

Brandscape TM

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hotelAVE		ACCOR HOTELS		BW Best Western Hotels & Resorts		CHOICE HOTELS		Hilton		HYATT®		IHG®		Marriott INTERNATIONAL		SONESTA® HOTELS AND RESORTS		WYNDHAM HOTELS & RESORTS		Other Brands			
Hotel Category ¹	Sub-Category ²	Accor		Ennismore		Best Western		Choice		Hilton		Hyatt		IHG		Marriott		Sonesta		Wyndham		Other Brands	
Luxury	Ultra-Luxury	Banyan Tree Faena Raffles Orient Express						Waldorf Astoria		Park Hyatt		Six Senses		St. Regis						Luxury			
	Traditional Modern	Fairmont Sofitel						Signia Conrad		Grand Hyatt Andaz Thompson		InterContinental Regent		JW Marriott Ritz-Carlton W Hotels		Aken Spirit							
	Lifestyle	Sofitel Legend		21c Delano Mondrian Our Habitas SLS SO/				NoMad		Alila Atona				EDITION Ritz-Carlton Reserve									
	Soft-Brand	Emblems MGallery Collection Mantis Collection				WorldHotels Luxury Collection			LXR Small Luxury Hotels of the World		Destination Hotels Unbound Collection Miraval		JOIA by Iberostar Vignette Collection		Luxury Collection					Registry Collection			
	Spa / Wellness	The Purist Thalassa Sea & Spa																					
Upper Upscale	Traditional	Angsana Pullman Sebel Swissôtel					Radisson Blu	Hilton		Hyatt Hyatt Regency		Iberostar Selection		Marriott Sheraton		Royal Sonesta		Wyndham Grand	Ultra Luxury				
	Business Modern							Embassy Suites						Le Méridien		Aken Soul							
	Lifestyle	Garrya		25Hours Hotel Hyde The Hoxton			Radisson RED	Canopy Graduate		Dream Bunkhouse Hyatt Centric Standard		Hotel Indigo Kimpton		Renaissance Westin		The James Hotels							
	Soft-Brand			Morgans Originals		WorldHotels Crafted Collection WorldHotels Elite Collection		Radisson Collection Radisson Individuals	Curio Collection Tapestry Collection		JdV		Noted Collection		Autograph Collection Design Hotels Tribute Portfolio		Classico		Dolce				
	Extended Stay Resort and Convention	Adagio Premium Peppers												Gaylord Marriott Marquis									
Upscale	Traditional	Grand Mercure				Best Western Premier	Radisson	DoubleTree				Crowne Plaza HUALUXE Iberostar Waves		Delta		Sonesta Hotel		Vienna House Wyndham	Entry-Level Luxury				
	Business						Cambria	Hilton Garden Inn		Hyatt Place				Courtyard Four Points by Sheraton AC Hotels Aloft CitizenM		Sonesta Select							
	Modern Lifestyle	Mövenpick Novotel Mantra				Aiden Sadie Vib		Park Plaza Tempo Motto		Caption		EVEN Ruby Hotels voco				Aken Mind Hotel RL		Dazzler Esplendor					
	Soft-Brand	Art Series				BW Premier Collection WorldHotels Distinctive Collection		Ascend Collection Clairon Collection	Outset Collection						Outdoor Collection		MOD						
	Suites Extended Stay	Novotel Suites						Homewood Suites		Hyatt House		Staybridge Suites		SpringHill Suites Element Residence Inn									
Upper Midscale	Traditional	Mercure				Best Western Plus	Clarion Comfort Inn Country Inn & Suites Quality Inn	Hampton Inn		Hyatt Select		Holiday Inn		Fairfield Inn Protea Hotels		Red Lion Hotels Sonesta Essential		La Quinta Wyndham Garden					
	Business Modern					GLó	Clarion Pointe					Holiday Inn Express											
	Lifestyle			Mama Shelter										Moxy Series by Marriott				TRYP					
	Soft-Brand	Handwritten Collection				BW Signature Collection		Comfort Suites										Trademark Collection					
	Suites Extended Stay	Aparthotel Adagio				Executive Residency			Home2 Suites		Hyatt Studios		Atwell Suites		TownePlace Suites		Sonesta ES Suites		WaterWalk Extended Stay				
Midscale	Traditional	Folio ibis				Best Western	Park Inn Sleep Inn	Spark				avid Garner		Four Points Flex by Sheraton City Express		Canada's Best Value Inn Red Lion Inn & Suites		Americinn Baymont Ramada Vienna House Easy Wingate	Lifestyle & Other Mid-Sized Brands				
	Lifestyle	BreakFree Dhawa Greet ibis Styles Neqta Tribe						Tru									Signature Inn		Ramada Encore				
	Soft-Brand																						
	Extended Stay	Aparthotel Adagio Access				@Home	Everhome Suites MainStay Suites	LivSmart Studios		Hyatt Studios		Candlewood Suites		StudioRes		Sonesta Simply Suites		Hawthorn Suites	Upper Upscale				
Economy	Traditional	hotelFI ibis budget				Sure Hotel SureStay SureStay Plus	Econo Lodge Rodeway Inn									America's Best Value Inn Knights Inn		Days Inn Howard Johnson Microtel Inn & Suites Super 8 Travelodge					
	Lifestyle/Soft-Brand					Sure Hotel Collection SureStay Collection												Dazzler Select					
	Extended Stay					Sure Hotel Studio SureStay Studio		Suburban Studios WoodSpring Suites								America's Best Value Studios		ECHO Suites					
Other	Timeshare	Accor Vacation Club						Hilton Grand Vacations		Hyatt Residence Club		Holiday Inn Club Vacations		Marriott Vacation Club				Club Wyndham Margaritaville Vacation Club	Upscale				
	Alternative Accommodations	onfinestay		JO&JOE				Apartment Collection by Hilton Autocamp				IHG Military Hotels		Apartments by Marriott Bonvoy Homes & Villas by Marriott Bonvoy Marriott Executive Apartments Postcard Cabins Trailborn		Sonesta Cruise Collection Nile River		cottages.com Vacasa Worldmark					
	All-Inclusive	Rixos						Hilton All-Inclusive Resorts		Alua Bahia Principe Breathless Dreams Hyatt Vivid Hyatt Zilara Hyatt Ziva Impressions Secrets Sunscape Zoetry				All-Inclusive by Marriott International				Viva Wyndham Wyndham Altra	Apartment-Hotels				

Sources: ¹CoStar, ²hotelAVE