

Comparing marketing methods BMIH4005

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In this essay today we will be comparing the marketing methods and strategy of two multinational hotel brands.

The reason for this essay is to compare the marketing strategy within these big brands and to see how these brands differentiate.

The first of the hotels we will be discussing is the luxury hotel Six Senses.

Six senses first opened its doors in 1995 and currently has 18 different resorts/hotels worldwide.

This hotel has luxury resorts, wellness spas and five star hotels. It prides itself on having a passion for wellness, community, sustainable design and most of all smiles!

They believe that travel can come with a purpose and that you can ultimately reconnect with yourself during your stay at the Six Senses Resort.

The Six Senses properties are some of the most luxurious hotels in the world, with designs that blend in with the natural landscapes and incorporating cultural design elements.

The second of the hotels we will be discussing is the Holiday Inn.

Holiday inn was first founded in 1952 and has since greatly expanded again worldwide.

This hotel is more of an affordable option but is still a worldwide hotel with thousands of customers daily enjoying happy and cheerful stays.

Holiday Inn say that they want to make it easy to celebrate every moment big or small, comfortably at affordable prices. Their hotels are designed to bring family and friends together for those special moments whether it's for work or leisure.

Also, at the Holiday Inn kids stay and eat for free too which is great for families looking for that getaway at a smaller price.

The theory I will be using to compare these brands is the SWOT theory and internal analysis.

SWOT analysis is a technique for assessing the performance, competition, risk and potential of a business.

The SWOT theory will allow me to compare the strengths, weakness, opportunities and threats on these brands.

On the SWOT analysis for Six Senses, it has been found that Six Senses offers various different unique travelling experiences across its different resorts which include rituals, sailing and cruising, paragliding, reconnection experiences outdoors and also deep-sea diving. As well as these they also offer workshops and cooking classes.

The second strength the Six Senses has is that it is a unique resort with its own style and design. Not only that one resort that I have found within the Six Senses hotel is the Six Senses Kaplankaya which is based in Bodrum in Turkey. This particular resort has a showcase 10,000 square metre spa with pioneering wellness programming; indoor heated pool, hydrothermal areas, hammams, state of the art fitness equipment and also classes including spinning, yoga and pilates. They have multiple organic dining options, spacious outdoor venues, private beaches, a host of children's activities and experiences to reconnect with nature and rewild your soul.

The weakness at Six Senses is of course as it is a luxury resort prices to stay are very high with also then having to pay extra for certain experiences and services.

The opportunities at Six Senses would be the media coverage of the hotel online, on their own website they have taken great attention to detail to the pictures of the resorts itself and, they go into great detail explaining what they have to offer with added quotes to induce you into going through their website to find out more!

The threats against the Six Senses hotel and resorts are its rivalry amongst existing competitors, for example there top 4 competitors are Four Seasons, Mandarin Oriental, The Ritz-Carlton and St Regis, As the hotels offer similar experiences and services. With that being said Six Senses differentiates itself from other hotel chains through its engagement with sustainability across all hotels.

On the SWOT analysis for the Holiday Inn, its findings show that its strengths are that it is a family hotel which is affordable, not only is it a hotel for relaxing and leisure but it is a hotel for business and work. Not only is this a great affordable family hotel, but you can also book a stay using the IHG one rewards which is easy to sign up and free. Also, one of its great strengths is approximately 100 million people worldwide have stayed at a Holiday Inn annually.

The findings I found for the weakness for the Holiday Inn would be the many bad reviews they have online stating that the hotel is poor and average.

One of the other findings I found for the Holiday Inn's weakness is that there is many competitors which then means there is limited market share. This has come about as there are many hotels with similar attributes and amenities as the Holiday Inn, For example Hyatt, Ramada inn and Hilton Hotel.

The Holiday Inn can expand further in its existing markets and explore new markets. The success of the Holiday Inn and its profitability has prompted IHG group to finance expansion towards Germany from the profits of the UK hotels. Also, the Atlas Hotels and Somerston Capital fund are investing heavily in the Holiday Inn franchises.

The biggest threat the Holiday Inn faces is the competition between other budget and affordable hotels for example Premier Inn, Travelodge and Ibis hotel. With regards to this they now all have price wars to face.

The main marketing strategy of the Six Senses hotel is mostly societal-orientated. They ensure to satisfy and improve both the consumers and the society's wellbeing. They focus on sustainable marketing, socially and environmentally responsible that meets the present needs of the consumers and business while also the future generation.

The product, place and people all coordinate with the price, the hotels are luxury hotels that are 5 stars. The target audience would be mainly people that are looking for the luxury hotel with a wellness spa to relax and retreat.

They say they want their customers to experience a layered approach to wellness within their own natural flow and find harmony and balance from the outside and the inside.

Regarding the changes and contemporary issues within Six Senses they have said to have gone plastic free completely within the last year, they say that with starting with single-use and disposable plastic as top priority. They aim to reduce exposure to the fossil-fuel based material for guests and communities and being mindful of its harmful impacts to wellness and wildlife.

The Holiday Inn has a different kind of target market, findings state that the top seven customers they target is people who prefer the Holiday Inn brand, people who like the familiarity of the brand, business travellers on a budget, people on vacation who prefer a reasonably priced hotel, backpackers and students, people who are looking for a hotel that provides value for money and travellers for whom a Holiday Inn is the most convenient option.

Within the research I have done on both these hotels and comparing its marketing methods and strategies I personally would say that Six Sense and Holiday Inn aren't very similar at all. They have two totally different targeted customers and different strengths and weaknesses. Six Senses is on the top of Holiday Inn as it defines as a luxury hotel and spa and the Holiday Inn is more of a budget friendly hotel with basic accommodation and amenities.

References

[Plastic Free 2022 | Sustainability Stories | Six Senses Hotels Resorts Spas](#)

[Holiday Inn SWOT Analysis, Competitors & USP | MBA Skool](#)

[Six Senses Joins Global Tourism Plastics Initiative to Become Plastic Free by 2022 \(hospitalitynet.org\)](#)

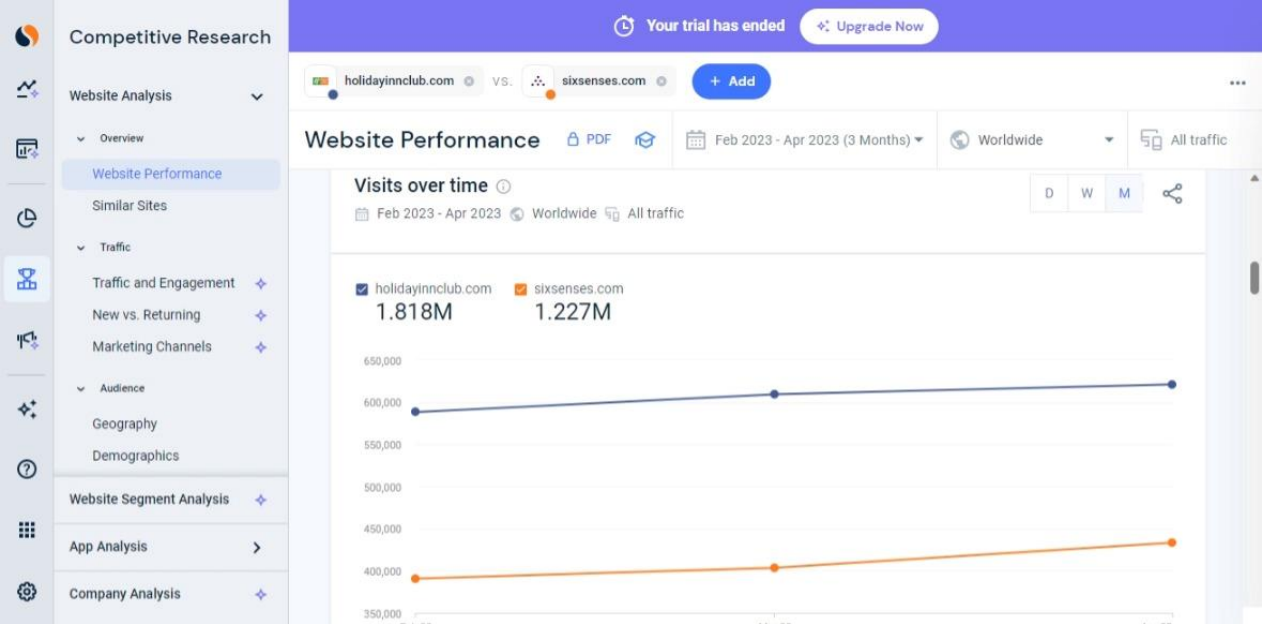
[Six Senses Reviews | Read Customer Service Reviews of sixsenses.com \(trustpilot.com\)](#)

[How our business works - About us - InterContinental Hotels Group PLC \(ihgplc.com\)](#)

[SWOT analysis of Holiday Inn \(Holiday Inn SWOT\) - www.howandwhat.net](#)

Luxury Resort Hotels in Bodrum, Turkey: Six Senses Kaplankaya

Appendices



Competitive Research

Website Analysis

Overview

Website Performance

Similar Sites

Traffic

Traffic and Engagement

New vs. Returning

Marketing Channels

Audience

Geography

Demographics

Website Segment Analysis

App Analysis

Company Analysis

Your trial has ended Upgrade Now

holidayinnclub.com vs. sixsenses.com + Add

Website Performance PDF Feb 2023 - Apr 2023 (3 Months) Worldwide All traffic

Engagement Feb 2023 - Apr 2023 Worldwide All traffic

Metric	holidayinnclub.com	sixsenses.com
Monthly visits	606,320	409,259
Monthly unique visitors	N/A	N/A
Visits / Unique visitors	N/A	N/A
Visit duration	00:06:46	00:01:41
Pages per visit	4.61	2.75
Bounce rate	46.25%	58.26%
Deduplicated audience	BETA	

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