






Varumärkespositionering

Konkurrerande

Lyx		⇒ St. Regis, Westin, Grand Hyatt, Fairmont, Shangri-La, Four Seasons, One-and-Only, Ritz-Carlton
Första klass		⇒ W Hotels, Morgans, Bulgari, Armani
Mellanklass		⇒ Marriott, Hilton, Sheraton, Sofitel
Ekonomi		⇒ Novotel, Scandic, Holiday Inn
Budget		

Minimum Service Begränsad Service Full Service