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**Expedia Inc in Travel (World)**
**GLOBAL COMPANY PROFILE | FEB 2017**
Expedia is the leading global travel intermediary with gross bookings reaching over USD72 billion in 2016. The company has recorded strong growth over the review period, and continues to invest to ensure it stays ahead of its competitors.

**Marriott International Inc in Travel (World)**
**GLOBAL COMPANY PROFILE | JAN 2017**
With the acquisition of Starwood Hotels & Resorts Worldwide, Marriott International Inc has become the uncontested number one in the hotels industry. The company had another bumper year in 2015, followed by strong performance in 2016, both thanks to...

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Marriott International Inc in Travel (World)
Global Company Profile | 16 Jan 2017

STRATEGIC EVALUATION
SWOT: Marriott International Inc

STRENGTHS
- Starwood acquisition
  - The acquisition of Starwood will provide many opportunities to increase scale and reduce costs. It significantly increases its properties and loyalty programme holders.
- Ubiquitous luxury brands
  - 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.

WEAKNESSES
- Light presence in the economy space
  - 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.

OPPORTUNITIES
- Geopolitical instability
  - 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.
- Further consolidation in the industry
  - The Marriott-Starwood deal was the start of more consolidation in the hotels industry. Players including Expedia, booking.com, and Airbnb are also increasingly powerful.

THREATS
- Reliance on North American market
  - 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.
- Millennial attraction
  - Through its Moxy brand, and a strong focus on social media as a marketing tool, Marriott is in a strong position to attract Millennials looking for a mid-priced to luxury stay.
- Growing loyalty
  - Starwood was known as having one of the best loyalty programmes in the industry. One of the first steps of the merger was to link both loyalty schemes, to boost member retention.

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