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CHOICE HOTELS
I N T E R N A T I O N A L .

CHOICE HOTELS INTERNATIONAL, INC.

BMBM6016 STRATEGIC MARKETING

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Executive Summary

1.0 Introduction

There has been many debates as to how it originates, but one thing is for sure that ground zero is Wuhan, in the People's Republic of China. This specific strain of the coronavirus was first documented in December 2019, hence its name, COVID-19 (WHO, 2022). The Chinese Government tried to cover it up but things got way out of hand and the virus started to pop in different countries all around the world. By March 2020, most of the countries in the world had gone into lockdown in order to curb the spread of the virus. The epicentre of the pandemic has shifted from Wuhan to Europe, which by the time had attributed to 40% of the total reported cases (WHO, 2022). The lockdown measures introduced by governments around the world meant that there will no longer free travel, including halting the tourism industry.

The Choice Hotels International Group is no exception when it comes to the devastating effects of the COVID-19 pandemic. The Group operates about 7000 brands in more than 40 countries under its flag, and the toll of the pandemic has been excruciatingly painful for them (Choice, 2022). They served a broad range of market, from first class luxury with their Clarion and Ascend Hotel Collection brand, to their budget friendly Econo Lodge and Rodeway Inn brands.

2.0 Market Analysis

2.1 PESTEL

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2.4 Porter's Generic Value Chain

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2.5 VRIO

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- talk about the reactive/proactive responses

3.0 Recommendations

3.1 recommendation 1

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3.2 recommendation 2

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3.3 recommendation 3

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4.0 Conclusion

5.0 References

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