

## The 2015 Big Brands Report

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The hotel brand race is on. As the global hotel industry enjoys strong performance coupled with favorable supply-and-demand ratios, brand companies are in full-on growth mode. For the giants, that means going after market share and net rooms growth in diverse locations. For smaller companies, that means taking measured steps to leverage current market conditions. But the bottom line is the same: The branded hotel footprint is growing around the world.

In this special report, Hotel News Now examines the global growth trajectory of hotel brands and the impact they have around the world. Read on for the data and stories that are powering branded hotel expansion.

The HNN editorial staff



**TOP 5 BRANDS**

( OPEN )

**TOP 5 BRANDS**

( PIPELINE )

**SMALL BRANDS  
SEEK PROFIT  
WITHOUT  
COMMODITIZATION**

**BRAND LAUNCH  
TIMELINE**

**BRAND  
FAMILY TREE**

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