

Best Western

Parent Company

Holiday Inn

Category

Hotels and Resorts

Sector

Tourism and Hospitality

Tagline/ Slogan

The World's Largest Hotel Chain

USP

Best Western is a voluntary and democratic association of private hoteliers for the purpose of increasing

STP

Segment

Mid-market and upscale segment

Target Group

Leisure travelers, business travelers from the mid-market and upscale segment

Positioning

A family of hotels that ensures high quality service across all member hotels, looking at a long term con

SWOT Analysis

Strengths

- | |
|---|
| 1. Associated with hotels in over 80 countries, over 4100 hotels |
| 2. One of the World's Largest Hotel Chain |
| 3. Hotels have their own identity and flair along with International level services that they have to incor |

- | |
|--|
| 4. Hotels are located in good areas across the world |
|--|

- | |
|--|
| 5. Best Western Travel Card has successfully increased sales and repeat visits |
|--|

Weaknesses

- | |
|--|
| 1. Since Best Western does not interfere with management of member hotels, quality control gets diffic |
| 2. Competition from international hotel chains means limited market share growth |

Opportunities

- | |
|--|
| 1. Digitalization and more online presence |
| 2. The economic conditions will improve occupancy rates in the mid-market segments |
| 3. More penetration in emerging economies |

Threats

- | |
|---|
| 1. Big chains are entering new markets |
| 2. Changing market conditions, down economy |

Competition

Competitors

1. Marriott International

2.Choice Hotels

3.Starwood Hotels and Resorts

4. Hilton Hotels and Resorts
