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## HYATT HOTELS CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Hyatt Hotels Corporation

**Company Sector :** Hospitality

**Operating Geography :** Los Angeles, United States, Global

**About the Company :** Founded by Jay Pritzker in 1957, Hyatt Corporation is one of the most coveted hotel chains in the world. Started with a single hotel near Los Angeles International Airport, it has more than 750 hotels under the Hyatt umbrella with a well-diversified portfolio having more than 7 product lines as of 2018. The company was listed as the 9th best U.S. Company to work for by the Fortune magazine in 2018.

Hyatt's mission statement as per their annual report is "To deliver distinctive experiences for our guests." Hyatt's vision is "A world of understanding and care".

**Revenue :**

US \$4.68 billion (FY ended dec 31st, 2017) – y-o-y growth of 5.7%

US \$4.42 billion (FY ended dec 31st, 2016)

**SWOT Analysis :**

The SWOT Analysis for Hyatt Hotels Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Properties in strategic locations</li> <li>2.Strong brand portfolio and brand recognition</li> <li>3.Extremely loyal customer base</li> <li>4.Diverse exposure to hotel management, franchising, ownership, and development</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited market share</li> <li>2.Very low brand differentiation</li> <li>3.Majorly dependent on US markets</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Membership plans</li> <li>2.Asset light business model</li> <li>3.Emerging hotel markets</li> <li>4.Emergence of the health-conscious consumer</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition</li> <li>2.Long-term risk from non traditional lodging options</li> <li>3.Terrorism and adverse geo-political conditions</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Hyatt Hotels Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Higher tax implementation</li> <li>2.Impact of Brexit</li> <li>3.Threat from terrorism</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Economic growth in emerging market</li> <li>2.Strong growth in US travel market</li> <li>3.Threat of unstable economic growth</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Shifting consumer preferences</li> <li>2.U.S. millennial most likely to take and spend more on vacations</li> <li>3.Spending shift from products to experiences</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Effortless price comparison</li> <li>2.Online reviews and campaigns</li> <li>3.Internet of things enters hotels</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Cyber security concerns</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Adverse after effects of bad Weather</li> <li>2.Sustainable hospitality on the rise</li> </ol>

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