The Rise and Fall of La Quinta Inn & Suites by Wyndham: An Analysis



Team: Just here for Snacks!!

Members:

Urvi Vaidya, Katherine Yu, Xu Wang, Joanna Sun, Jiarui Song

The Rise and Fall of La Quinta Inn & Suites by Wyndham

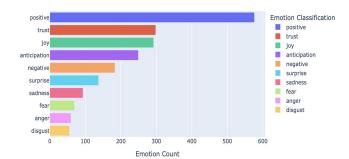
Scenario:

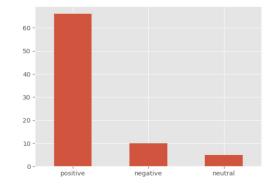
We are exploring the factors that contributed to the rise and eventual decline of LQI in popularity from a customer perspective





The Rise





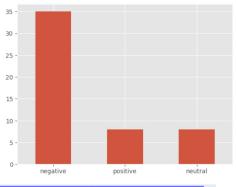
- Huge room, big & comfortable bed
- Convenient location
- Free breakfast

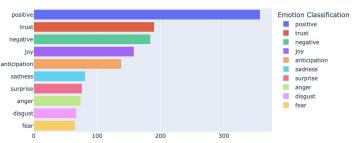


best ittle selection begat free breakfast y booked street beautiful recently ground gr

The Fall

- Construction noise
- Poor customer service and sanitation conditions
- No maintenance





Emotion Count

Competition Analysis & Conclusion



We find that the positive reviews for the competing businesses fell mainly into 4 broad topics, location, experience, service and activities.

What went wrong:

- La Quinta did not maintain its property standards
- Did not focus on cleanliness
- Unsuccessful transition after Covid
- No parking

What they could have done:

- Upgrade room standard
- Collaborate with parking
- Accommodate after Covid: resume breakfast policy