

Hilton Worldwide in Travel (World)

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Abstracts

Hilton experienced solid growth in 2015-2016, but despite significantly reducing its long-term debt, debt levels remain high, resulting in a competitive disadvantage against major rivals Marriott and Accor who are aggressively expanding through acquisition in an increasingly consolidated industry. With the largest room pipeline globally, Hilton is expected to continue to see positive growth. The group also hopes to capitalise on its new mid-scale brand Tru by Hilton launched in 2016.

Euromonitor International's Hilton Worldwide in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel 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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