

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

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A comparison of the marketing methods of two multinational hotel brands- Six Senses and Moxy

Introduction

The global hospitality market is expected to reach \$5,816 billion by 2027, according to a report by Hospitality Global Market Report (Standalone, 2023). Multinational hotel brands are increasingly looking for new ways to attract customers and increase their brand awareness in the competitive market. In this essay, I will compare the marketing methods of two multinational hotel brands: Six Senses and Moxy Hotels. Six Senses are a group of luxury hotels, resorts and spas located in 17 countries. It has properties in countries like Maldives, Fiji, Indonesia and has 34 more properties under development (Six Sense, 2022). Six Senses is recognised for their passion for customers' wellness and personal health, as well as community, sustainability and design (Six Senses, 2023). It does not only consider the wellness of the customers from the outside but it also provides personalised treatments for the customers to help them from the inside like food and drinks, sleep and immune system (Six Sense, 2022).

On the other hand, Moxy Hotels is an affordable, contemporary and stylish and playful hotel brand of Marriott Hotels with locations across Europe, North America and Asia (Marriott Int.,Inc, 2023). With more than 70 locations, Moxy Hotels were developed with young people in mind by catering their services and creating a relaxed atmosphere for young travellers (Miceli , 2022). It provides stylish modern room with many digital features, and it has a 24 hours' open bar for people to socialise and relax with free complimentary check-in drinks (Miceli , 2022).

Both companies use various forms of marketing strategies such as social media, pre-opening marketing, influencers reviews and many more to advertise their business, however, their approach and target audience can change the marketing strategies.

Main Body

Six Senses and Moxy hotel both are up class hotels with facilities to accommodate customer needs. When comparing the two hotels, it is quite evident that their target audience is different.

Six Sense hotel caters to those seeking a luxurious and retreat, and families who are looking for a relaxing time away where they can relax and unwind. Moreover, they are recently trying to target a younger clientele to build their business. They are putting in place various exciting activities that Millennials will enjoy as well as making the buildings and surroundings more sustainable (CPP, 2017). Six senses is also making sure to cater for couples who want to celebrate their anniversary and honeymoon by providing a romantic and serene atmosphere for couples to enjoy the significant event with their loved ones (BlogMarketing, 2019).

On the contrary, Moxy hotel target customer are the millennials that are born between 1977 and 2000 (Armstrong et al., 2021). The hotel has contemporary rooms with high tech features. The prices are also affordable to make sure the young customers can afford them without compromising on the quality and services of the hotel (Miceli , 2022). As the target audience is young, joyful and fun-loving, all Moxy hotels are famous for their 24 hours' bar where people can relax and socialise any time of the day, as well as grabbing food any time and any day from the Grab and Go counter (Marriott Int. Inc, 2023).

With the difference of the target customer in mind, the marketing strategies followed by both company has its own differences as well as similarities.

Firstly, both companies use Social media platforms to attract more customers. Recent statistics show that over 77% consumer consult the internet before ordering something or going somewhere (Moliner-Velázquez et al., 2021). That is why is important for businesses to advertise using social media platforms as it allows potential customers to explore and read reviews before booking their rooms. In 2015, the Moxy hotel collaborated with YouTube to make a web-series. This type of brand marketing reached to over 135,000 Instagramers which made the Moxy hotel do a season two of the series (Shrivastava et al., 2023).

Furthermore, both hotel uses Social media influencers to promote their business. Influencer have started to play a very important role on promoting businesses. Statistically, it has been shown that over 82% of customers will agree to stay somewhere where an influencer stayed and gave a positive review (Shrivastava et al., 2023).

In addition, Moxy hotel provides a digital guestbook for customers to share their experience (Kwok, 2018). Thanks to " #atthemoxy" hashtag, customers can share their experience easily in the Moxy digital guestbook, which gets shown on big flat TV screen in the hotel (Kwok, 2018).

According to articles, by using social media platforms and promoting guest service the way Moxy hotel does, it helps to save a lot of money compared to other hotels that spend a lot of money for marketing their services. In contrast, Six Senses hotel and resorts have their own micro site known as "The Edit by Six Senses" where customers can browse and find exciting activities (ftt News, 2018).

Word of mouth is also another marketing strategy used by both companies to increase their business (Jobber & Ellis-Chadwick, 2020). The use of this strategy has been successful for years because spreading the word of a service with other people has been demonstrated to be more efficient than other methods (Shrivastava et al., 2023). However with the recent advance in technology, word of mouth are also being digitized and people use social media platform to share their experience and opinions.

While Moxy hotel marketing strategy mainly involves advertising by using influencers and social media platform, Six Senses hotel uses also a different type of strategy.

Six Senses marketing strategies can be classified as a "Market Segregation", as it focuses on targeting small group of audiences depending on the sociodemographic and geographic characteristics (BlogMarketing, 2019). For example, when targeting millennials, it is important to get them engaged by attracting their attention in all the positive aspects of the resort. These includes advertising about sustainability, new experiences and intellectual development (BlogMarketing, 2019). In an interview with Six Senses CEO, Neil Jacobs, he mentioned that Six Sense in Vietnam offers the guest to select their own lobster from the farm and let the chef prepare it (CPP, 2017). Moreover, to attract more younger generation to understand sustainability, each villa provided guests with "stainless-steel straws and the cleaning brush" to promote plastic free campaign (CPP, 2017) (BlogMarketing, 2019). Furthermore, when targeting different demographics, it is important to understand what age the target client falls into. In recent studies, it has been observed that in average 7.4 trips are made by younger travellers for business than the other age group

(Camilleri, 2018). For reaching a younger clientele, hotels need to be able to offer services that will be more suitable to their age.

Moreover, Six Senses Hotels and Resorts marketing strategies also involves pre-opening marketing materials. By distributing and advertising before the opening of any branch, Six Senses make sure that the general public is aware of it. This is done by posting adds in their social media and also on their website (Six Senses, 2023). Additionally, Six Senses may also utilize targeted email campaigns to reach potential customers who have expressed interest in their brand or similar luxury travel experiences. By generating buzz and excitement prior to opening, they can create a strong demand for their services and ensure a successful launch.

Conclusion

In conclusion, is evident that most hotels follow some basic principles when it comes to marketing strategies. such as targeting their audience, offering unique experiences, and providing excellent customer service. However, with the rise of technology and social media, it is important for hotels to adapt and incorporate these tools into their marketing plans to stay competitive in the industry. By doing so, they can reach a wider audience and ultimately increase their revenue. The use of social media has proven to be very efficient in promoting businesses as it does not require a lot of money to be spent on advertising. Additionally, social media platforms provide businesses with valuable insights into their target audience's preferences and behaviours, allowing them to tailor their marketing strategies accordingly. This is especially important in today's digital age where consumers are increasingly turning to social media for product recommendations and reviews before making a purchase.

Six Sense hotel uses market segregation to attract different types of client. For example, as Six Sense Hotel is more targeted to couples and people that are looking for a relaxing week away, younger client might not like their services as they might find it more expensive or too formal for their taste. Whereas Moxy hotel provides more of a casual and affordable environment for the client attracting a younger clientele who don't want to break the bank but also want to enjoy a peaceful, colorful, playful space.

Six Sense hotel uses market segregation to attract different types of clients, such as families, couples, and business travellers. They also offer personalized services and activities that cater to each group's specific needs and preferences. By doing so, Six Sense hotel has been able to differentiate itself from its competitors and create a loyal customer base. In comparison, Moxy hotel provides more of a casual and affordable environment for the client attracting a younger clientele who don't want to break the bank but also want to enjoy a peaceful, colorful, playful space. This is reflected in the hotel's vibrant and modern design, which includes bold patterns and bright colours. Despite their differences, both hotels prioritize creating a unique and memorable experience for their guests.

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