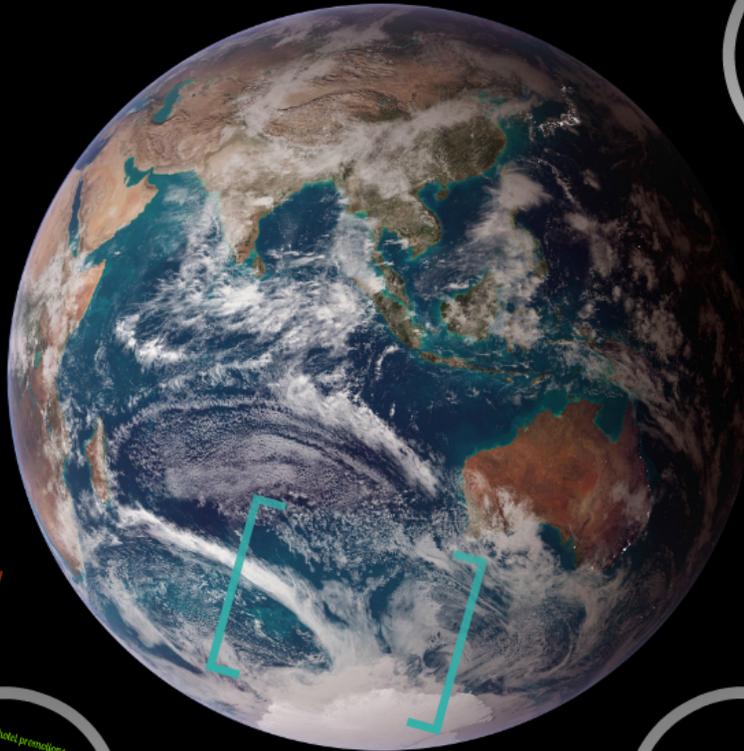




Hilton hotels.

Hilton hotel strategic direction.



Hilton hotel.

Hilton Hotel is the most recognized name in the hotel industry. With 200+ years of experience, Hilton hotels are the most trusted and respected brand in the world. Hilton Hotel is a leader in the industry, with a strong presence in all major markets. Hilton Hotel is a leader in the industry, with a strong presence in all major markets.

Hilton Hotel has a lot of competitors, but our competitive advantage is our experience. We have been in the industry for over 200 years, and we know what works. We have a strong presence in all major markets, and we are always looking for ways to improve our service. We are always looking for ways to improve our service.



Hilton's place/location.

Hilton has established over 540 locations in 75 countries and 103 cities. Hilton has been able to make its name and brand image stand in different geographic areas, allowing them to have a good price for getting there. Hilton has a good price for getting there.

Strongest hotel and resort is a well known in the hospitality industry. Hilton has 22 years of experience in the industry, and they have a strong presence in all major markets. Hilton has a strong presence in all major markets.



Hilton hotel promotions.

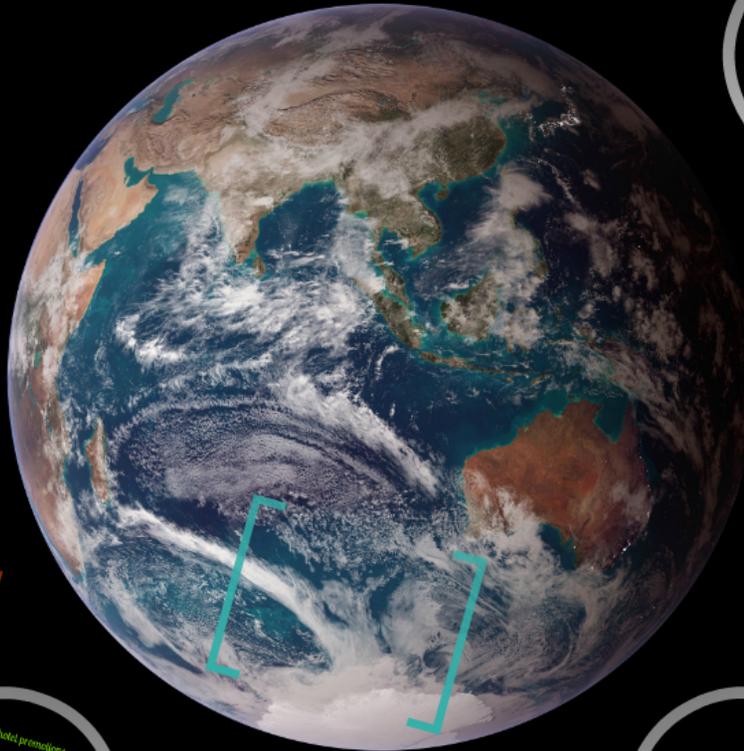
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Hilton Hotel has a lot of competitors around the world. Hilton Hotel has a lot of competitors around the world. Hilton Hotel has a lot of competitors around the world.



Hilton's place/location.

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Strongest hotel and resorts in a world known in the hospitality industry. Hilton Hotel is the most trusted brand in the industry. Hilton Hotel is the most trusted brand in the industry.



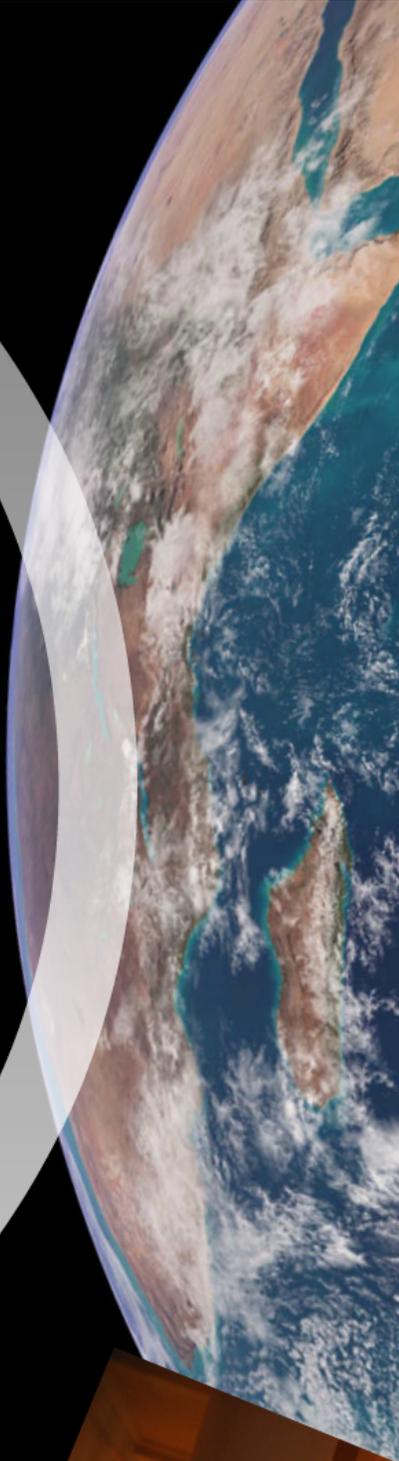
Hilton hotel promotions.

Hilton Hotel is the most trusted brand in the industry. Hilton Hotel is the most trusted brand in the industry. Hilton Hotel is the most trusted brand in the industry.



Hilton hotel.

Hilton hotel is the most recognized name in the hotel industry. its a stylish and innovative global leader in the hospitality industry. Hilton hotel and resorts has over 540 hotels over 78 countries. it was founded by Conrad Hilton in the 1919 and has over 92 years of experience. Hilton hotel and resorts focuses a lot on customer needs which brought the birth of different amenities like Hampton and apartments to accommodate different customers. We help make travelling easier with our smart design, innovative restaurant concepts, authentic hospitality and commitment to the global community.



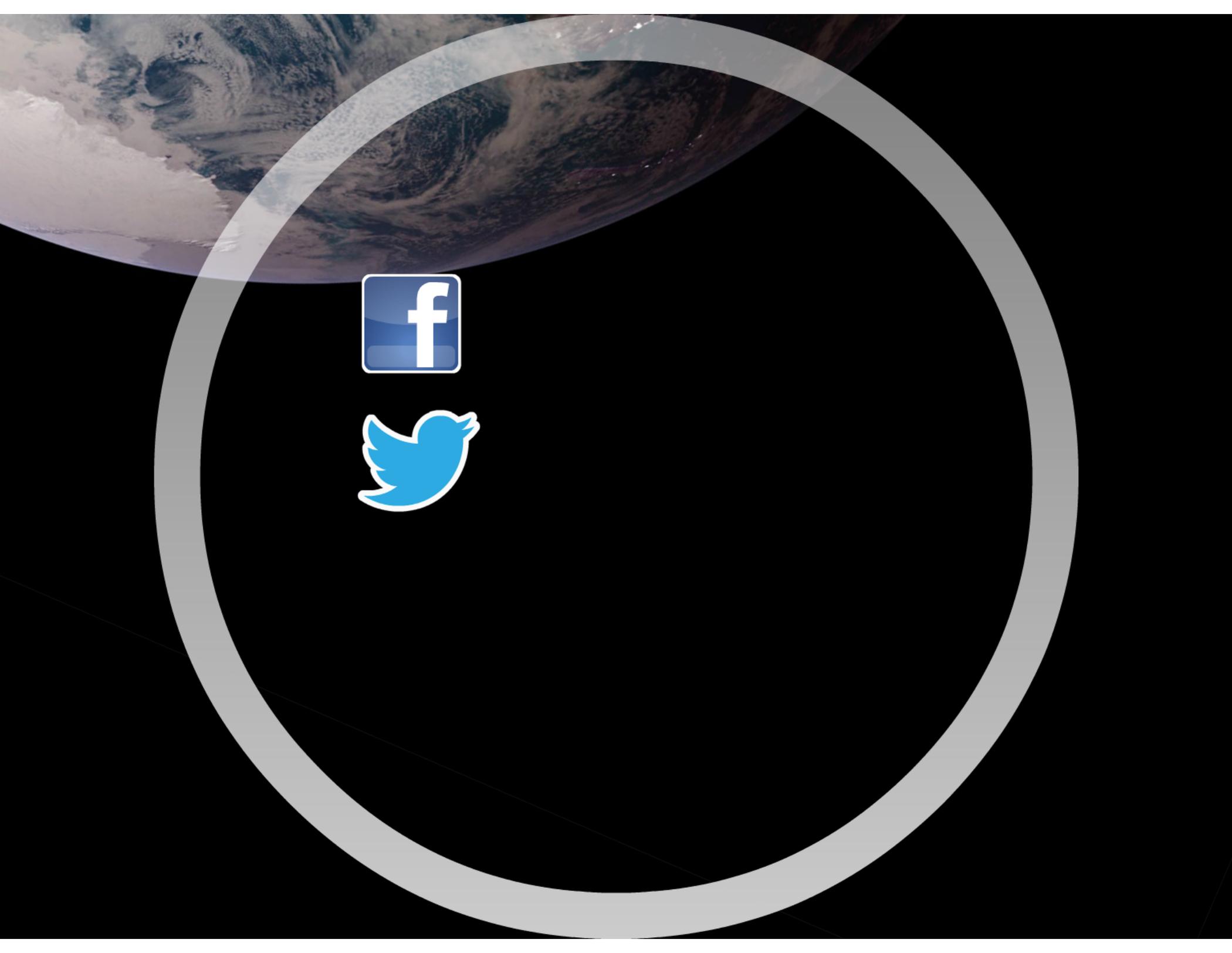
Hilton's place/location

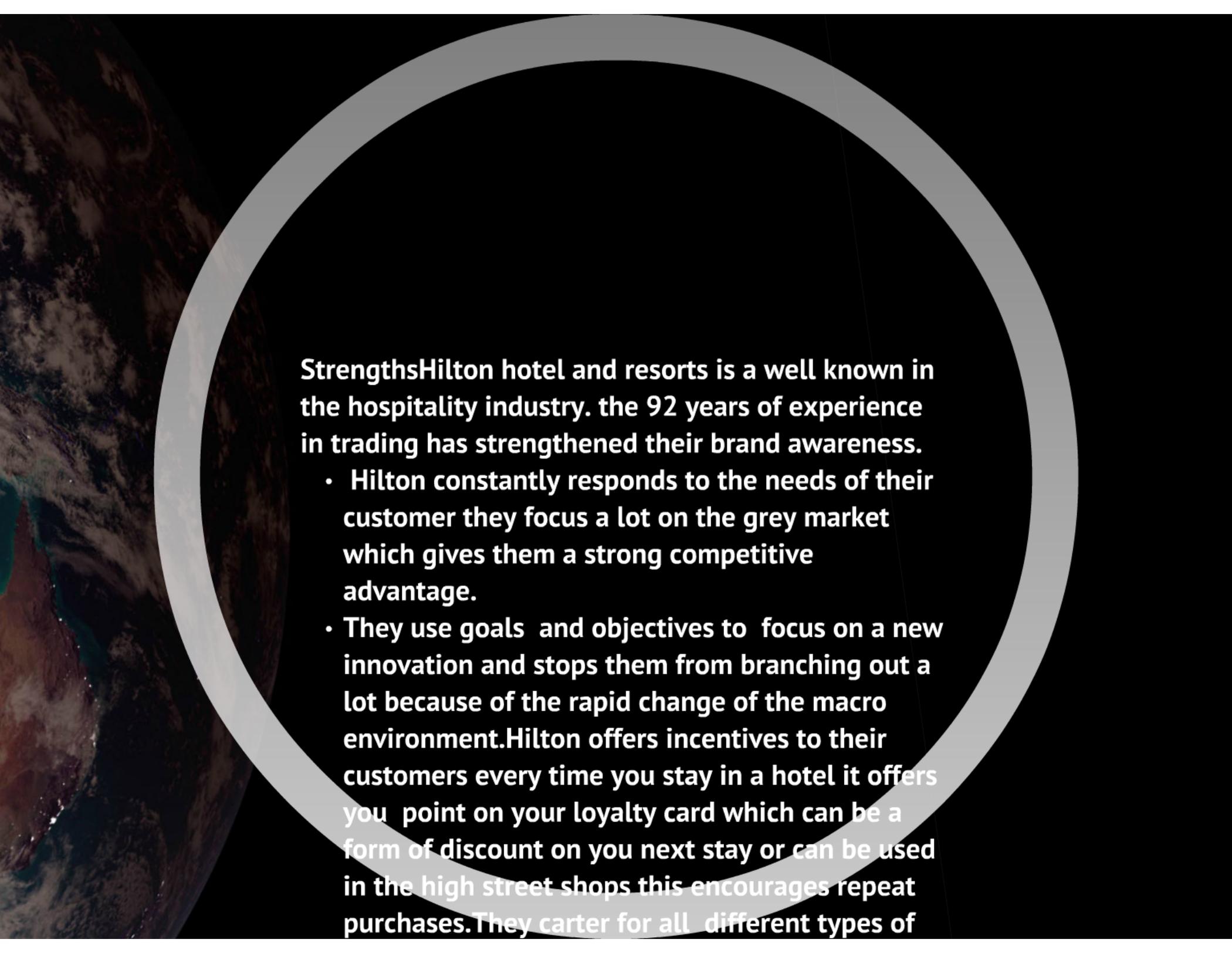
- Hilton has established over 540 branches in 78 countries and still accumulating, Hilton has been able to make its name out there and brand image stand in different demographic areas (allowing them to have a fixed price) targeting their main customers of celebrities and those who find it affordable.
- In establishing of their hotels, spa and resorts, Hilton has had an advantage on expansion in different countries and not just that but also the very comfortable well laid out demographic areas they are laid out on.



Hilton hotel promotions.

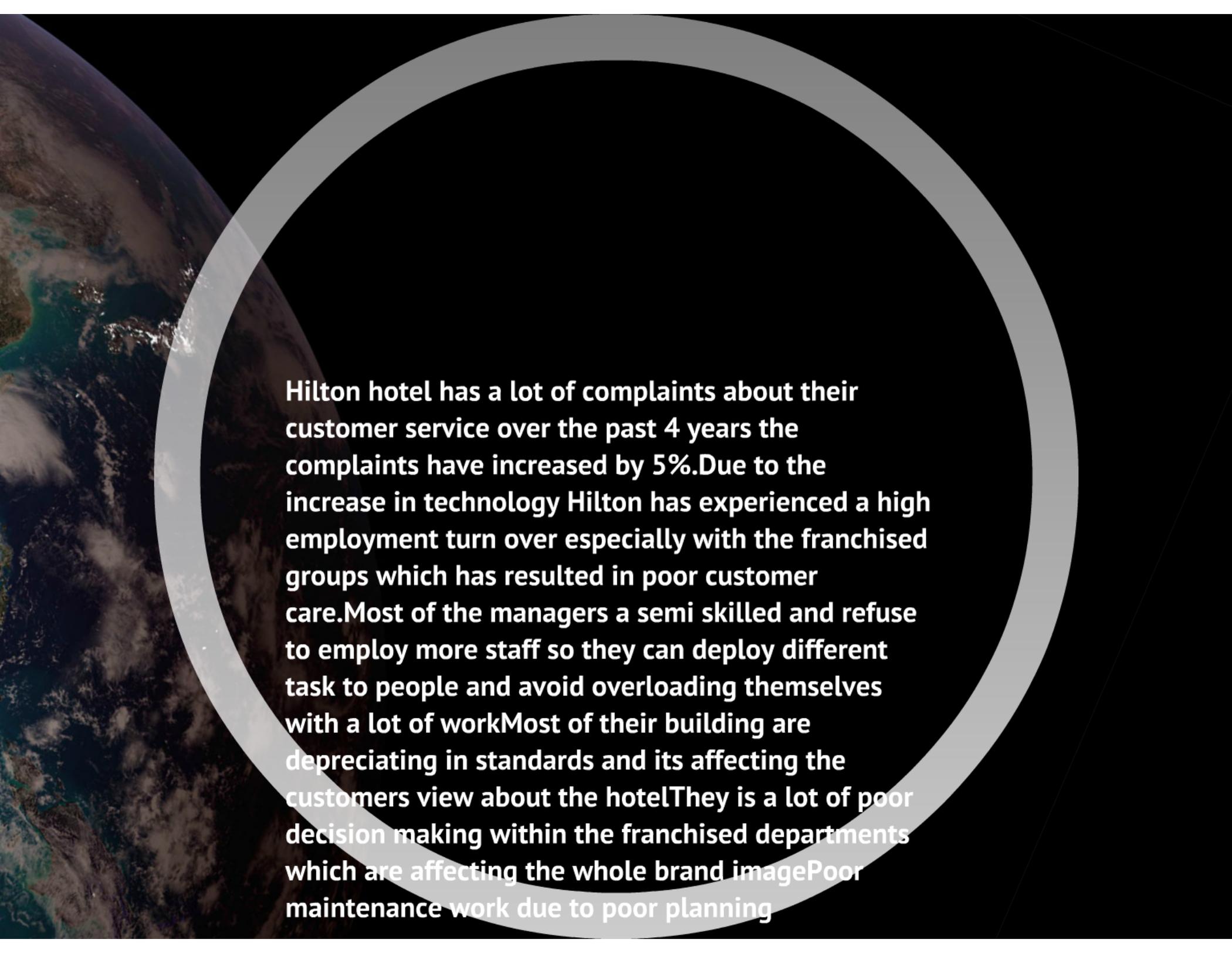
- being that Hilton is owned by a celebrity, it helps in promotion and advertisement in the media on the internet and on the news at know cost.
- with Hilton hotel accomplishment in opening more than 580 locations in 78 different countries its helped in expansion of customers in diifferent countries reaching and appealing to a wider range of people with similar preference in style to be able to be satisfied.
- providing the top of the range and exquisite customer services at the spars, Hotels and resort Hilton is being able to be classed as top 5 best hotels in the world.





StrengthsHilton hotel and resorts is a well known in the hospitality industry. the 92 years of experience in trading has strengthened their brand awareness.

- **Hilton constantly responds to the needs of their customer they focus a lot on the grey market which gives them a strong competitive advantage.**
- **They use goals and objectives to focus on a new innovation and stops them from branching out a lot because of the rapid change of the macro environment.Hilton offers incentives to their customers every time you stay in a hotel it offers you point on your loyalty card which can be a form of discount on you next stay or can be used in the high street shops this encourages repeat purchases.They cater for all different types of**



Hilton hotel has a lot of complaints about their customer service over the past 4 years the complaints have increased by 5%.Due to the increase in technology Hilton has experienced a high employment turn over especially with the franchised groups which has resulted in poor customer care.Most of the managers a semi skilled and refuse to employ more staff so they can deploy different task to people and avoid overloading themselves with a lot of workMost of their building are depreciating in standards and its affecting the customers view about the hotelThey is a lot of poor decision making within the franchised departments which are affecting the whole brand imagePoor maintenance work due to poor planning