Six Senses (Goi, 2019). The brand's sustainability and wellness goals meet environmental, health, and safety standards.

Six Senses is eco-friendly. Six Senses reduces energy and waste. Sustainable tourism requires brand innovation.

Objectives

SMART Objectives of Six Sense Hotel

Specific: The hotel should have distinct and specific aims. For instance: To raise the occupancy rate by 10% during the following six months (Bjerke and Renger 2017).

Measurable: The objectives should be measurable so that hotel management can track them. The phrase "ecosystem" refers to a group of individuals who operate in the building sector. Improve the occupancy rate by 10% over the next six months by measuring the number of rooms sold each month (Ogbeiwi, 2017).

Achievable: The objectives should be feasible. For instance: To increase occupancy by 10% in the next six months via targeted marketing campaigns and special incentives (Bjerke and Renger 2017).

Relevant: The goals should be relevant to the hotel's overall goals and objectives. To reduce the hotel's carbon footprint and promote sustainability, the hotel's energy consumption must be reduced by 15% over the next year.

Time-bound: A timetable for attaining the objectives should be established. Increase income by 20% over the next two years by the end of 2025 (Bjerke and Renger 2017).

The goal of the marketing plan of Six senses hotel is solely for improving its lack of marketing experience and community knowledge.

Strategy

To overcome its weaknesses, Six Senses hotels may implement several marketing strategies. Eco-tourists and luxury visitors can be reached through targeted advertising, local tourism boards, and social media (Iacobucci and Grisaffe 2018). Eco-tourism workshops, sustainable events, luxury travel agency partnerships, and educational materials can educate local populations about sustainable tourism and promote the brand's distinctive guest experiences. A budget, website traffic, social media engagement, and hotel bookings will evaluate the plan.

Tactics

Sustainability and wellness may help Six Senses Hotel stand out among premium hotels. Conscious tourists seeking meaningful experiences may enjoy the hotel's eco-tourism, which incorporates organic farming and marine protection. Six Senses can offer private butlers and personalized wellness programs to complement its premium pricing strategy.

Smart location selection can boost Six Senses' demand and revenue. The hotel might build in rural, nature-rich areas or tourist-heavy cities (Iacobucci and Grisaffe 2018). Eco-tourism, local tourism boards, and luxury travel companies can promote the hotel brand and open new markets.

Discounts and packages encourage longer stays and repeat reservations (Möller, 2016). Six Senses offers savings for prolonged stays, group reservations, and couples and family packages.

Action

Tasks	Description	Required Time	End Date
Conduct a thorough review of current operations	This includes a review of financial records, staffing, guest feedback, and market trends.	6 months	To the end of October 2023
Develop a clear strategy	Based on the review, develop a strategy to address any issues or opportunities that were identified. This may include adjusting staffing levels, renovating the hotel, or changing pricing and marketing strategies.	7 Months	To the end of November 2023
Focus on guest experience	The Six Senses hotel brand is known for its focus on guest experience. Therefore, it's essential to make sure that everything from the moment the guest enters the hotel until the time they leave is exceptional.	8 Months	To the end of 2023

ACTION												
Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Market Research	✓	✓										
Develop Marketing Strategy			✓	✓	✓							
Create Marketing Materials				✓	✓	✓						
Launch Digital Advertising Campaign					✓	✓	✓					
Host events & activations						✓	✓	✓				
Engage in social media marketing							✓	✓	✓			
Monitor & Evaluate									✓	✓	✓	

Control

Leaders must know what to measure to evaluate a marketing campaign's success. While establishing your overall aim is a good start, objectives must be specific enough to link to data you can gather and analyze. Linking feedback to campaigns—whether statistics or customer perceptions—can help you assess resource use (Hall, 2022). There are several matrices to measure the success of a marketing plan including customer retention rate, ROI, Cost per lead, customer lifetime value, website traffic, new versus returning visitors, etc.

Conclusion

In conclusion, Six Senses hotels encounter difficulties in marketing, such as inexperience and competition (Möller, 2016). To overcome these obstacles, they should invest in marketing techniques, prioritize brand awareness and customer loyalty, and employ technology to improve the customer experience. Six Senses sustainability is always integrated, intuitive, and innovative. The group's actions are measurable and significant (Royist, 2022).

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Presentation Slides



INTRODUCTION

Situated: 1995

- Objective is to find any marketing opportunities and develop a communication strategy for Six Senses Hotels.
- A luxury hotel brand that places a strong emphasis on sustainability and wellness.
- Became the hotel industry's pioneer of sustainable practices, proving that leadership devotion to local communities and ecosystems can be combined with top-tier facilities.



SITUATION ANALYSIS: COMPANY

STRENGTHS

Strong brand reputation and recognition for luxury, sustainability and wellness.



WEAKNESSES

High price point may limit potential customer base and appeal only to a niche market.



THREATS

Growing competition in luxury hotel and resort market from both established and emerging brands.



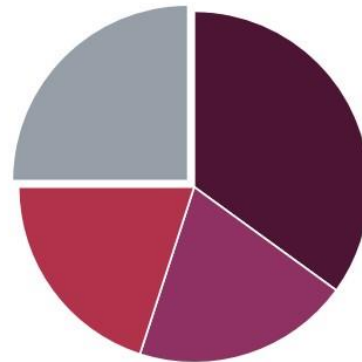
OPPORTUNITIES

Expanding into new regions or countries, such as North America or South America, to increase geographic reach and tap into new markets.



SITUATION ANALYSIS : CUSTOMERS

- Environmentally Conscious
- Luxury and sustainability focused
- Personalized Service and Wellness emphasis



SITUATION ANALYSIS : COMPETITORS

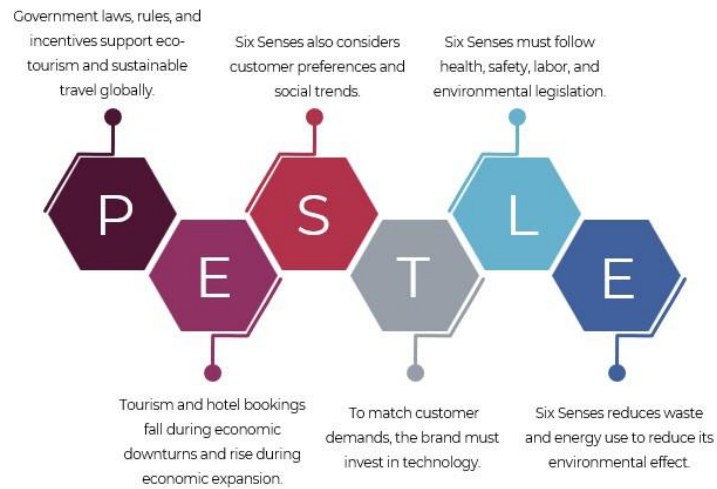


SITUATION ANALYSIS : COLLABORATORS

Six Senses Hotels have signed partnerships with many other organizations like, GOURMENT GULF, EARTHCHECK, SELECT GROUP, etc.



SITUATION ANALYSIS : CLIMATE



OBJECTIVES

SMART Objectives of Six Sense Hotel

Specific

Measurable

Achievable

Relevant

Time-bound



STRATEGY

To overcome its weaknesses, Six Senses hotels may implement several marketing strategies -

- Targeted Advertising
- Local Tourism Board
- Eco-tourism Workshops
- Luxury Travel Agency Partnership
- Website Traffics and Social Media Engagement



TACTICS



ACTION

Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Market Research	✓	✓										
Develop Marketing Strategy			✓	✓	✓							
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Host events & activations						✓	✓	✓				
Engage in social media marketing							✓	✓	✓			
Monitor & Evaluate									✓	✓	✓	

CONCLUSION

Six Senses hotels encounter difficulties in marketing, such as inexperience and competition. To overcome these obstacles, they should-

- Invest in marketing techniques
- Prioritize brand awareness and customer loyalty
- Employ technology to improve the customer experience.