

Wyndham Worldwide Corporation: Company Strategy & Performance Analysis

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Abstracts

Wyndham Worldwide Corporation: Company Strategy & Performance Analysis

SUMMARY

Wyndham Worldwide is headquartered in Parsippany, New Jersey, US. It is one of the largest hospitality companies, which offer a wide range of services to travelers. It operates various hotel segments such as upscale, midscale and economy hotels, villas, cottages, and chalets. It also offers vacation exchange products and services to resort developers and owners of vacation ownership interests (VOIs). It provides its services to both individual and commercial customers.

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

Delivering advantages to the customer through best-in-class technology

Wyndham Hotel Group is the first to launch a cloud-based property management system (PMS) allowing economy and midscale hoteliers to effectively and efficiently manage daily pricing and inventory.

WWC completed various acquisitions to expand its hotels portfolio

Wyndham Worldwide Corporation completed various acquisitions to expand its managed portfolio within its hotel group business. In 2016, the company acquired three companies including Fen Hotels, Blue Chip Holidays, Dayz ApS. The acquisition of Fen Hotels, a hotel management company in Latin America resulted in addition of two more brands such as Dazzler and Esplendor to the company portfolio.

Canada posted better average daily rate (ADR) compared to other regions/countries

The company posted a RevPAR of US\$36.7 in 2016 as compared to US\$37.3 in 2015, an y-o-y decline of 1.6%. The decline was attributed to the decrease in international RevPAR by 7.0% as a result of unfavorable currency translation and lower RevPAR in China. However, domestic RevPAR increased by 1.6% primarily due to 2.9% increase in ADR and 1.2% decline in occupancy rates. Canada posted highest ADR of US\$78.4 in 2016. However, it posted an y-o-y decline of 0.7% in 2016.

SCOPE

Company Snapshot - detail key indicators and rankings of Wyndham Worldwide Corporation in terms of revenue, net income and operating income, ADR, RevPAR and occupancy in the company's key markets.

Company SWOT Analysis - outlines Wyndham Worldwide Corporation's Strengths and Weaknesses, and weighs Opportunities and Threats facing the company.

Growth Strategies - understand Wyndham Worldwide Corporation's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - analyse the company's performance by business segments such as operating revenues, vacation ownership, destination network, hotel group besides peer comparison on parameters such as revenue, number of hotel properties and rooms.

Key Developments - showcase Wyndham Worldwide Corporation's significant recent corporate events, changes or initiatives.

ICT Spending Prediction - Understand 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 Wyndham Worldwide Corporation rank among peers in terms of number of rooms and properties globally?

What are Wyndham Worldwide Corporation' 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?

How has Wyndham Worldwide Corporation performed in comparison to competitors such as Marriott International, Shanghai Jin Jiang, Hilton Worldwide and Accor Hotels?

What are Wyndham Worldwide Corporation' strengths and weaknesses and what opportunities and threats does it face?

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