Marriot Inc. [b82978a6-9d28-4e38-9855-fc4ae2cebe11 (gcs-web.com)](https://marriott.gcs-web.com/static-files/b82978a6-9d28-4e38-9855-fc4ae2cebe11) (2022 report)

For the full year 2022, gross fee revenues totalled**$4.1 billion,** a significant increase of more than 50 percent compared to 2021.

**Cost Drivers**

Increasing prices for food – Variable based general rise in cost of food seen especially with the cost of living crisis.

Advertising Costs ($635 million in 2022, $470 million in 2021, and $276 million in 2020)

Property Taxes – Fixed

**Revenue drivers**

Building and maintaining customer relationships#

Managing hotels

Covid 19 restrictions lifting

The overall finance performance of Marriot in the year 2022 was a huge increase of more than 50% from 2021. One main driver of this is the fact that the restrictions from covid 19 would have started to be lifted so the hotels could start to open up again which would have seen the revenues increase as the uk tourist numbers start to increase to pre covid levels. Once they were lifted Marriot Inc could then use this as an opportunity build and maintain new and existing customer relationships by offering deals and reward schemes to customers which would encourage spending from people in and out the uk. With customers then spending on rooms this would in turn increase the number of meals sold and breakfast and lunch time for those who purchased this options which would again help to increase the total revenue.

Over the years looked at while the overall revenue increased some major costs also increased. One of the main costs that increased is advertising costs. This figure looks to be on an upward trend over the last couple of years topping out at $635 million in 2022. Another factor which could have caused this increase is the lifting of covid restrictions as during 2020 when the lockdown was occurring the need to advertise will have been very low as they were unable to open in many places. If this cost continues to increase this will have a negative impact on financial health as revenue may not continue to increase at the levels it currently is meaning less and less of the revenue will actually be profits that can be reinvested into renovating hotels.

A hotel chain that can be compared to marriot inc is Hilton. **In 2022, Hilton opened its 7,000th hotel worldwide, surpassed 150 million Hilton Honors members, and welcomed nearly 200 million guests. Comparing this to Marriot who** accounted for 8,288 properties worldwide in 2022, up from 7,989 the previous year. By looking at these figures that supports the view for Marriots financial performance being at a level that is desirable as they have enough profits left over which they have used in the reinvestment of new hotels as they continue to expand and grow both and the UK and internationally in the US.