

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

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Introduction

The parent organization of Six Senses refers to InterContinental Hotels Group, which is a multinational hospitality establishment, originated by the British. Six Senses was founded by Sonu Shivdasani in 1995. They promote different scientific approaches to achieve sustainability. However, Holiday Inn refers to an American hotel chain that is based in Atlanta. This also is a part of InterContinental Hotels Group, founded by Kemmons Wilson, in 1952. This essay aims to compare different methods and also strategies for marketing the two aforementioned hospitality organizations.

Main Body

Paragraph 1: Situational internal/external analysis

Six Senses and Holiday Inn hotels have some specific types of strengths which help them to grow more in the marketing field. Both hotels have some specific good sides. Like Six Senses, companies always maintain their caring and responsible hospitality manner. They are always very much concerned about their local hosts or community who helps to preserve their environmental operations (Smith and Zook, 2020). On the other hand, one of the main strengths of Holiday Inn is its high-quality brand recall. They always maintain their brand value. Another aspect of Six Senses' strength is its emotional hospitality. They have the power to control or manipulate their hosts through their excellent hospitality manner. Moreover, strength of Holiday Inn is its entry into new types of markets. Not only these but also various types of weaknesses also have faced these two companies. Like, Six Senses Company has low burgeoning power, a limited amount of their entrance, and also uses their logo during the co-branding where there is no privacy in their use of the brand. Moreover, Holiday Inn has a limited market share, a huge number of competitors, and also increased penetration. These may create various types of troubles in their company. Various types of opportunities for these companies have been arrived at by their strengths. Like preserving environmental operations, the service begins with empathy, and unique types experience their major three opportunities. On the other hand, seasonal various types of offers, dealing with a huge number of guests consider the opportunities of Holiday Inn Company. Some threats have been caused by the weakness of these two companies (Kotler et al., 2020). Sustainable products and services, cost disadvantages, and customers' inability to dedicate the price are for Six Senses. Moreover, the high cost of operations, a huge number of competitors, and decreased tourism industry are for Holiday Inn what they have faced. Political factors in the UK affect these two

companies' management systems in various types of manners. Six Senses company faces various types of issues for their caring and hospitality system while various types of changes in governmental decisions (Ryan, 2012). Holiday Inn on the other hand has a huge number of competitors in their market so any type of governmental violence causes various types of issues in their financial stage. One of the most affected factors of the economy is unemployment. This may affect the Six Senses marketing system because they already had a limited number of entrances (Ghauri, 2014). On the other hand, as Holiday Inn has a huge competition this may create a huge amount of bad impact in their industry. Different types of culture are important aspects of social factors that may affect the Six Senses servicing system which may be hampered by the different types of culture. Holiday Inn on the other hand deals with a large number of hosts where they have to deal with various types of cultural problems. Technological factors give various types of advantages by which the hotel management system gives their high-quality type security system and all types of electrical items. This helps the Six Senses Company to attract more guests and on the other hand, gives the opportunity to Holiday Inn to maintain their brand value. As an environmental factor, the Six Senses Company may increase the value of food, water, and other essential things (Housden, 2008). The cost disadvantages of Six Senses Company may utilize this aspect and the Holiday Inn Company may maintain its marketing value. Taxation rule is one of the major aspects of the legal system. This taxation system may affect the financial growth or structure of Six Senses Company. On the other hand, Holiday Inn may face more financial difficulties while they deal with a huge number of customers.

Paragraph 2: The marketing mix

Six Senses identify the customers to customize affordable products for both mid-scale and high-scale guests (Bowie et al., 2017). This luxury brand promotes natural beauty as well as the sustainability of the surrounding environment. Existing loyal customers of this brand are offered several discounts for products and services that are newly launched. Furthermore, this brand promotes sustainability so; they promote plastic-free services. On the other hand, Holiday Inn refers to a luxury hotel with large rooms with attached spacious toilets. In addition, customers can experience an artistic atmosphere and luxurious facilities here. Other well-being facilities like spas, exercise, and different kinds of massages are also available here. In current times, though everything becomes digital, Six Senses uses traditional and modern strategies to reach customers across the globe including developing countries. Advertising through radio, newspaper, media,

and different social media platforms helps them to expand all over the planet regarding their products and services (Koščak et al., 2023). However, Holiday Inn ties up with multiple events, and different international agencies of travel to promote their services (Clow and Baack, 2013). The feedback from their loyal clients is also helpful in this context. All the stakeholders such as cooks, employees, and customers are referred to as people of the hospitality groups. Their contributions are important for the hotels to achieve success in the competitive market. Effective performance of such employees of Holiday Inn allows customers to be satisfied, which is necessary for upholding their position (Chaffey and Ellis- Chadwick, 2019). Contrarily, Six Senses always try to provide their customers with several facilities for paying from a digital wallet, easy access to customer service as well as user-friendly booking applications, and much more. Place refers to one of the most important facts of any business. This brand is located in different countries across the world, such as Portugal, Switzerland, Vietnam, the United Kingdom, Bhutan, Fiji, Spain, Turkey, India, and many more nations (Pham et al., 2023). Being situated in various countries, it allows the guests to enjoy different facilities as well as natural beauty. On the other hand, various branches of Holiday Inn are situated in the places of tourist attractions. It helps the aforementioned hospitality organisation to draw a large number of tourists in this context. Physical evidence, proper infrastructure, and also an impressive environment plays a crucial role for hospitality service-providing establishments in order to sustain success (Sann et al., 2022). Being situated in different countries, Six Senses allows their customers to experience the beauty of nature which is effective for their success. Contrariwise, as Holiday Inn prefers to be located beside tourist spots, it is able to attract various types of guests and tourists in this regard. Therefore, both hospitality organisations are benefited from their location. Six Senses consider its customers on the basis of their income while serving a new product or service. As it provides different services, customers are offered to be considered in this context. In the normal seasons, the cost of services, food & beverages becomes reasonable. However, in between peak seasons, Holiday Inn offers imported good quality products and services at a premium cost. Moreover, as all the food items are imported, the price becomes high compared to other hotels in the marketplace (Mooney, 2020). This brand promotes itself as the leader of its product and service in the leisure segment. Implying as well as maintaining effective processes is important to run a successful business. Holiday Inn offers various luxurious services to its customers while Six Senses is focused on sustainability (Jobber and Ellis-Chadwick, 2020). The strategies and leadership styles of Holiday Inn to approach

customers are effective. However, as people become more sustainability-conscious and Six Senses also promotes the same thing, they are more benefited in this context.

Paragraph 3: Segmentation, targeting and positioning

Segmentation targeting is a very common thing for any type of company or industry. Here the two above-mentioned companies use various types of segmentations. Like Six Senses, companies always maintain or create their target strategy (Jones, 2022). This company mainly specializes in remoting systems or processes. They mainly segregate their market into various types of socio-demographics, geographic, behavioral, and psychographic characteristics. Their main target is the socio-demographic terms and always gives importance to the family. As a positioning tool, the Six Sense Company always maintains its value proposition system or service. They always maintain their products or service system. On the other hand, Holiday Inn companies also maintain their main four parts of their segmentation aspects. Among them, they mainly focus on their behavioral aspect. They always maintain their hospitality manner and approach to attracting customers and hosts more. Their value proposition system is mainly based on their servicing system. They deal with a huge amount of customers and hosts, so this proposition tool they used as their beneficial side to maintain their marketing value more (Bourke et al., 2020). They mainly made their basic targeting strategy on the basis of this and always maintained their marketing segmentations.

Conclusion

From the above essay, it can be conclusively said that being parts of IHG, the aforementioned companies have implied different marketing strategies to achieve success. The SWOT and PESTLE analysis in this context helps to compare and analyze the effectiveness of the brands. The 7Ps of the organization's help to evaluate the marketing strategies. Furthermore, with different positioning and segmentation targeting both companies maintain effective strategies to balance their service and value proposition systems.

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Appendices

Appendix 1: SWOT analysis

Internal analysis	Six Senses	Holiday Inn
Strengths	• Caring and responsible • Emotional hospitality • Quirky and fun	• High brand to recall • Enter into new markets • Has high brand value
Weakness	• Low burgeoning powers • Limited entrance • Use the logo during co-branding	• Huge number of competitors • Try to increase penetration • Has the limited market share

Opportunity	● Preserve sustainable and environmental operations ● Service begins with empathy ● Unique experiences	● Seasonal offers ● Travelers looking for a new type of destination ● Deals with a huge amount of guests
Threats	● Customers are not able to dedicate the price ● Substitute products and services ● Cost disadvantages	● High cost for operations ● Decrease tourism industry ● Increase more competitions

Appendix 2:



Figure: Six Senses (Hotel and resort)

Appendix 3:



Figure: Holiday Inn

Appendix 4:

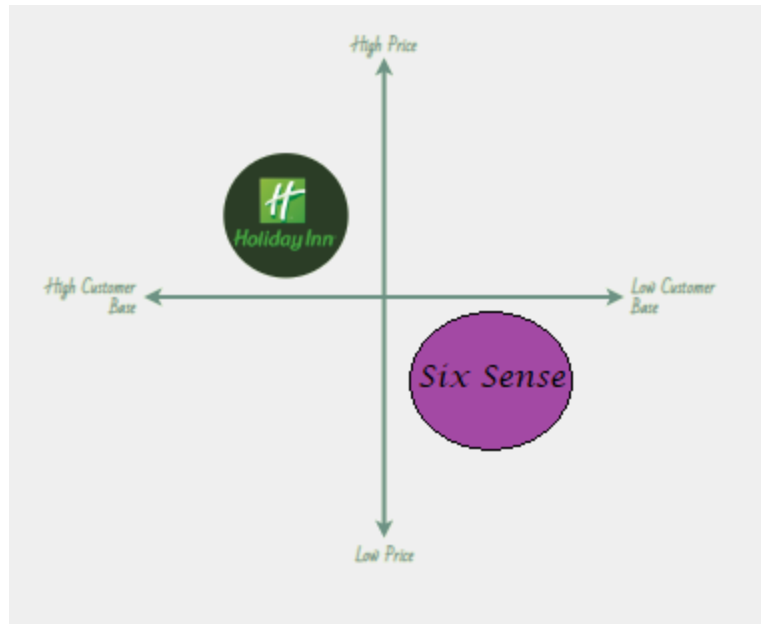


Figure: Perceptual Map