

A comparison of the marketing methods of two multinational hotel brands

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Module title: Marketing Essentials BMIH4005

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Word count: 1649

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INTRODUCTION

This essay will provide wholesome learning about the complete marketing strategies of two multinational hotels, Six Senses and Holiday Inn. Marketing plays a vital role to make an organization or hotel attain a grand position in the market. This technique differentiates competitors from each other. In this study, the researcher will get to learn about the unique marketing strategies of Hotel Six Senses and Holiday Inn. Every hospitality company is mostly put together for tourism. This essay is driven by developing and maintaining an efficient and effective marketing plan, so it impacts the customers to use their services repeatedly (Bowie et al, 2019). Also, focus on evaluating Pestle and SWOT of both the Hotels in detail. Marketing strategies include the company's most important schemes such as data on targeting customer demographics, essential brand recognition and different components. It should be therefore split between maintaining relationships with past customers to look for new customers ahead.

PESTLE and SWOT Analysis

PESTLE Analysis

Political & Legal Factors- As the hotel industry contributes the most to the economy. Political stability plays a vital role in the building growth of the hotel industry. In case of any political unrest or any kind of emergency, the government could oppose travel bans like the Covid-19 pandemic (Dewi and Sulivyo, 2022). Decisions like this directly affect the hotel industry. The hotel Holiday Inn, it gets highly affected by taxation, legislation and political stability and the duration of government as it might face fee proposals or waves of taxes that eventually challenge the hotel and its ability to respond. Whereas at Six Sense Hotel, there is a leisure relief as the retail discount for rates of the business extends to 50% to the 2022-23 tax year for eligible businesses this will enhance the industry to make property improvements.

Economic Factors – The hotel industry contributes the most to the economy because of foreign currencies. Conditions like inflation, unemployment and economic instability directly affect the businesses of hotels. If people are a little conscious of their monetary looks, they will try to prefer hotels which are within budget. That takes us to the hotel Holiday Inn the hotel is comprised of covering the necessities of the guests on a budget (Jobber and Ellis-Chadwick, 2020). However, Six Sense Hotel is a luxurious hotel.

Socio-cultural Factors – People's choices and preferences assist the hotel industry to shape their facilities. There are some reasons how it affects the hotels. When we talk about the hotel Six Sense initiates on giving their guests a high level of comfort situated near nature. As the target audience is millennials, couples and families who encourage sustainability, prefer this hotel. Many travellers choose hotels on available facilities like bars, and swimming pools which could be easily available in other hotels as well easily; their matters of preference are particularly divided and not comfort specifically (Khalid et al., 2020).

Technological Factor-Technological advancement has brought a new outlook to the hotel industry. AI-based customer support systems and application-secured offers would-be the guests who experience things smoothly and conveniently. With a few clicks, they can book their hotels anywhere, anytime (Mekhruza et al., 2022). Social

engagement through social media has given hotels the chance to have more customers through advertisements.

Environmental Factors- Six Senses mainly focuses on sustainable practices to keep their service environment-friendly. They have switched to renewable energy sources for power to reduce pollution. On the other hand, Holiday Inn is focused on the implementation of an eco-friendly environment for its guests.

SWOT Analysis

Strengths- Six Senses differentiates itself from other hotels which are just focusing on getting rid of plastic things. However, it ensures not only plastic-free but is produced locally farmed and grown. On the other hand, Holiday Inn is concerned as its business which gave itself a competitive enhancement in the market. Its strengths rotate around financial position, workforce which are experience, intangible assets like the value of the brand and the uniqueness of the product (Madsen and Stenheim, 2022). Also, have high brand regalement and excellent in advertising.

Weaknesses- The weaknesses that can be defined with Holiday Inn are that the company is lacking, and the competitors can be chosen easily. It is working to increase penetration in the economy. In six Senses, the power of suppliers is low which leads to the not subject bargaining power of suppliers which imitates direct pressure on its competitiveness.

Opportunities- Country-specific seasonal offers, advancement in facilities and better communication are the opportunities which could lead both hotels to the opportunities to serve their guests to the maximum (Kim et al., 2019).

Threats- A decline in the tourism industry due to natural calamities, terror pandemics, substitute products and services also, and changing policies of government could lead to high threats. The Six Senses face low threats as it remains one of the kinds, coming in trendsetters. Whereas Holiday Inn are just trend followers.

Marketing Mix

It drives under 7P's of marketing.

Product (hotels and rooms) - About Six Senses, offers luxurious facilities and is popular for authentic hospitality. Holiday Inn, products here could be depending upon the guest according to their preference in medium quality, low price or above average quality with high price respectively (Khalayleh et al., 2022).

Price- This refers to an approach towards hotel industries to choose how much to charge for their services and goods. Six Senses offers cost-leadership whereas Holiday Inn follows competitive pricing.

Place- Six Senses Hotel only operates in the UK while the Holiday Inn operates its services in different countries, and products and facilities are officially seen through its broadcast advertising via other social media platforms (Nikbin et al., 2022). This avails us of the competitive advantage of the hotel Holiday Inn.

Promotion- Holiday Inn, products here could be depending upon the guest according to their preference in medium quality, low price or above average quality with high price respectively.

Physical evidence- Developing and maintaining an ambience with a proper marketing plan so it attracts customers to use their services repeatedly. This leads to the Six Senses which provides beds cushions which are specifically tested (Veloso et al., 2023). Holiday Inn has bars, and swimming pools in every villa which attracts customers to choose them.

People- Six Senses staff are highly skilled and experienced as compared to its competitors. While Holiday Inn trains its employees to deliver outstanding service to its guests (Rabiul et al., 2023).

Processes- Both hotels have positive feedback from their customers. The Holiday Inn has given its customers comfort and relaxation at pocket-friendly prices. However, Six Senses provided its customers with the utmost leisure and preference individuals through its facilities.

Segmentation Targeting and Positioning

The STP of Hotel Six Senses is mainly designed for millennialism, families and couples. On the board of offers, the strategy refers to differentiated and concentrated marketing. It reflects on the factors to attract young people and provide related services as they are always interested in exploring new things and seeking intellectual development. During the check-out of each villa, they provide guests with a stainless-steel straw with a cleaning brush to take home. These straws are customized and made from Zil Pasyon and each one has an engraved reading starting from "Six Sense Plastic Free by 2022". Whereas Holiday Inn emphasizes the given variables which are controlled by the marketing manager to achieve an objective (Kim et al., 2019). It focuses on business travelers mainly and is concerned with providing them with fully-fledged high-speed internet access, comfortable and spacious rooms, full-time service and a loyalty program at its core. Holiday Inn reflects the context to fulfil basic customers' demands and necessities. This group of hotels has developed a unique design of the product, name and features to stand out from the competitors (Kotler et al., 2020). Although, Six Senses is one of a kind and does not have any competitors. Following factors such as quality, variety, features, packaging, company/brand name and other services. On the other hand, Six Sense Hotel's services of providing rooms to tourist people or guests summons a relaxed good night's sleep. Different cushions and pillows are available as all people do not have similar preferences when it comes to comfort (Schlegelmilch, 2022). Rooms are consistent in color, higher mode of selection when it comes to beds they are specifically tested. It provides its customer with the most useful form. On the other hand, digital marketing Holiday Inn promotes their facilities to engage customers via Broadcast Advertising and Engagement Marketing also. Whereas Six Sense does not require advertising as the name itself is popular in the hospitality industry (Smith & Zook 2020). Its name proposes "explore new experiences, eat and sleep with six senses". Initiates living and relaxing in nature and promotes sustainability.

Conclusion

With the overview of this essay, it concludes the researcher that both hotels provide the best services to their customers. Six Senses is way more costly than Holiday Inn, but it focuses on giving its customer the utmost leisure and lavish treatment. Whereas holiday Inn also does not compromise in quality but is pocket friendly as compared to Six Senses. Six Senses offers luxurious facilities and is popular for authentic hospitality and follows cost leadership (Suay-Pérez et al., 2022). While at Holiday Inn, products here could depend upon the guest according to their preference for medium quality, low price or above average quality with high price respectively and following competitive pricing. Holiday Inn, products here could depend upon the guest according to their preference in medium quality, low price or above average quality with high price respectively.

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