

Marriott International, Inc: Company Strategy & Performance Analysis

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Abstracts

Marriott International, Inc: Company Strategy & Performance Analysis

SUMMARY

The company has three business segments: North American full-service, North American limited-service, and international. The North American service segments include properties located in the US and Canada and operates brands such as Marriott Hotels, JW Marriott, Renaissance Hotels, Courtyard, Residence Inn, and Fairfield Inn, among others, whilst the international segment consists of The Ritz-Carlton, Bulgari Hotels & Resorts, Renaissance Hotels and Marriott Hotels, among others.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading hotel companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore, the reports allow benchmarking company performance through the provision of key performance indicators including: number of rooms, ADR, RevPAR, and occupancy rates.

KEY HIGHLIGHTS

JW Marriot and The Ritz-Carlton brands contributed significantly to RevPAR, occupancy and ADR

The comparable company operated North American properties segment posted better ADR (US\$194.6), RevPAR (US\$147.5) and occupancy rates (75.8%) compared to other segments in 2016. In this segment, The Ritz-Carlton posted the highest revenues per

available room (RevPAR) and average daily rate (ADR) with US\$252.4 and US\$350.9 in 2016, respectively. W Hotels posted the highest occupancy rates of 81.7% in the same year.

Increased hotel rooms and loyalty program members

In 2016, Marriott's number of rooms increased at a rate of 5.4%, from 1,129,297 in 2015 to 1,190,604 in 2016. The number of hotels also increased, with a rate of 10.1% from 5,521 in 2015 to 6,080 in 2016. This rise was primarily due to the 2016 acquisition of Starwood, which increased the company's properties and hotel rooms by 1,320 and 373,758, respectively. Marriott's loyalty members also increased from 54 million in 2015 to 100 million in 2016.

Marriott introduces M Beta, a hotel-based innovation lab

In October 2016, Marriott opened M Beta, an innovation lab that will function as the world's first hotel in 'live beta". This will transform the traditional hotel experience by offering digital keyless entry upon arrival.

SCOPE

Company Snapshot - Details of the key indicators and rankings of Marriott International, Inc. in terms of revenue, net income and operating income, ADR, RevPAR and occupancy rates arm sales and market share in the company's key markets.

Company SWOT Analysis - Outlines Marriott International' Strengths and Weaknesses, and weighs the Opportunities and Threats facing the company.

Growth Strategies - Analysis of Marriott International's corporate goals and strategic initiatives and an evaluation of their outcomes.

Company Performance and Competitive Landscape - Analysis of the company's performance by business segments such as operating revenues, hotel services such as North American full-service and North American limited-service and international besides peer comparison on parameters such as revenue, number of hotel properties and rooms.

Key Developments - Showcase Marriott International's significant recent

corporate events, changes or initiatives.

ICT Spending Prediction - Understanding how the company allocates its ICT budget across the core areas of enterprise ICT spend, namely hardware, software, IT services, communications and consulting.

REASONS TO BUY

How does Marriott rank among peers in terms of the number of rooms and properties globally?

What are Marriott's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014 in terms of its segments operating revenues, North American full-service, North American limited-service, and international?

How has Marriott performed in comparison to competitors such as Hilton Worldwide, MGM Resorts International, Accor Hotels and Wyndham Hotel Group?

What are Marriott's Strengths and Weaknesses and what Opportunities and Threats does it face?

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