



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

Six Sense & Moxy



Out of the Ordinary

Six Senses has a distinct proposition with a strong heritage, and provides an instant entry to some of the world's most sought-after locations including important urban markets. Our competitive edge goes back to our locations, our design, our people, and our committed platforms of sustainability and wellness. We deliver on the promise of our name and reawaken the senses of guests with wellness offerings and experiences that are out of the ordinary. Each Six Senses property commits to guest rejuvenation and reconnection, with an expert focus on wellness and sustainability and creating place where people can reconnect, in harmony with the local environment.

23

OPEN HOTELS

1,605

OPEN ROOMS

43

HOTELS IN THE PIPELINE

Figures as at 30 September 2023

[Explore Six Senses](#)

PLACES TO STAY

EXPLORE MOXY

PLAY WITH US

OFFERS

GET A ROOM

REGION

Asia (18)

Australia and Pacific (1)

Europe (87)

North America (39)



Conection with nature
and
Relax

SIX SENSE



Anywhere



Funy Nights



STRENGTHS

- Luxurious
- Sustainable
- Higgins quality

WEAKNESSES

- Potentially higher price
- Limited number

OPPORTUNITIES

- Increasing demand for sustainable
-
- Potential for expansion

THREATS

- Competition from other luxury hotel
- Economic downturns impacting

STRENGTHS

- Modern
- Affordable
- Trendy

WEAKNESSES

- Limited on site
- Higher turnover rate

OPPORTUNITIES

- Growing budget
- Expansion opportunity
-

THREATS

- Increase competition
- Economic recessions

Six Sense & Moxxy

SWOT

Impact of global economic conditions on luxury travel.



Emphasis on environmental conservation.

Impact of economic conditions on budget travel.



Implementation of sustainable practices.