

Brandscape™

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hotelAVE		ACCOR HOTELS	BW Best Western. Hotels & Resorts	CHOICE HOTELS	RHG RADISSON HOTEL GROUP	Hilton	IHG®	HYATT®	Marriott.	WYNDHAM HOTELS & RESORTS
Hotel Category ¹	Sub-Category ²	Accor	Best Western	Choice	Radisson Hotel Group	Hilton	InterContinental	Hyatt	Marriott	Wyndham
Luxury	Ultra-Luxury	Raffles Banyan Tree				Waldorf Astoria		Park Hyatt	Bulgari	
	Traditional	Fairmont Sofitel					InterContinental	Grand Hyatt	Ritz-Carlton St. Regis	
	Modern	Sofitel Legend				Conrad	Regent		JW Marriott	
	Lifestyle	SO Sofitel SLS Delano Mondrian			Radisson Collection	LXR		ANdAZ Destination Hotels	EDITION W Hotels	
	Boutique	21c The House of Originals						Unbound Collection Thompson	Luxury Collection	
Resort and Convention	Thalassa Sea and Spa Angsana						Six Senses			
Upper Upscale	Traditional	Pullman Swissôtel				Hilton		Hyatt Zilara Hyatt Ziva	Marriott Sheraton	Wyndham Grand
	Business				Radisson Blu			Hyatt Hyatt Regency	Delta	
	Modern					Canopy			Le Méridien	
	Lifestyle				Radisson RED			Hyatt Centric	Renaissance Westin	Dolce
	Boutique	MGallery				Curio Collection	Kimpton Hotel Indigo	Joie de Vivre	Autograph Collection Tribute Design Collection	
	Suites					Embassy Suites				
Extended Stay	Adagio Premium The Sebel							Marriott Executive Apartments		
Resort and Convention	Peppers Rixos					Signia		Alila	Marriott Marquis Gaylord	
Upscale	Traditional	Grand Mercure Mei Jue Maha Cipta	Best Western Premier	Clarion Collection	Radisson	DoubleTree	Crowne Plaza			Wyndham
	Business					Hilton Garden Inn	Hualuxe	Hyatt Place	Courtyard Four Points by Sheraton	
	Modern	Novotel			Park Plaza	Tempo			AC Hotels Aloft	
	Lifestyle	Mantra					EVERN Voco	Caption		
	Boutique	Art Series 25 Hours Hotels	BW Premier Collection Vib Sadie	Ascend Collection	art'otel	Tapestry Collection				Esplendor Dazzler
	Suites	Novotel Suites		Cambria Hotel & Suites					SpringHill Suites	
Extended Stay					Homewood Suites DoubleTree Suites	Staybridge Suites	Hyatt House	Residence Inn Element		
Upper Midscale	Traditional	Mercure	Best Western Plus	Clarion Comfort	Country Inn & Suites Park Inn	Hampton Inn	Holiday Inn		Fairfield Inn Protea	Wyndham Garden
	Business						Holiday Inn Express			
	Modern		Glò	Clarion Pointe					Moxy	Tryp
	Lifestyle	Mama Shelter	Aiden BW Signature Collection			motto				Trademark Collection
	Suites			Comfort Suites						
Extended Stay	Adagio	Executive Residency			Home2 Suites	Atwell Suites		TownePlace Suites		
Midscale	Traditional	ibis	Best Western SureStay Plus SureStay Collection	Quality Sleep Inn			Avid			Baymont Ramada Wingate La Quinta Inn & Suites AmericInn
	Lifestyle	ibis Styles BreakFree				tru				
	Extended Stay	Adagio Access		Mainstay Suites Everhome Suites			Candlewood Suites			Hawthorn Suites
Economy	Traditional	ibis Budget Hotel F1	SureStay	Econo Lodge Rodeway Inn						Days Inn Howard Johnson Super 8 Microtel Inn & Suites Travelodge
	Lifestyle	Jo&Joe Greet								
	Extended Stay		SureStay Studio	Suburban Extended Stay WoodSpring Suites						
Other	Timeshare	Accor Vacation Club				Hilton Grand Vacations	Holiday Inn Club Vacations	Hyatt Residence Club	Marriott Vacation Club	Club Wyndham
	Alternative Accommodations	onfinestay		Vacation Rentals by Choice Hotels					Marriott Executive Apartments Homes & Villas by Marriott International	
	Other	Mantis Movenpick Rios Tribe						Miraval		

Sources: ¹Smith Travel Research, ²hotelAVE