

Hotel Tonight: <https://www.hoteltonight.com/>

Position: Hotel Tonight positions itself as modern and sleek hotel booking platform.

Audience: Based on the design, Hotel Tonight caters to city enthusiasts, last minute travelers, generally ages 21+.

Differentiators:

- Sleek and darker design highlights comfort and relaxation
- Can reserve anywhere from 1 to 7 days
- Includes detailed hotel info with photos and expert on hand

Hotel Tonight	Positive	Negative
Internal	Strengths <ul style="list-style-type: none">• Last minute bookings available• Easy to navigate through• Easy next steps• Experts are helpful with hotel questions and nearby activities	Weaknesses <ul style="list-style-type: none">• Content can be overwhelming• Info limited for certain cities
External	Opportunities <ul style="list-style-type: none">• Expansion to travel and vacation rentals	Threats: <ul style="list-style-type: none">• Changes in hotel industry or partnerships• Growth in house rentals vs hotels

Hotels.com: <https://www.hotels.com/>

Position: Hotels.com is an all in one platform where users can reserve hotels anywhere and view flight and vacation packages as well. Although all travel is offered, hotels are highlighted.

Audience: Hotels.com is catered to all users who travel and reserve rooms. Users can book based on individual or family needs. The simple red and white design shows a universal appeal for anyone to reserve a hotel.

Differentiators:

- Hotel loyalty card
- Travel & Vacation packages included
- Perks offered such as free cancellation
- Integration with mobile calendars

Hotels.com	Positive	Negative
Internal	Strengths <ul style="list-style-type: none">• Appealing brand for all adult users• Easy search model• Includes desktop and mobile view• Easy to navigate• Highlights major travel destinations	Weaknesses <ul style="list-style-type: none">• Mobile app - difficult to navigate map and list view• Confusing map view
External	Opportunities <ul style="list-style-type: none">• Target specific user bases• Expansion into flight and car rental more	Threats <ul style="list-style-type: none">• Growth in house rentals vs hotels

Booking.com: <https://www.booking.com/>

Position: Booking.com, similar to Hotels.com, positions itself as an all in one platform for hotel bookings and travel packages.

Audience: Highlights airport information and taxis indicating they cater to specific business travelers, along with all travelers.

Differentiators:

- Uses “booking” as part of brand for familiarity and reliability
- Offers other travel tools such as taxis, buses, car rentals etc
- Offers cash rewards and referral program

Booking.com	Positive	Negative
Internal	Strengths <ul style="list-style-type: none">• Includes detailed reviews• Search any property• Offers business travel options• Reliable Image	Weaknesses <ul style="list-style-type: none">• Too many external links• Pushes away casual users
External	Opportunities <ul style="list-style-type: none">• Expand user base	Threats <ul style="list-style-type: none">• Design/Social trends• Property Changes