

Chapter 12

Competition in the Lodging Business

DEFINITION OF MARKETING

- Marketing is “communicating to and giving... customers what they want, when they want it, where they want it, at a price they are willing to pay” (Lewis, 2000)

COMPETITION IN THE LODGING BUSINESS

- Based upon what you have learned so far, how would you characterize the lodging industry in terms of competitiveness?
- The industry can be characterized as being highly competitive as well as very fragmented
- There are many different ownership companies, brands and types of properties each vying for their share of the market