

# Marriott International Inc in Lodging (World)

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Date: January 2024

Pages: 33

Price: US\$ 570.00 (Single User License)

ID: M610C77D29BFEN

## Abstracts

The world's largest hotel group Marriott has secured its leadership on the back of the US market, which accounts for over 60% of its sales, but also a global portfolio of upscale and luxury hotels. Marriott has a growing portfolio of brands, with the 32nd being added in 2024. By adding more mid-market brands, such as recent acquisition City Express in Latin America, it is taking steps to diversify its portfolio. It is also well positioned in Asia Pacific which Euromonitor forecasts to account fo...

Euromonitor International's Marriott International Inc in Lodging (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.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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