

A comparison of the marketing methods of two multinational hotel brands.
(Six Senses and Holiday Inn)

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Marketing deals with customers. Over time, various definitions of marketing have come into light, each with its own focus of importance and views. Keller and Kotler (2022) defined marketing as a two-way process that includes creating value for the customer and building strong bonds with the customer so that the business, in return, can earn value from the customer. Jobber and Ellis-Chadwick (2019) emphasized recognizing, forecasting, and satisfying customer needs with a view to make profit from there. In this context, this writing will present how the two brands 'Holiday Inn' and 'Six Senses' make themselves useful to satisfy their customers' needs and how they build relationships with their customers to make profit. InterContinental Hotels Group (IHG) owns both 'Holiday Inn' and 'Six Senses' brands and it categorized them differently (InterContinental Hotels Group, 2023). Two assorted brands are always distinctive in terms of name, design, symbol, or any other feature that give them a separate identity from each other (American Marketing Association, 2023). This essay will also attempt to compare marketing strategies between Holiday Inn and Six Senses hotel in terms of their strengths, weaknesses, opportunities, threats, target markets, services offered, locations etc.

Both Six Senses and Holiday Inn have established themselves as globally recognizable brands, which is one of their many assets. Their tried-and-true consumer loyalty programs help ensure continued patronage. There are, however, flaws in every product line. Both Holiday Inn and Six Senses are in a very competitive industry, but Holiday Inn may have trouble standing out from the crowd because of its lower price point. Opportunities for both companies include reaching out to new customers in developing nations, improving the quality of service provided to existing customers via the use of cutting-edge technology, and capitalizing on the rising interest in ecotourism. Yet they also confront dangers. Other high-end hotel chains may pose a threat to Six Senses, and the company would have to constantly innovate to keep its head start on the competition. On the other side, Holiday Inn must contend with competition from discount hotels and shifting consumer tastes (Išoraitė, 2016). According to the PESTLE framework, political issues like shifting federal legislation and regulations may affect how both companies run their businesses and reach their target audiences. Consumer purchasing and vacation plans may be influenced by macroeconomic variables like currency exchange rates and economic uncertainty. Brands need to adapt to the shifting wants and demands of consumers in response to socioeconomic variables such as shifting consumer lifestyles and tastes. The advent of internet booking systems, for example, calls for new types of digital marketing and creative approaches to the visitor experience. Marketing efforts are impacted by legal considerations such as local legislation compliance. Finally, sustainability worries and eco-friendly activities have a growing impact on customer preferences and perceptions of brands. Six Senses and Holiday Inn may use the information gleaned from the SWOT and PESTLE assessments to improve in areas where they need it most and avoid or adapt to risks (Thabit and Raewf, 2018). Both companies may benefit by expanding into new areas, creating cutting-edge products, and adapting their marketing techniques to the ever-shifting competitive landscape by capitalizing on their established names and devoted client bases. They also need to adjust to changes in the market, government, society, technology, the law, and the environment if they want to maintain growth and a competitive edge.

Holiday Inn and Six Senses, hotel leaders, promote using the marketing mix (product, pricing, venue, and promotion). Both organizations want customer acquisition and retention, but they

approach the marketing mix differently. Six Senses offers VIPs customized getaways. Eco-friendliness, wellness, and adventure attract rich travelers (Londhe, 2014). Holiday Inn, on the other hand, emphasizes affordable, accessible accommodation and uniformity among its sites. The company's products prioritize user comfort, safety, and trust. Prices distinguish the two brands. Six Senses may charge high prices since it caters to the ultra-rich. The firm offers itself as a premium choice for individuals willing to pay for unusual experiences. Holiday Inn's lower prices attract frugal travelers. The company's goal is affordable quality. Product placement is its sales strategy. Six Senses chooses venues with scenic views and eco-friendly settings to enhance the guest experience. The brand aims to provide a peaceful and unique experience. Holiday Inn opens hotels in important cities and tourist destinations to appeal to as many people as possible, unlike most hotels (Andaleeb, 2016). Because of its accessibility, the brand targets many holidaymakers. Advertising informs prospective purchasers. Holiday Inn and Six Senses utilize several advertising strategies to attract customers. Websites, social media, email marketing, and loyalty programs promote brand awareness and consumer connections. Each corporation uses different advertising methods and messaging to reach its target audiences. Six Senses and Holiday Inn use the marketing mix to attract their target customers in the competitive hotel industry. Their product, price, placement, and promotion match their brand promise and target demographic, providing them a competitive edge and brand loyalty.

When it comes to the hotel sector, both Six Senses and Holiday Inn understand the significance of segmentation, targeting, and positioning in order to successfully reach and engage their respective target audiences.

The premium travel market is where Six Senses' segmentation method shines. The brand focuses on sustainability, health, and experiential travel to attract well-heeled customers who value novelty and customization. In contrast, Holiday Inn has a more generalized segmentation strategy, catering to business travelers, families, and frugal customers alike. The brand's mission is to give comfortable, reasonably priced lodging options (Paruchuri, 2019).

The premium market is exactly what Six Senses aims for, and the company's goods and marketing strategies reflect that. Through its strategic placement and high-end fixtures and services, the brand successfully evokes feelings of exclusivity and opulence. Holiday Inn, on the other hand, aims for a broader clientele by offering comfortable, reasonably priced rooms that a variety of tourists may afford (Kitchen and Proctor, 2015).

Six Senses markets itself as an upscale luxury brand that provides eco-friendly vacations, healthful activities, and attentive staff. The intended effect of the brand is to make consumers feel special and privileged. Holiday Inn, on the other hand, markets itself as a trustworthy and reasonably priced option by emphasizing guest satisfaction with its rooms, amenities, and service. The company's mission is to provide customers a good deal without lowering the quality of their service (Schlegelmilch, 2022).

Six Senses and Holiday Inn, both leaders in the hospitality business, use a variety of marketing communication tactics to reach their respective customers and spread the word about what they have to offer. To convey its luxury positioning and one-of-a-kind brand experience, Six Senses employs an all-encompassing marketing communications strategy. The company promotes its premium services, eco-friendly policies, and health and wellness offerings through various online mediums, such as its sleek website and lively social media profiles. Six Senses also employs email marketing campaigns and tailored content to develop client connections and promote brand loyalty. To further spread its message, the brand collaborates with influential individuals and organizations'. Holiday Inn uses a variety of channels to spread the word about its consistent quality, low rates, and friendly staff. The company advertises to a wide variety of consumers using both online and offline methods. This involves strategic agreements with travel companies and internet booking platforms, as well as a strong presence on social media channels. Holiday Inn also uses loyalty programs and email marketing to keep customers involved and committed to the brand. The company prioritizes customer evaluations and testimonials to boost authenticity and develop confidence with new visitors (George, 2021).

Six Senses and Holiday Inn, two hospitality giants, face contemporary problems that need inventive solutions to survive and grow. Sustainability and environmental responsibility are one of today's biggest challenges. Six Senses and Holiday Inn should prioritize sustainability activities including becoming green, reducing carbon emissions, and promoting responsible travel (Bharwani and Mathews, 2012). Companies should embrace sustainable practices including energy conservation, garbage management, and buying local and organic commodities to meet client demand for ecologically conscious travel. Digital technologies and online booking and engagement platforms are other big challenges. Six Senses and Holiday Inn must strengthen their digital marketing and invest in booking-optimized websites to fix this. Social media should be utilized to communicate with customers, promote unique features, and encourage direct bookings. Virtual reality and smartphone apps may enhance visitor experiences and set firms apart from the competition (Eagle et al., 2014).

Recent geopolitical events and an unstable economy need flexibility and adaptability. Six Senses and Holiday Inn would profit from monitoring geopolitical events, global trends, and marketing and product changes. By tracking industry developments, expanding into new locations, and adjusting to their different customer bases, the brands may remain market leaders.

To sum up, as two examples of global hotel chains, Six Senses and Holiday Inn, both of which target different demographics, use different approaches to advertising. Holiday Inn has a more basic approach, but nevertheless provides low prices and convenient locations, in contrast to the high-end, environmentally conscious Six Senses. The companies deliberately use the four Ps of the marketing mix (product, pricing, placement, and promotion) to distinguish themselves and suit consumer requirements. In order to reach their unique audiences, they understand the value of market segmentation, targeting, and positioning. Six Senses and Holiday Inn may strengthen their competitive standing in the hotel business by adapting to modern trends like sustainability, digitization, and geopolitical shifts (Christodoulou and Cullinane, 2019).

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