Finding SWOT Analyses in Passport

1. Search for "swot and marriott"

2. Results:
   - Accor Hotels in Travel (World)
     - Although Accor was outperformed by the global hotel market in 2014, it delivered a record financial performance, driven by a strong footprint and the rapid implementation of the company’s three-year restructuring plan, set out by its new CEO in 2013.
   - Marriott International Inc in Travel (World)
     - Marriott saw strong growth in 2014, particularly in its North American stronghold. With the acquisition of Delta Hotels and (prospective) Starwood Hotels & Resorts, 2015 has been a year in which Marriott has significantly increased its scale. With a...
Marriott International Inc in Travel (World)
Global Company Profile | 16 Dec 2015

STRATEGIC EVALUATION
SWOT: Marriott International Inc

STRENGTHS
Ubiquitous luxury brands
Asset recycling

WEAKNESSES
Light presence in the economy space
Reliance on North American market

OPPORTUNITIES
Millennial attraction
Starwood acquisition

THREATS
Geopolitical instability
Further consolidation in the industry

- Marriott International's portfolio of luxury brands includes The Ritz-Carlton and JW Marriott, two strong brands with loyal customer bases.
- The company's approach to selling assets to fund expansion efforts will help it make strategic investments moving forward.
- Marriott International's portfolio is heavily skewed to the luxury and upscale segments, which could hamper future growth as demand for midscale and economy lodging grows.
- The company is heavily reliant on the US market and has a large pipeline in North America. This takes resources away from emerging markets in Asia, Latin America and Africa where growth potential is high.
- Through its Moxy brand, and a strong focus on social media as a marketing tool, Marriott is in a strong position to attract Millennial consumers looking for a mid-priced to luxury stay.
- The announced acquisition of Starwood will provide many opportunities to increase scale and reduce costs. It significantly increases its properties and loyalty programme holders.
- Europe and the Middle East have shown weak performance due to the Eurozone crisis, terrorist attacks, war and migrant movements. This has significant impacts on arrivals and hotel stays.
- The Marriott-Starwood deal is expected to be the start of more consolidation in the hotel industry. Players including Expedia, booking.com, and Airbnb are also increasingly powerful.