

Hilton swot analysis

Business



Strengths. Hiltonhotel has many hotels' brands distributed all over the world. It has more than three thousand seven hundred and fifty hotels in eighty four countries worldwide.

They include “ Waldorf Astoria Hotels and Resorts, Conrad Hotels and Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn and Suites Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton, and Hilton Grand Vacations” (SWOT Analysis Examples, n. d.). The hotel has built a strong customer base by its strong brand. The strong brand has made it have a competitive advantage over competitors.

It, therefore, attracts more customers through its widely recognized brands. Its brands enable it to reach many customers around the world which translate to good returns. Hilton hotel, being one of the largest hotels in the world, offers a wide range of hotel services ranging from luxury to extended-stay. It has hotels such as the Waldorf-Astoria Collection at city centers for those travelling for business or leisure. It offers the Homewood Suites for clients who may wish to stay in the hotel for long. The hotel's wide variety of services, therefore, strengthens its market share and stabilizes it in case of a particular segment's risks.

Weaknesses. Since the hotel targets customers who travel either for leisure or business, its customers may reduce in cases when travel bans are put by governments. This can be due to an outbreak of diseases such as bird-flu or terrorist attacks. Other governmnts may impose travel bans on political grounds. This may reduce the number of customers and would have a negative impact to the hotel. Opportunities.

Hilton hotel utilizes new technologies to market their products and services and serve their customers well. They have developed a website that informs customers of the services they offer, and have developed both Facebook and Twitter fan pages to market their products. They use the sites to interact with clients and answer any question they may have. They are also used to advertise any new service that is in the market.

The hotel developed an iPhone application that allows customers to request for a room and get their meals in the guest rooms upon arrival. The hotel utilizes any opportunity to attract more customers. Threats. There are many global hotels like the Hilton, such as Accor, Marriott International, and Hyatt.

Some of them have better financial resources, which enable them to purchase more at lower prices. This makes the overall prices for the services to reduce. The competition negatively affects Hilton hotel as it is forced to reduce its prices. Product Development Hilton hotel targets customers who travel for business or for leisure. The current spacious guest rooms, indoor and outdoor entertainment facilities fit customers who have come for leisure.

For customers who have to travel for business purposes, the hotel offers guest rooms, conference rooms, and Internet services. The hotel also plans and hosts events such as weddings and parties for both local and international customers. The hotel should consider developing car services that will enable customers tour a place. This will attract more customers as they will not have to get such services from another company. It will also save on time and costs when getting services from one company.

Promotion Strategy Hilton hotel will be highly exposed when it communicates effectively with its customers. The best way to communicate and promote its products is by the use of electronic media (Backer & Hart, 2007). Since it is an international company, Internet marketing is the most appropriate mean of advertising. It should use strategies such as search engine optimization, search engine marketing, banner advertising, email advertising, and social media advertising (Hanson, 1999). Internet advertising is appropriate since it is cost effective and reaches a large audience within a very short time.

It should also consider advertising on an international media such as CNN that reaches many people around the world. Conclusion Hilton hotel has its branches distributed around the world. It develops various products and services that satisfy its customers. It employs various marketing strategies such as the use of Facebook and Twitter fan pages to reach a large number of customers. It should consider using other forms of Internet marketing techniques such as search engine optimization, search engine marketing, and banner advertising to reach a wider audience.