

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