

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



Team: Just here for Snacks!!

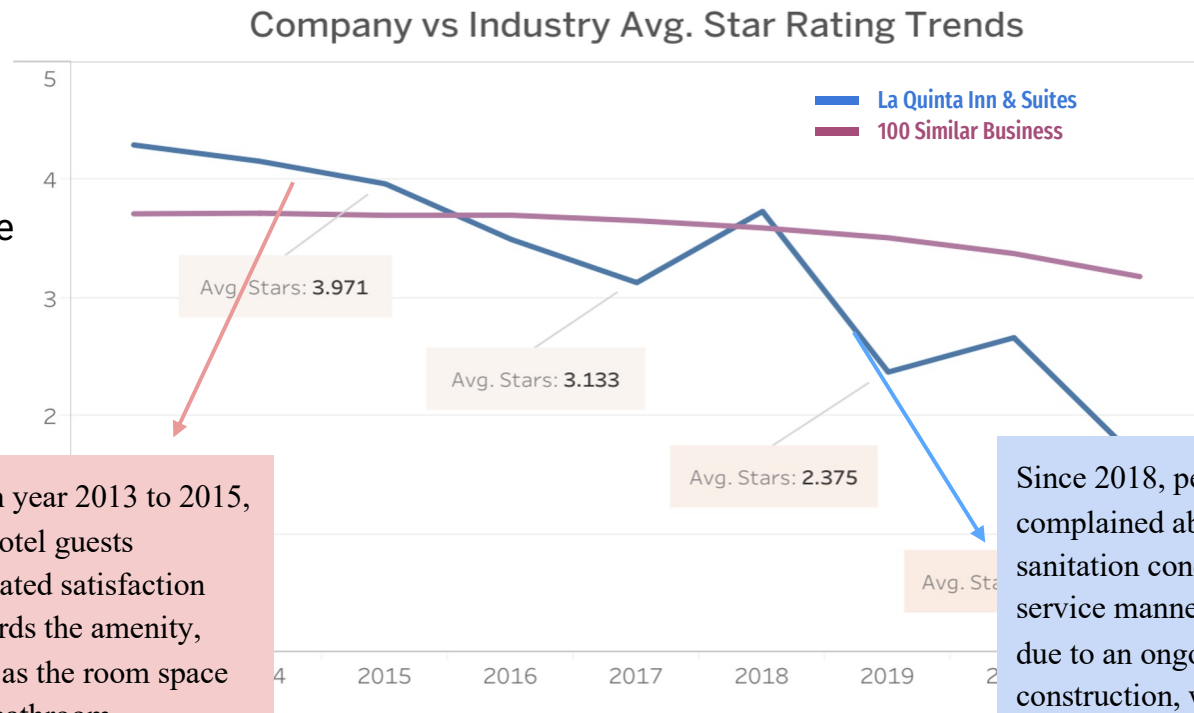
Members:

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Scenario:

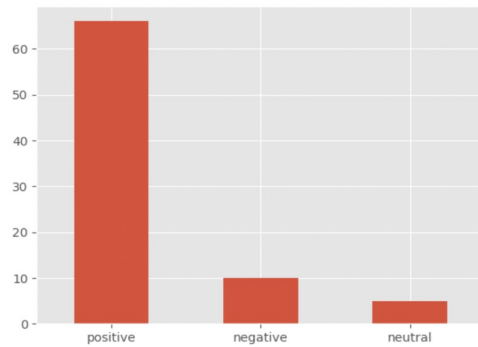
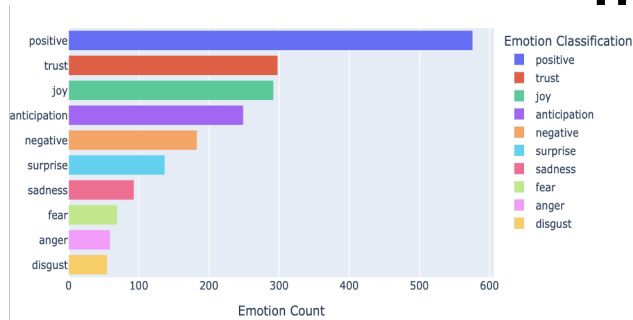
We are exploring the factors that contributed to the rise and eventual decline of LQI in popularity from a customer perspective



From year 2013 to 2015, the hotel guests indicated satisfaction towards the amenity, such as the room space and bathroom furnishings, as well as the location

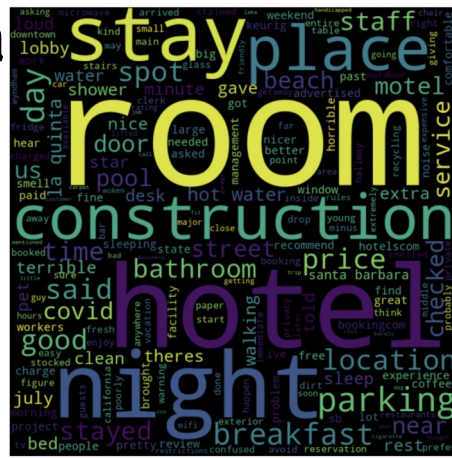
Since 2018, people complained about the sanitation conditions, service manners, and noise due to an ongoing construction, which imply the declining trend of the star ranking throughout the years.

THE RISE

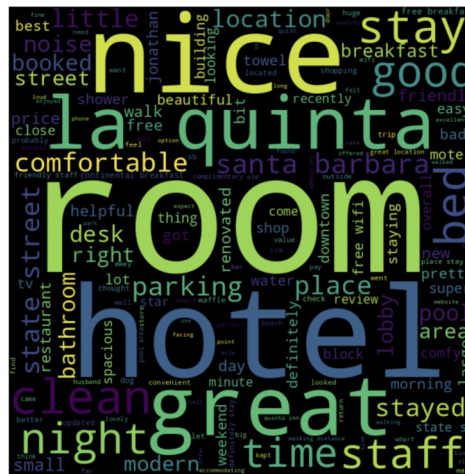
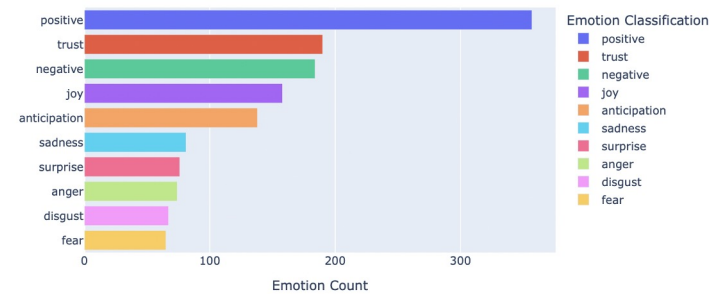
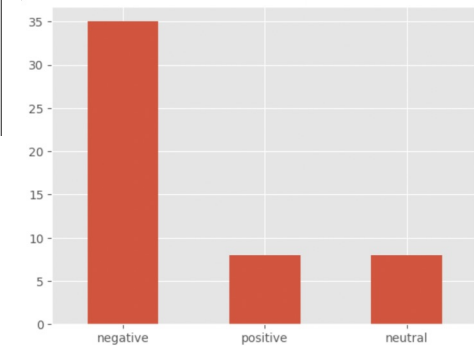


- Huge room, big & comfortable bed
- Convenient location
- Free breakfast

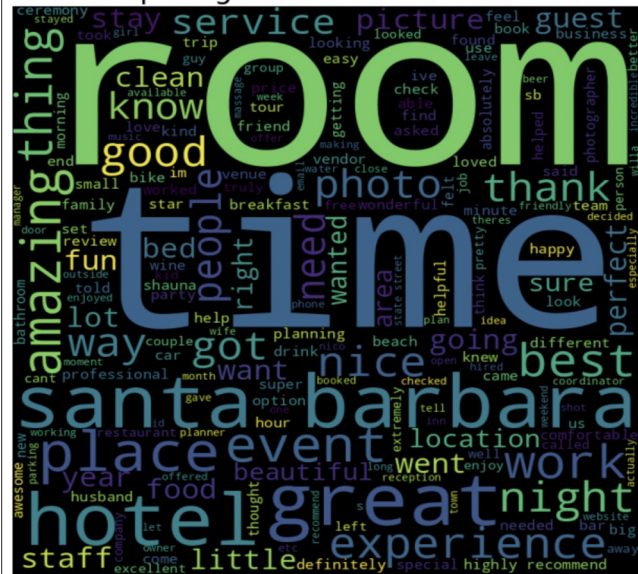
The Fall



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



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