

---

# S&P TEST

SWOT & PESTLE.com

---

## MARRIOTT INTERNATIONAL SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

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

## PESTLE Analysis :

The PESTLE Analysis for Marriott International is given below:

|  |  |
|--|--|
| <p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Ripple effect of travel ban, anti immigrant statements and expanded wall along Mexican border</li> <li>2.Uncertain political landscape of EU</li> </ol>   | <p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Currency fluctuations affecting tourism</li> <li>2.Intense airline competition</li> </ol>                        |
| <p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Terrorism</li> <li>2.Increase in consumer spending and experiential travel</li> <li>3.Different region, different demand for lodging and experiences</li> <li>4.Activities and lighting up the guest experience</li> </ol> | <p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Innovations driving competitive advantage</li> </ol>  |
| <p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Achieve standardisation in the face of legal compliances</li> </ol>   | <p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Integration of various norms</li> <li>2.Increasing consumer preference for sustainable hospitality</li> </ol> |

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Marriott International** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)