

# Lodging: Analysis of the impact of COVID-19 for major lodging companies using the SWOT framework - Issue 2 (Company Impact Report)

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## Abstracts

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### SUMMARY

COVID-19, commonly referred to as the Coronavirus, is dominating headlines the world over. The travel & tourism sector is suffering significant disruption and the lodging industry is very much impacted.

### KEY HIGHLIGHTS

Occupancy rates around the globe are dropping rapidly. This is reflected in the steep drop in share price for most multi-national hotel companies and is currently showing no signs of recovery in the near future.

Using the COVID-19 pandemic as a time to create positive PR or plan on future consolidation implies that many potential opportunities are progressive and will provide long term benefits.

It is likely that the majority of hotels will be aware of their strengths and weaknesses, but opportunities and threats need to be carefully assessed in order to maximize top line growth wherever possible.

### SCOPE

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This report provides insight into what constitute strengths, weaknesses, opportunities and threats for players in the lodging industry. It also provides examples of relevant companies for each SWOT element.

## **REASONS TO BUY**

Assess the impact COVID is having on industry players

Look at the impact coronavirus is having on share prices

Understand what constitute strengths, weaknesses, opportunities and threats in this industry in the current climate

Look at real-world examples of company strategies

## Contents

Overview  
Share Price Impact  
SWOT Analysis  
Company Focus - Strengths  
Company Focus - Weaknesses  
Company Focus - Opportunities  
Company Focus - Threats  
References

## COMPANIES MENTIONED

Marriott  
Hilton  
Accor  
Expedia  
OYO  
MGM Resorts  
Airbnb

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