

Title: A comparison of the marketing methods of two multinational hotel brands Name: Edna Patricia

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The distinctive brand positioning, target markets, and organizational traits of Six Senses Hotels and Holiday Inn are reflected in many areas of their marketing campaigns. Luxury and high-end tourists looking for distinctive and sustainable experiences are the primary target market for Six Senses Hotels. They use targeted marketing strategies and place a strong emphasis on holistic health, environmental responsibility, and engaging cultural experiences. Their website, social media sites, email marketing, upscale travel agencies, and partnerships with influencers are some of their marketing tools. On the other hand, Holiday Inn uses a larger segmentation strategy and targets a variety of visitor groups, including families, lone travelers, and business travelers. Their advertising focuses on comfort, dependability, and convenience. To reach a large audience, they employ a multi-channel strategy that includes their website, online travel agents, social media, traditional advertising, and loyalty program. With an emphasis on storytelling and authenticity, Six Senses Hotels develops content for their content marketing that highlights their distinctive experiences, sustainability efforts, and wellness offers. Holiday Inn places a strong emphasis on offering helpful tools and information to tourists, such as destination guides and travel advice, to establish themselves as a trustworthy and dependable source. While Holiday Inn concentrates on personalization within the context of visitor comfort and convenience, Six Senses Hotels delivers unique experiences catered to specific client preferences.

Target markets for Six Senses Hotels and Holiday Inn are different, with varying needs and tastes. The majority of Six Senses Hotels' target market is high-end and opulent guests looking for distinctive and sustainable experiences (Banyeva et. al., 2023). Individuals that appreciate wellness, nature, and eco-awareness make up their target market. These visitors frequently have an interest in environmental sustainability, immersive cultural experiences, and overall well-being. Six Senses Hotels offers opulent lodging, individualized service, a variety of wellness programs, spa treatments, and nature-focused activities to appeal to this affluent audience (Middleton et. al., 2009). They work to foster a sense of exclusivity and offer a haven for individuals looking for an upscale, environmentally responsible travel experience.

Holiday Inn, on the other hand, caters to both leisure and business travelers in order to reach a wider clientele. Families, lone travelers, and business clients who value comfort, convenience, and price make up their target market (Floyd et. Al., 200). Holiday Inn touts itself as a dependable and trustworthy brand that provides a consistent stay across its extensive global network. They concentrate on offering cozy lodging, cutting-edge conveniences, and effective services at reasonable prices. They appeal to both leisure and business visitors looking for an economical and comfortable lodging alternative since their target market often values value for money, convenient locations, and a hassle-free stay with dependable services.

Holiday Inn and Six Senses Hotels have quite different brand positioning strategies because of their distinct target audiences and identities.

The premium and exclusive brand Six Senses Hotels markets itself as providing opulent and environmentally friendly experiences. They place a strong emphasis on personal service, environmental sustainability, and wellbeing. With a focus on giving visitors a comprehensive

well-being experience, Six Senses Hotels aims to infuse each of their properties with a sense of exclusivity and individuality (Ferrell, Hartline and Hochstein, 2021). They incorporate wellness techniques into their products, including spa services, yoga, and nutritious food choices. Their brand strategy places a strong emphasis on sustainability, and they use eco-friendly techniques including renewable energy sources and conservation programs. Six Senses Hotels aspires to provide their discriminating guests with unforgettable and transforming experiences by placing a strong emphasis on individualized service, attention to detail, and a connection to nature.

Holiday Inn, on the other hand, advertises itself as a reputable and trustworthy brand that offers travelers cozy and practical lodging. They prioritize providing value for the money and establishing a unified customer experience throughout their extensive worldwide chain. The core of Holiday Inn's brand positioning is being a trusted option for travelers looking for hassle-free lodging (Mossberg, 2007). Reliability, consistency, and accessibility are highlighted. With amenities including cozy rooms, business centers, exercise centers, and eating options, Holiday Inn hotels are made to accommodate both leisure and business travelers. They put an emphasis on practicality and ease of use with the goal of offering a dependable and cozy experience wherever they are. Holiday Inn's brand positioning is founded on providing constant quality and value, appealing to tourists looking for a reliable and comfortable lodging option.

Different marketing strategies are used by Six Senses Hotels and Holiday Inn to connect with their target markets and advance their individual brands.

In order to reach their target audience, Six Senses Hotels uses a variety of marketing platforms. Their online website, which serves as a hub for presenting their properties, services, and experiences, is their main marketing tool. To entice potential visitors, they make investments

in attractive aesthetics, interesting information, and user-friendly interfaces. They heavily rely on social media sites like Facebook and Instagram for their marketing efforts. They use these platforms to interact with their audience, offer eye-catching images, and promote sustainability and wellness activities (Sotiriadis, 2017). Additionally, Six Senses Hotels uses email marketing to connect with subscribers and share news, promotions, and unique experiences. In order to broaden their reach and create connections, they also work with influencers and luxury travel companies, attending trade exhibitions and industry events.

Holiday Inn, in contrast, employs a multi-channel marketing strategy to reach a larger audience. For prospective guests, their website acts as a central booking platform and information source. They also depend on online travel agencies (OTAs), like Booking.com and Expedia, to broaden their online visibility and connect with customers who favor using these channels for booking. The goal of Holiday Inn's social media activity is to interact with customers, exchange information, and advertise exclusive deals (Kotler et., al. 2014). The company is particularly active on Facebook and Twitter. To reach a larger audience, they also spend money on conventional advertising methods like print and television ads. Holiday Inn uses their loyalty program, IHG Rewards Club, as a top priority marketing channel to keep their current clients and draw in new ones with incentives, tailored offers, and member-only perks.

The distinct brand positioning and target markets of Six Senses Hotels and Holiday Inn are reflected in the various content marketing strategies they use. The goal of Six Senses Hotels' content marketing strategy is to highlight their distinctive experiences and environmentally friendly methods. They create high-quality material, such as blog posts, videos, and social media updates, that appeals to their target audience. Their programming focuses on health, environmentally responsible projects, regional culture, and immersive experiences. They place a

strong emphasis on honesty and storytelling, providing tales that illustrate the substances' transforming and all-encompassing benefits for wellbeing (Murphy et. al., 1996). Their video frequently includes breathtaking photos that highlight the unspoiled beauty of their locales and the opulent amenities they provide. Six Senses Hotels uses content marketing to interact with their audience, position themselves as thought leaders in wellness and sustainability, and encourage potential guests to book one of their resorts for their upcoming getaway or retreat.

In contrast, Holiday Inn uses content marketing to give visitors useful data and resources. They use articles, blog entries, trip guides, and travel advice as part of their content marketing approach. They want to provide their target audience with useful guidance and insights, such as suggestions for kid-friendly outings, advise for traveling on business, or city guides for well-known locations. Holiday Inn aims to establish itself as a trustworthy and dependable resource for tourists by offering helpful and educational content. Their content frequently highlights the comfort, accessibility, and convenience of their lodgings and services, consistent with their brand positioning as a trusted option for a hassle-free stay.

Holiday Inn and Six Senses Hotels take various approaches to personalisation in order to better serve their respective target markets and brand identities.

For their guests, Six Senses Hotels place a big focus on individualized experiences. They try to provide a unique and personalized approach to hospitality. This is accomplished by Six Senses Hotels by providing a selection of individualized services and amenities. For instance, they might offer customised dining experiences that consider dietary restrictions and preferences, make personalized itineraries to cater to particular interests, or give customized spa treatments based on individual tastes and needs (Onkvisit and Shaw, 2004). Six Senses Hotels' staff

members are trained to anticipate and meet the unique requests of each guest, delivering a high degree of individualized service and satisfaction. Six Senses Hotels seeks to forge enduring memories and forge close relationships with their customers by offering tailored experiences.

Holiday Inn, on the other hand, places a strong emphasis on customization while still ensuring guests have a pleasant and comfortable stay. While Six Senses Hotels are more concerned with creating custom experiences, Holiday Inn also offers customizing choices to increase comfort and happiness for guests (Morrison, 2022). These choices may include pillow menus that let visitors choose the kind of pillow they want for a better night's sleep or room customization tools that let visitors change the lighting, temperature, and other room settings to their preferences. Additionally, Holiday Inn values customized greetings and interactions, training personnel to use guests' names and offer warm, considerate service. With these personalisation initiatives, we hope to provide visitors a warm and comfortable feeling during their stay.

Different segmentation techniques are used by Holiday Inn and Six Senses Hotels to efficiently target distinct client segments. Here is a summary of their segmentation strategies:

Six Senses Hotels: Six Senses Hotels has a segmentation approach with a focus on luxury and high-end tourists looking for distinctive and sustainable experiences. The following criteria form the basis of their segmentation:

Six Senses Hotels cater to people who value wellness, the outdoors, and environmental awareness. They appeal to people looking for individualized attention, comprehensive wellness, and rich cultural experiences. Six Senses Hotels distinguish themselves as a luxury brand

offering sustainable and transformative experiences by responding to the psychographic needs and preferences of this market.

b) Demographic Segmentation: Although not limited to a certain age group, Six Senses Hotels frequently draw wealthy individuals or families in higher income brackets who are prepared to pay a premium for upscale experiences. They cater to tourists who place a high value on sustainability, luxury, and wellbeing while traveling.

c) Behavioral Segmentation: Six Senses Hotels caters to tourists who are concerned with the environment and sustainability (Boyne, Hall and Williams, 2003). They draw visitors who actively look for wellness experiences, spa services, and outdoor adventures. The company offers itself as a viable option for people who want to match their vacation experiences with their ideals and seek a deeper relationship with the natural world.

Holiday Inn: Holiday Inn targets a broad variety of passengers, encompassing both leisure and business segments, using a broader segmentation strategy. The following elements are included in their segmentation strategy:

a) Demographic Segmentation: Holiday Inn caters to a variety of demographic groups, including corporate clients, families, and lone travelers. For a variety of age groups and travel needs, they provide rooms and services (Boyne, Hall and Williams, 2003). Their brand positioning appeals to a range of economic levels, making it a well-liked option for vacationers looking for bargain.

b) Geographic Segmentation: Holiday Inn is a multinational company with locations all over the world. Their segmentation accounts for the geographic preferences of visitors, ensuring that they are present in important cities and well-liked vacation spots (Sadhale, 2023).

c) Behavioral Segmentation: Holiday Inn satisfies the requirements of travelers who value comfort, reliability, and convenience. They cater to people that value hassle-free accommodations, contemporary facilities, and a unified brand experience around the world. Their brand positioning focuses on offering travelers a trustworthy option (Dzhandzhugazova et. al., 2016).

The differences in size and countries of operation between Six Senses Hotels and Holiday Inn have influenced the way they market their products in several ways:

Marketing Reach and Presence:

Being a more specialized and boutique business, Six Senses Hotels concentrates on specific marketing initiatives to appeal to their target clientele. They use the exclusivity and uniqueness of a few properties in a few chosen nations to their advantage. In order to draw in the target demographic, their marketing methods frequently highlight the luxury, sustainability, and wellness components of their products.

Holiday Inn uses a broader marketing strategy due to its larger size and international reach. They promote their vast network of hotels across many nations in an effort to reach a wider spectrum of travelers (Verbeke, 2013). Holiday Inn's marketing techniques are focused on offering a diverse consumer base constant quality, convenience, and value. To reach distinct

traveler demographics in various regions, they may use a variety of marketing strategies and campaigns.

Six Senses Hotels may leverage targeted marketing channels and collaborations with luxury travel agencies, high-end publications, and influential individuals to reach their specific target market. They prioritize channels that resonate with luxury travelers, such as high-end lifestyle magazines, luxury travel blogs, and exclusive social media platforms.

Holiday Inn utilizes a wide range of marketing channels and partnerships to maximize their reach. They may engage in strategic partnerships with online travel agencies (OTAs) and corporate travel agencies to expand their visibility and accessibility. They leverage digital marketing, social media platforms, traditional advertising, and loyalty programs to engage with a broader audience.

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