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## SHANGRI-LA HOTELS AND RESORTS SWOT & PESTLE ANALYSIS

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**Company Name :** Shangri-La Hotels and Resorts

**Company Sector :** Hospitality

**Operating Geography :** Hong Kong, Asia, Global

**About the Company :** Shangri-La Hotels and Resorts is a Hong Kong based company and it is Asia Pacific's leading luxury hotel group. Shangri-La is best known for its Asian style hospitality. It caters to the luxury segment in Asia-Pacific with 95+ hotels and over 40,000 room inventory. It has its reach in the countries of Asia-Pacific, Middle, East Europe, and North America.

**Revenue :**2,055 million USD

## SWOT Analysis :

The SWOT Analysis for Shangri-La Hotels and Resorts is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Industry Leader and a well-established brand</li> <li>2. Recent strategic changes in senior management</li> <li>3. Visionary forecasting and planning</li> </ul>	<ul style="list-style-type: none"> <li>1. Specific to Asia-Pacific primarily</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Renovations and Re-positioning</li> <li>2. Reduce foreign currency exchange rate uncertainty through hedging</li> <li>3. Upcoming Olympics 2020 to be held in Tokyo</li> <li>4. Collaboration with Taj Group</li> </ul>	<ul style="list-style-type: none"> <li>1. Growing competition from market leaders of Europe and America</li> <li>2. The impact of economic downturn on executive traveling</li> <li>3. Global interest rate becoming increasingly unfavorable</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Shangri-La Hotels and Resorts is given below:

Political	Economical
1.Terrorism 2.Political Certainty	1.Lower foreign exchange gains due to depreciating currency 2.Unfavourable global interest rates
Social	Technological
1.Decrease in overnight corporate stays and corporate meetings	1.Use of social networking in hotel industry 2.Use of Big-Data to enhance customer service 3.Use of Kiosk and digital check-ins
Legal	Environmental
1.Laws regarding customers' health and safety	1.Programs to promote sustainable development

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Shangri-La Hotels and Resorts** SWOT & PESTLE Analysis is a paid report at **9.52 U.S.D.**



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