

# Best Western International Inc in Travel and Tourism (Global)

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## Abstracts

Best Western appears to be on the right track to recover its strength mainly through the consolidation of its descriptor programme and the ongoing diversification of its hotel portfolio. Its growing presence in emerging markets will also help leverage the negative results recorded in developed markets like Western Europe later in the review period. The strategies adopted by Best Western are highlighted in this report.

Euromonitor International's Best Western International Inc in Travel and Tourism (Global) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel and Tourism market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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