

"ESTRATEGIA INTERNACIONAL II. GRUPOS TURÍSTICOS INTERNACIONALES"



Marriott



STARWOOD

HOTELS & RESORTS WORLDWIDE, INC.



Hilton

HOTELS & RESORTS



IHG

HOTELS & RESORTS



WYNDHAM



ACCOR



Jin Jiang
Hotels



OYO
ROOMS



CHOICE
HOTELS



BW

Best Western.
Hotels & Resorts



HYATT

HOTELS & RESORTS



MANDARIN ORIENTAL
THE HOTEL GROUP



FOUR SEASONS
HOTELS AND RESORTS



THE PENINSULA
HOTELS



PESTANA
HOTEL GROUP

Prof. Dr. Manu Martínez López
Dpto. Dirección de Empresas y Marketing



RANKING MUNDIAL DE CADENAS HOTELERAS

POR N° DE HAB. A 2021

EVOL.	RANK	GROUPS	NAT.	HOTELS		ROOMS		EVOL. ROOMS	
				2021	2020	2021	2020	+/-	%
=	1	MARRIOTT INTERNATIONAL ^(a)		7,551	7,351	1,400,289	1,358,400	41,889	3.1%
+1	2	JIN JIANG ^{(*) (b)}		10,304	9,518	1,087,994	1,020,036	67,958	6.7%
+1	3	HILTON WORLDWIDE ^(c)		6,422	6,055	1,010,257	962,864	47,393	4.9%
+1	4	IHG		5,964	5,903	886,036	883,563	2,473	0.3%
+1	5	WYNDHAM HOTEL GROUP		8,941	9,280	795,909	831,025	-35,116	-4.2%
+1	6	ACCOR		5,139	5,036	753,344	730,886	22,458	3.1%
+2	7	HUAZHU ^{(*) (d)}		6,802	5,295	607,137	492,936	114,201	23.2%
=	8	CHOICE HOTELS		7,147	7,153	597,977	590,897	7,080	1.2%
-7	9	OYO ^{(*) (e)}		20,591	43,000	549,000	1,200,000	-651,000	-54.3%
=	10	BTH HOTELS ^{(*) (f)}		4,701	4,216	430,224	403,757	26,467	6.6%

Source: Hospitality ON / MKG_destination - 03/2021.

RANKING MUNDIAL DE CADENAS HOTELERAS

POR N° DE HAB. A 2020

RANK RANG	GROUP GROUPE ⁽¹⁾	ORIGIN NATIONALITÉ	2020 SUPPLY PARC 2020 ⁽²⁾	
01	MARRIOTT	USA	1 377 793	6,4%
02	OYO	INDIA	1 200 000	161,8%
03	JIN JIANG	CHINA	1 020 036	11,4%
04	HILTON	USA	962 864	6,4%
05	IHG	UK	883 563	5,4%
06	WYNDHAM	USA	831 025	2,6%
07	ACCOR	FRANCE	730 886	3,3%
08	CHOICE	USA	590 897	3,8%
09	HUAZHU	CHINA	492 936	26,5%
10	BTH HOTELS	CHINA	403 757	1,6%
13	HYATT	USA	226 674	7,4%

<https://hospitality-on.com/en/tendance-hotellerie/hotel-groups-2020-ebitda-ranking>

Grandes Corporaciones Turísticas Internacionales



Marriott



STARWOOD

HOTELS & RESORTS WORLDWIDE, INC.



Hilton
HOTELS & RESORTS



IHG[®]
HOTELS & RESORTS



WYNDHAM[™]



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HOTELS



PESTANA
HOTEL GROUP





MARRIOTT INTERNATIONAL



MARRIOTT BONVOY™

LUJO

EDITION™



THE LUXURY
Collection



W
HOTELS

JW MARRIOTT

Premium



SHERATON



DELTA
HOTELS

WESTIN

L MERIDIEN

RENAISSANCE
HOTELS

AUTOGRAPH
Collection
HOTELS

TRIBUTE
PORTFOLIO

DESIGN
HOTELS



SELECCIONAR

COURTYARD™

FOUR
POINTS

SPRINGHILL
SUITES™

Fairfield™

PROTEA HOTELS.



aloft
HOTELS

moxy
HOTELS

ESTANCIAS PROLONGADAS



Residence INN

TOWNEPLACE
SUITES™



STARWOOD

HOTELS & RESORTS WORLDWIDE, INC.

STARWOOD HOTELS & RESORTS WORLDWIDE

WESTIN
HOTELS & RESORTS


ST. REGIS
HOTELS & RESORTS


Sheraton
HOTELS & RESORTS


THE LUXURY COLLECTION
Starwood Hotels & Resorts

Le **MERIDIEN**

W
HOTELS

FOUR  **POINTS**
BY SHERATON

TRIBUTE
PORTFOLIO


element
BY WESTIN

aloft
HOTELS


ST REGIS

THE
LUXURY
COLLECTION

W
HOTELS

WESTIN


Sheraton

Le **MERIDIEN**

TRIBUTE
PORTFOLIO

 **DESIGN
HOTELS**

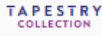
aloft

**FOUR
POINTS**


element



HILTON HOTELS CORPORATION





INTERCONTINENTAL HOTELS GROUP



HOTEL
INDIGO



IHG[®] HOTELS & RESORTS



REGENT



KIMPTON
HOTELS & RESTAURANTS

HOTEL
INDIGO

VOCO



ATWELL
SUITES



IHG[®] REWARDS



WYNDHAM HOTEL GROUP



WYNDHAM

HOTELS & RESORTS

DISTINCTIVE

UPSCALE

LIFESTYLE

MIDSCALE

VALUE

EXTENDED STAY

WYNDHAM GRAND



WYNDHAM



WYNDHAM
GARDEN



RAMADA
BY WYNDHAM



GRUPO ACCOR



LUXURY	UPPER UPSCALE	UPSCALE	UPPER MIDSACLE	MIDSCALE	ECONOMY



Jin Jiang International Hotel Group



OYO Hotels and Rooms



BTG Homeinns

BTG Homeinns Hotels Group



HUAZHU

Huazhu Hotels Group

2019 rank	2018 rank	Company	Location	2019 Rooms	2019 Hotels
1	1	Marriott International	Bethesda, Maryland USA	1,348,532	7,163
2	2	Jin Jiang International Holdings Co. Ltd.	Shanghai, China	1,081,230	10,020
3	8	Oyo Rooms	Gurugram, India	1,054,000	45,600
4	3	Hilton Worldwide Holdings	McLean, Virginia USA	971,780	6,110
5	4	IHG (InterContinental Hotels Group)	Atlanta, Georgia USA	883,563	5,903
6	5	Wyndham Hotels & Resorts	Parsippany, New Jersey USA	831,025	9,280
7	6	Accor	Paris, France	739,537	5,036
8	7	Choice Hotels International	Rockville, Maryland USA	590,897	7,153
9	9	Huazhu Group Ltd.	Shanghai, China	536,876	5,618
10	10	BTG Hotels Group Co.	Beijing, China	414,952	4,450



CHOICE HOTELS INTERNATIONAL



Enjoy the Extras

Rest & Refresh

Get More Value

Stay Awhile

Travel Simply

Rentals



BEST WESTERN HOTEL GROUP



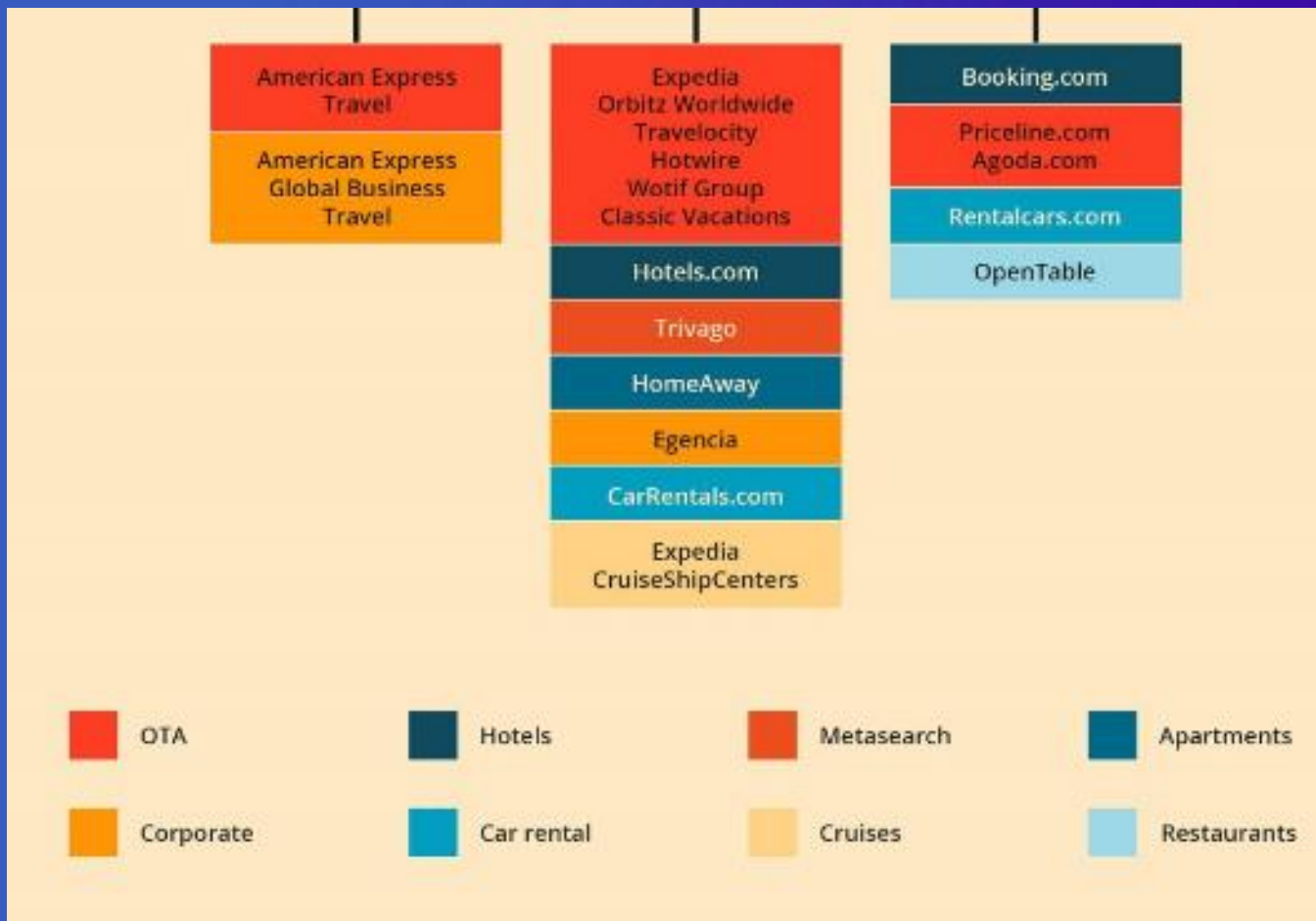
OTROS GRUPOS INTERNACIONALES



TOUR OPERADORES EUROPEOS:



Las cifras que avalan el dominio de Booking y Expedia

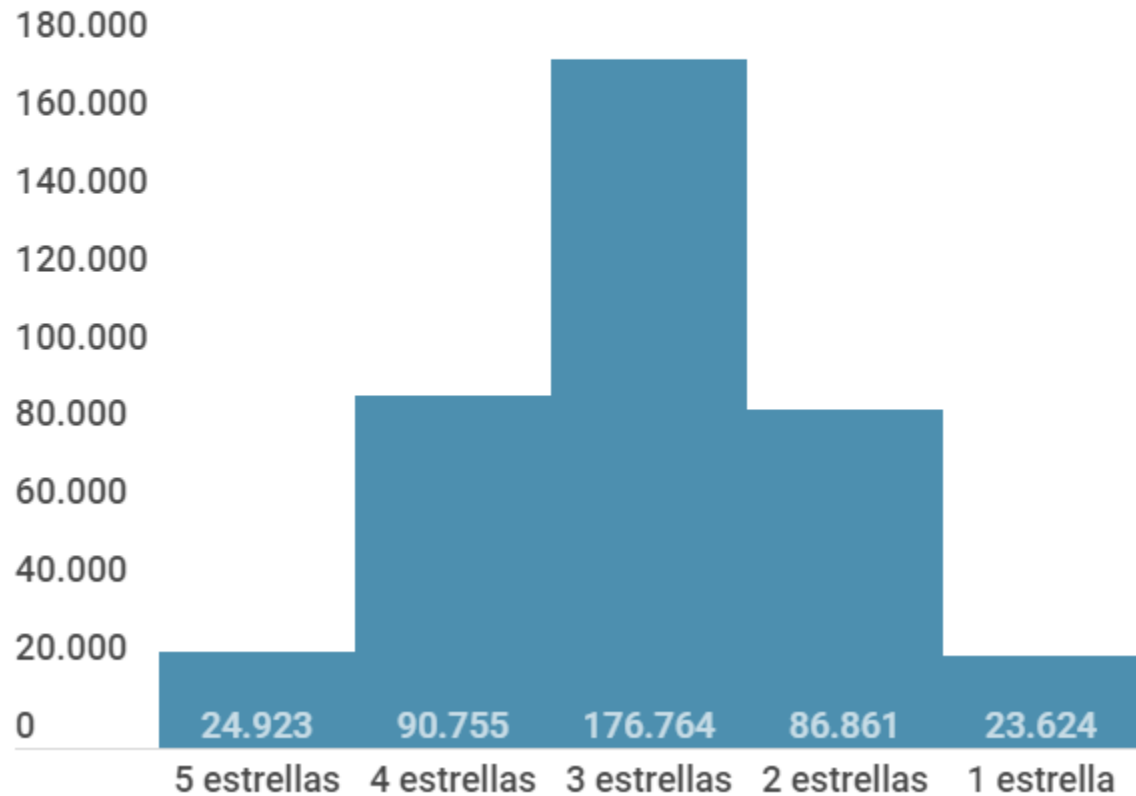


¿Cuántos hoteles hay en el mundo?



402.933

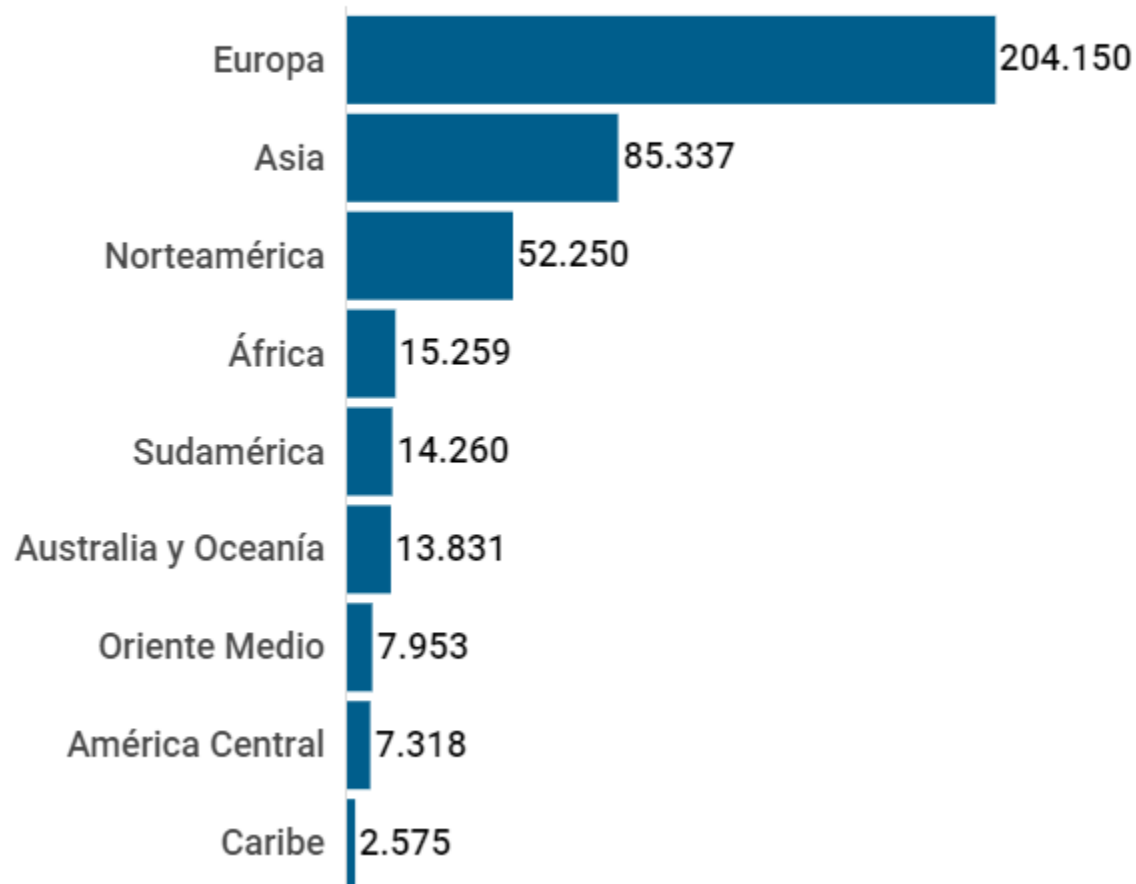
Número de hoteles en todo el mundo con clasificación de estrellas



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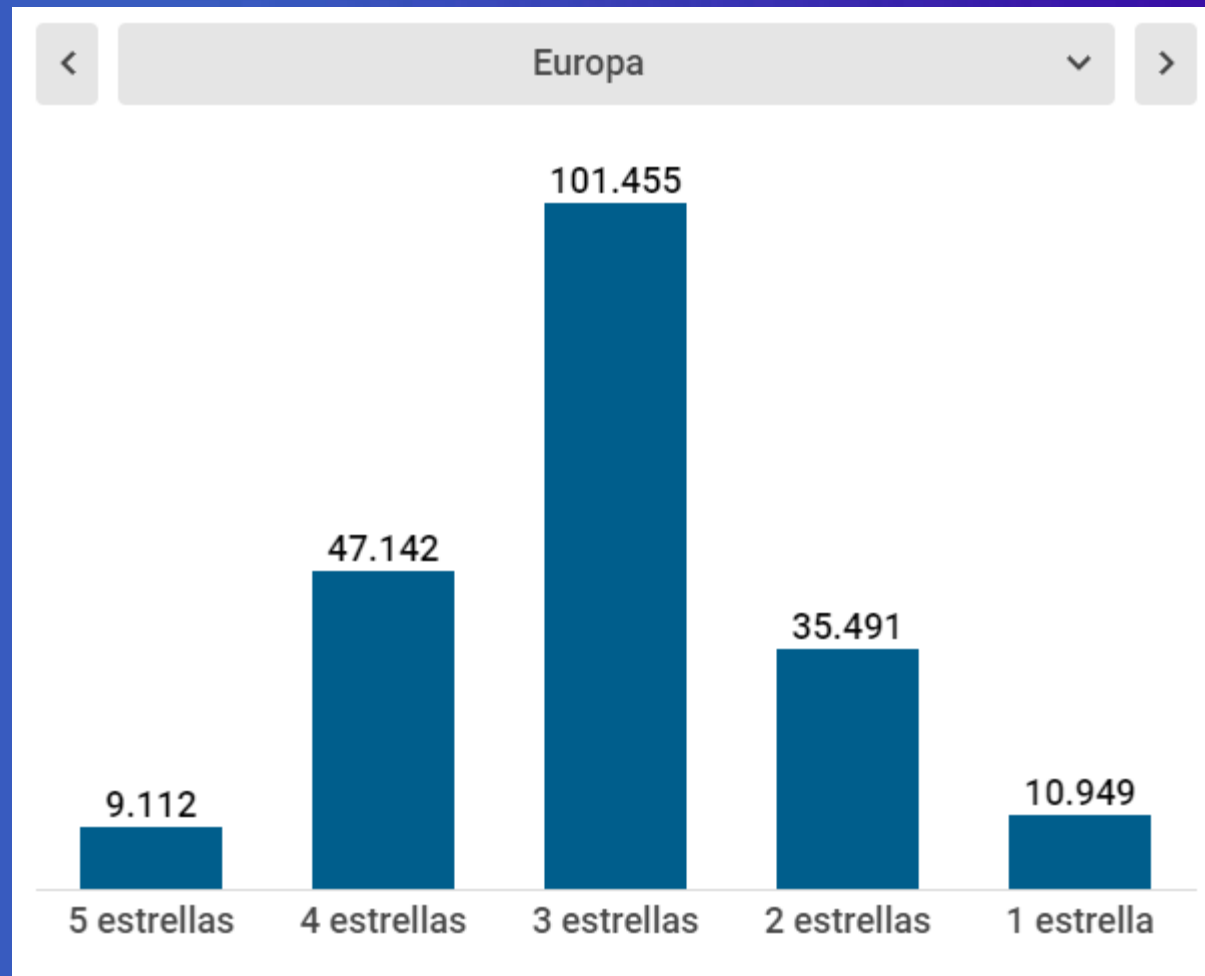
Europa concentra uno de cada dos hoteles que hay en el planeta

Ranking por regiones del mundo



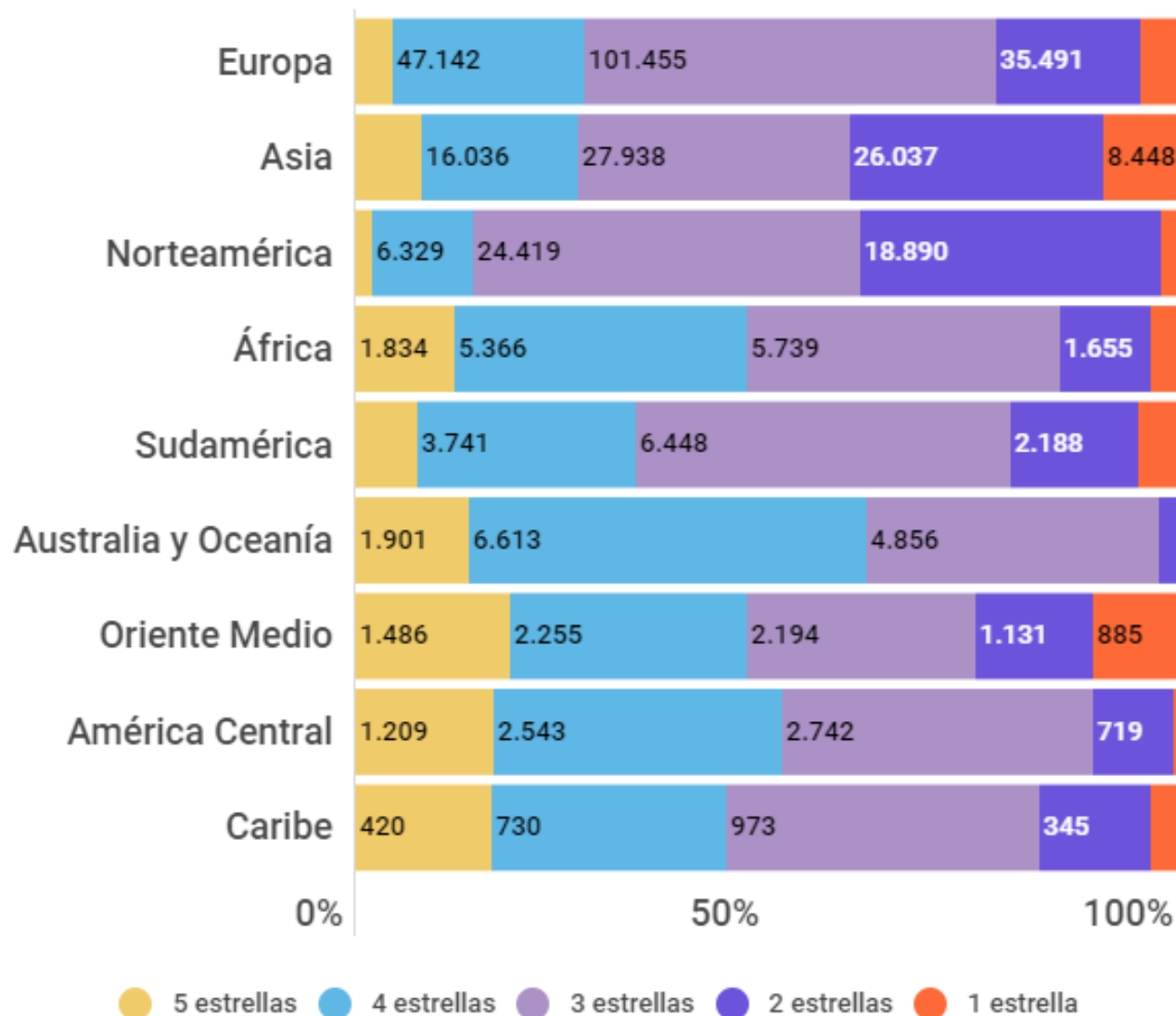
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Distribución

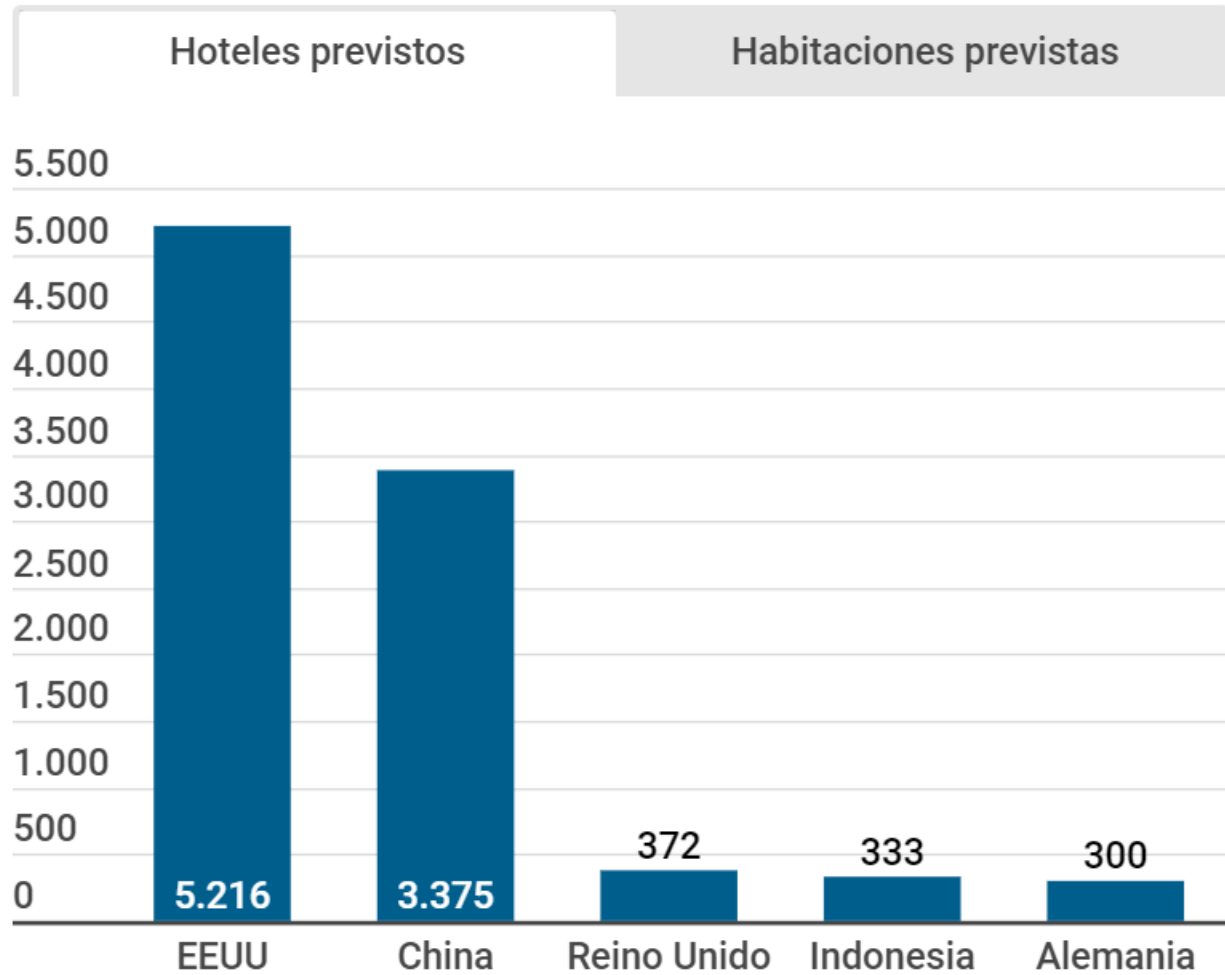


Grandes Corporaciones Turísticas Internacionales



EEUU y China, líderes

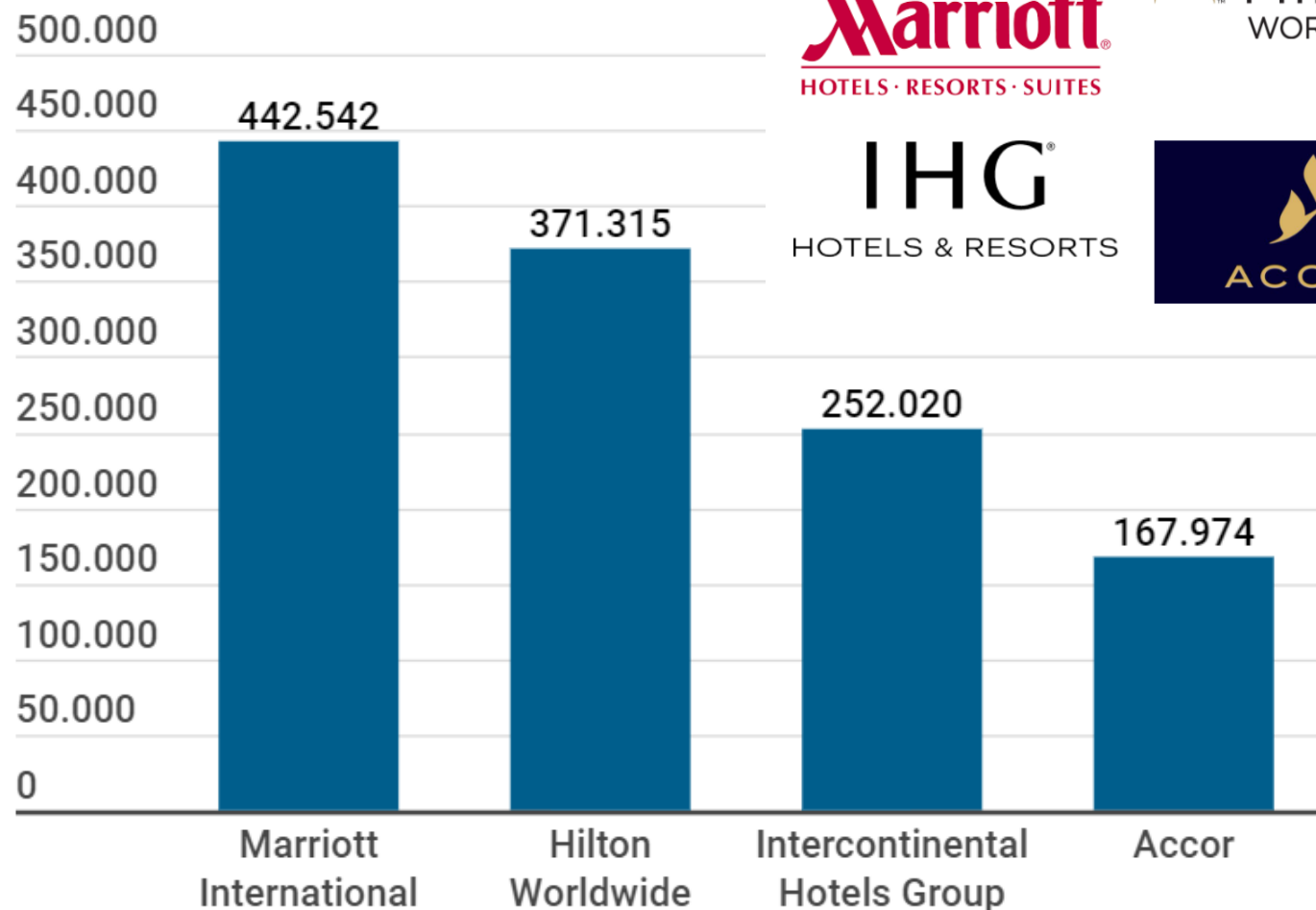
Países con el mayor número de proyectos de construcción de alojamientos en trámite, a marzo de 2021





Cadenas hoteleras con más habitaciones en proyecto

Grupos hoteleros con el mayor número de habitaciones de hotel proyectadas a marzo de 2021



Fuente: Statista



Universi
de Huelva

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Source: Hospitality ON / MKG_destination - 03/2021.

Informe Brand Finance Leisure & Tourism 10 – 2021

Brand Finance®
Hotels 50



LAS TOP 10 MARCAS DE HOTELES MÁS VALIOSAS



 Hilton HOTELS & RESORTS	1 ← 1 €6,479m -33.8%	
 SHANGRI-LA HOTELS and RESORTS	6 ← 6 €1,692m -24.1%	
 HYATT®	2 ↑ 3 €3,997m -2.3%	
 INTERCONTINENTAL HOTELS & RESORTS	7 ↑ 11 €1,245m -21.1%	
 Holiday Inn	3 ↑ 4 €3,214m -20.8%	
 DOUBLETREE BY HILTON®	8 ↓ 7 €1,110m -48.8%	
 Hampton by HILTON	4 ↑ 5 €2,438m -30.3%	
 CROWNE PLAZA® HOTELS & RESORTS	9 ↑ 12 €1,034m -29.7%	
 Marriott INTERNATIONAL	5 ↓ 2 €2,050m -62.3%	
 SHERATON	10 ↑ 13 €966m -20.8%	

Source: Brand Finance Hotels 50 2021

brandirectory.com/hotels

Informe Brand Finance Leisure & Tourism 10 – 2021

Brand Finance®
Leisure & Tourism 10



LAS TOP 10 MARCAS DE OCIO Y TURISMO MÁS VALIOSAS



Booking.com **1** ↑ 2 **€7,042m** **-23.5%**

Trip.com **2** ↑ 3 **€2,977m** **-41.9%**

airbnb **3** ↓ 1 **€2,918m** **-69.2%**

CITS **4** ↑ 5 **€2,436m** **-27.2%**

TUI **5** ↑ 7 **€2,353m** **-11.6%**

Expedia **6** ← 6 **€2,200m** **-29.4%**

amc **7** NEW **€1,548m** **+6.8%**

priceline.com **8** NEW **€1,276m** **+2.7%**

OCT 華僑城 **9** NEW **€1,106m** **+0.2%**

HAPPY VALLEY 欢乐谷 **10** ← 10 **€1,053m** **-40.6%**

Source: Brand Finance Leisure & Tourism 10 2021

brandirectory.com/hotels

NH y Meliá, entre las diez marcas de hoteles más valiosas del mundo

Brand Finance®
Hotels 50



LAS TOP 10 MARCAS DE HOTELES MÁS FUERTES



	1 NEW 89.3 AAA	 -1.9
	2 ↓ 1 88.9 AAA	 -0.2
	3 ↑ 10 82.9 AAA-	 +2.0
	4 ↑ 5 82.0 AAA-	 -2.0
	5 ↓ 4 81.6 AAA-	 -2.6
	6 ↑ 11 81.5 AAA-	 +1.7
	7 ↑ 28 81.2 AAA-	 +7.0
	8 ↑ 27 81.2 AAA-	 +6.8
	9 ↑ 12 81.2 AAA-	 +1.8
	10 ↓ 8 81.2 AAA-	 -0.4

Source: Brand Finance Hotels 50 2021

brandirectory.com/hotels

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