

Hotel Chain Strategy - March 2016

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“Brand proliferation is likely to continue as the big chains attempt to compete in each nook and cranny of the hotel market through offering a specifically tailored product.”

– Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- What are the expansion strategies used by the major chains?
- What are the branding strategies of the major chains?
- What strategies are the major chains using to attract more direct bookings?
- What strategies are the major chains using to meet the challenge of sharing-economy accommodation-rental platforms such as Airbnb and HomeAway?
- What strategies do gaming groups (for example Wynn Resorts, Sands, etc) use for their hotels?
- What are the hotel strategies used by the large tour operators (eg TUI, Thomas Cook, etc.)
- What are key strategic considerations for hotel-owning entities such as REITS, property fund management companies and private equity funds?

This report provides an overview of current hotel chain strategies and how they are likely to evolve in future. Following a discussion of some of the crucial issues facing the hotel industry, the strategies of specific segments of the industry are examined, including: the major multi-brand chains; luxury hotel chains; gaming hotel groups; and hotel-owning entities like real estate investment trusts (REITs), private developers and sovereign wealth funds. In particular, branding, distribution and hotel property portfolio management strategies are compared and evaluated.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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