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MARRIOTT INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Marriott International

Company Sector : Hospitality

Operating Geography : United States, Global

About the Company : Marriott International, Inc. is a leading global operator of hotels and related facilities. It was founded in 1927 by J. Willard and Alice Marriott. It's headquartered in Bethesda, Maryland, US. The company has a 30 brand portfolio, which are all positioned in the luxury and mid-market price segments. Collectively Marriott's brand portfolio is segmented into two styles of hotels, viz., Classic and Distinctive further layered into three quality tiers: Luxury, Premium, and Select. Marriott's overall lodging system encompassed 7003 properties and timeshare resorts with nearly 1,332,826 rooms in 131 countries and territories globally as of March 2019. Marriott had approximately 176,000 employees during the same period.

Marriott's mission is "To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experiences." And its vision is "To become the premiere provider and facilitator of leisure & vacation experiences in the world." Marriott's core values are focused on putting people first, pursuing excellence, embracing change, working with Integrity, serving the world.

Marriott International's USP or Unique selling proposition sprawls in being the world's third-largest hotel chain with most compelling range of brands and properties globally.

Revenue :

US\$22,894 million (FY ended Dec 31st 2017) (year-on-year growth of 34.1%)

US\$17,072 million (FY ended Dec 31st 2016)

SWOT Analysis :

The SWOT Analysis for Marriott International is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Top position in competitive landscape 2.Ubiquitous luxury bands 3.M&A deals driving strategic advantages 4.Proactive and innovative 5.Strong pipeline to expand globally 	<ul style="list-style-type: none"> 1.Majorly reliant on North American market 2.Falls short of OTAs 3.Impact of family feud
Opportunities	Threats
<ul style="list-style-type: none"> 1.Alibaba partnership to help expand in Chinese market 2.Increase in international travel 3.Opportunities to drive future rooms growth 	<ul style="list-style-type: none"> 1.Getting loyalty right 2.Increasing competition from new entrants 3.Stringent travel norms and slowing economic growth in United States

PESTLE Analysis :

The PESTLE Analysis for Marriott International is given below:

Political	Economical
1.Ripple effect of travel ban, anti immigrant statements and expanded wall along Mexican border 2.Uncertain political landscape of EU	1.Currency fluctuations affecting tourism 2.Intense airline competition
Social	Technological
1.Terrorism 2.Increase in consumer spending and experiential travel 3.Different region, different demand for lodging and experiences 4.Activities and lighting up the guest experience	1.Innovations driving competitive advantage
Legal	Environmental
1.Achieve standardisation in the face of legal compliances	1.Integration of various norms 2.Increasing consumer preference for sustainable hospitality

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