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## HILTON WORLDWIDE HOLDINGS INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Hilton Worldwide Holdings Inc.

**Company Sector :** Hospitality, Travel and Tourism

**Operating Geography :** North America, United States, Global

**About the Company :** Hilton Worldwide Holdings, Inc. is an American multinational hospitality company that boasts of a wide portfolio of hotels and resorts. It was founded in 1919 by Conrad Hilton with the opening of the group's first hotel in Texas. The company's second hotel, the Dallas Hilton, opened in Dallas was the first hotel to use the company name. It is currently one of the world's largest hospitality company. The company is headquartered in Tysons Corner, Virginia with more than 5,500 hotels, resorts and timeshare properties comprising more than 855,000 rooms in 105 countries. The company operations are primarily spread out over three geographical locations of the Americas (North America, South America, and Central America); Europe, Middle East, Africa ("EMEA") and Asia Pacific. However, almost 75% of the company's properties are concentrated within the US. The US was also responsible for generating almost 77% of the total revenues in 2018.

The company segments include owning, leasing, managing and franchising resorts and hotels. It offers services to the mid-market segment as well as elite lodging. The company's Homewood Suites chain offers lodging to customers who wish for an extended stay option while the Hampton Inn and Hampton Inn & Suites are targeted towards mid-market travelers with moderate pricing. The company's loyalty program is called Hilton Honors in which hotel owners pay the company to participate in the program. The loyalty program currently has a membership 71 million members worldwide.

Hilton Worldwide Holdings vision statement reads "to fill the earth with the light and warmth of hospitality." Their mission is "to be the first choice of guests, team members, and owners alike." Hilton had more than 169,000 people employed as per early 2019 records.

**Revenue :**

US \$9.036B – FY ended March 31, 2019 (year-on-year growth 8.75%)

US \$8.906B– FY ended March 31, 2018 (year-on-year growth 9.53%)

US \$8.131B– FY ended March 31, 2017(year-on-year growth 23.65%)

## SWOT Analysis :

The SWOT Analysis for Hilton Worldwide Holdings Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Comprehensive property portfolio</li> <li>2.Strong business history with experience leadership</li> <li>3.Successful loyalty program</li> <li>4.Positive brand equity through corporate responsibility</li> <li>5.Varied variety of room chain scale</li> </ul>	<ul style="list-style-type: none"> <li>1.Overdependence on the US market</li> <li>2.Limited Presence in Asia Pacific Region</li> <li>3.High levels of debts</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.International Expansion</li> <li>2.Mid-Level affordable section expansion</li> </ul>	<ul style="list-style-type: none"> <li>1.Threat of terrorism and political instability</li> <li>2.Adverse changes in macroeconomic climate</li> <li>3.Changes in taste of customers</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Hilton Worldwide Holdings Inc. is given below:

Political	Economical
1.Political turmoil and terrorism to impact hospitality industry	1.Strong GDP growth in emerging markets 2.Adverse currency movements
Social	Technological
1.Shifting of consumer preferences towards traveling	1.Revolutionizing customer experience with digitization 2.Use of artificial intelligence and robotics
Legal	Environmental
1.Travel ban imposed on certain countries 2.Regulations for commercial terrorism insurance	1.Initiatives for reducing environmental impact and sustainability

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