

I wanted to compare market share on the hotel chains. I began by creating clusters of alternatives, quality of stay, advertising, and other (miscellaneous).

I created several nodes for each cluster, which can be expanded from the screen below. For my alternatives, I chose Hilton, Marriot, Sheraton, and Holiday Inn. There are so many hotel chains to choose from, I picked ones that have a solid history, in my opinion. As for quality of stay nodes, I chose cleanliness, service and room functionality. For advertising, I chose promotion, frequency, and creativity. For the other cluster, I chose price, location, and reputation.

After making node connections and pairwise comparisons, the cluster weights matrix, the limit matrix, the supermatrix of unweighted priorities, and the weighted supermatrix were obtained.

As you can see from the above synthesis, Marriot has the greatest market share with 36.17%. Hilton is next, with a 22.77% market share, followed by Sheraton with 20.88%, and Holiday Inn with 20.15%.

When comparing my market share results with those from the actual market share, my order of rankings was similar. However, the actual market share took into consideration two more hotel chains than I did in my study. This contributes to the difference in percentages. The actual market share from the year 2000 is below.