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CHOICE HOTELS INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Choice Hotels International

Company Sector : Hospitality

Operating Geography : United States, North America, Global

About the Company : Choice Hotels International, Inc., headquartered in Rockville, Maryland, is a hospitality franchisor. The business operates a variety of hotel brands, from premium to budget. Quality Courts United, Inc. was established in 1939 as a nonprofit referral chain of seven motels in Florida. In 1990, the parent company was renamed Choice Hotels International. The choice family of hotel brands offers business and leisure travellers a wide variety of high-quality accommodation options from limited-service to full-service hotels in the luxury, midscale, extended stay, and economy categories, with more than 7,000 hotels totalling more than 590,000 rooms in over 40 countries and territories. The award-winning Choice Privileges™ loyalty programme provides members with a variety of perks, from daily discounts to once-in-a-lifetime experiences. Cambria®Hotels & Suites®, Comfort Inn® and Comfort Suites®, Sleep Inn®, Clarion® hotels, Clarion Point® hotels, Quality Inn®, Econo Lodge®, and Rodeway Inn® hotels are among the company's hotel brands. Vacation Rentals by Choice Hotels™ is a new service offered by the company. Hotels under the Woodspring Suites®, MainStay Suites®, and Suburban Extended Stay Hotel® brands that make its consumer feel at home while away for longer periods. In March 2021, Cambria Hotels, a luxury hotel chain owned by Choice Hotels International, Inc., has announced a new partnership with Cambria Estate Winery, a division of Jackson Family Wines. Cambria Estate Winery's Julia's Vineyard Pinot Noir and Katherine's Vineyard Chardonnay will be available in Cambria Hotels restaurants and bars throughout the world, as well as in the self-serve marketplace, beginning in June 2021.

Choice Hotels International's Unique Selling Point or USP lies in it being one of the world's largest and most profitable lodging franchisors, with a focus on affordability and high-quality service that provides a unique customer experience. Choice Hotels International's mission statement reads, "Connect the world through the power of hospitality. We bring together the people, brands

and technology that enable the success of others—welcoming every guest, every partner, everywhere their journey takes them".

Revenue :

USD 774 million - FY ending 31st December 2020 (y-o-y growth -30.57%)

USD 1115 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Choice Hotels International is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Huge portfolio of hotel franchise with operation in 40 countries 2.Franchise-focused business model providing a level of resiliency during downturns 3.Increasing market share as a leader in the upper and midscale and midscale segments 4.Best in industry customer perks & reward program 5.Provider of widely used Cloud based property management system 	<ul style="list-style-type: none"> 1.Lawsuits from hotels for allegedly unlawful practices could hamper business reputation 2.Unsecure databases exposing company to hackers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Hotel industry past growth trends and forecasted high demand post pandemic 2.Increasing tourism to up-and -coming destinations 3.Growing wildlife tourism could open a new line for hospitality industry: 4.Americans showing a continued preference for road trips 	<ul style="list-style-type: none"> 1.Increasing competition from existing and new entrants in hospitality 2.Technology giants are reinventing hospitality with technology disruptions 3.Hospitality industry facing labor shortage

PESTLE Analysis :

The PESTLE Analysis for Choice Hotels International is given below:

<p style="text-align: center;">Political</p> <p>1.Periodic closure of beach resorts to preserve wildlife is on rise</p> <p>2.Travel ban from countries are hampering tourism and hospitality</p>	<p style="text-align: center;">Economical</p> <p>1.Economic slowdown due to pandemic has largely affected hotel industry</p> <p>2.Fluctuation in currency exchange affects country's tourism demand</p>
<p style="text-align: center;">Social</p> <p>1.Sustainable accommodation choice preference among global travellers is rising</p> <p>2.Consumers are optimistic to travel for leisure or vacations in 2021</p> <p>3.Consumer's focus on hygiene & safety protocols followed by hotels before booking</p>	<p style="text-align: center;">Technological</p> <p>1. Digital transformation with cloud and automation is transforming hospitality industry</p>
<p style="text-align: center;">Legal</p> <p>1.Increasing regulatory requirements in hospitality industry</p>	<p style="text-align: center;">Environmental</p> <p>1.Focus on waste management and demand to stop usage of single use plastic is shaping hospitality</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Choice Hotels International** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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