

# JW Marriott (Societatea Companiilor Hoteliere Grand SRL) in Travel and Tourism (Romania)

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Date: October 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: JBC7968131CEN

## Abstracts

JW Marriott is an upscale full-service hotel, located in the Bucharest city center next to the Palace of Parliament. The consumer-driven strategies are at the core of JW Marriott's initiatives. It is making constant efforts to keep up with the latest technology trends, to bring innovation and satisfy the most exigent consumer needs. In international fairs, the hotel is being promoted next to destinations like Budapest, Prague and Warsaw.

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## Contents

Strategic Direction

Key Facts

Summary 1 JW Marriott Bucharest Grand Hotel: Key Facts

Summary 2 JW Marriott Bucharest Grand Hotel: Operational Indicators

Company Background

Competitive Positioning

Summary 3 JW Marriott Bucharest Grand Hotel: Competitive Position 2013

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