**Marriot Inc.**

**Revenue Drivers**

Marriott International's revenue drivers include optimizing occupancy rates and average daily rates to maximize revenue per available room (RevPAR). Revenue is also generated from food and beverage services, meetings and events, and loyalty programs like Marriott Bonvoy. Franchise and management fees from various business models, alongside ancillary services and global expansion efforts, contribute to revenue growth. Additionally, technology investments and brand diversification strategies further enhance revenue streams by improving guest experiences and capturing diverse market segments.



The company's performance has been notably affected by positive growth rates observed in each revenue driver. Primarily, revenue stems from reimbursements for expenses incurred on behalf of managed properties. Furthermore, there has been a consistent upward trend in both the average daily rate and revenue per available room, indicating adjustments to pricing strategies.

**Cost drivers**

In 2023, Marriott International's cost drivers included operating expenses, encompassing labor, utilities, maintenance, and property management. Marketing and sales expenses were significant, covering advertising, promotions, and sales efforts. Property development and renovation costs accounted for expenses related to acquiring, developing, and refurbishing properties. Technology investments were essential, covering infrastructure, reservation systems, and online platforms. Additionally, franchise support, corporate overhead, and regulatory compliance expenses were key factors influencing Marriott's cost structure in 2023.

**Peer Performance**



Marriott outperforms its competitors in revenue generation, boasting a $24 billion annual revenue, surpassing its peers. Moreover, it maintains superior margins, with its operating margins in the trailing twelve months (TTM) being twice that of Hilton.

**Johnson & Johnson**

**Revenue Drivers**



The company has two major revenue segments. J&J is investing heavily in its MedTech segment, particularly in cardiovascular health, robotics, and digital health, expecting 5-7% annual growth through 2027. In its innovative medicine segment, J&J plans to launch over 20 new therapies and 50 product expansions by 2030, focusing on high-innovation treatments like Talvey, Tecvayli, and JNJ-2113.



The analysis highlights several key points:

* The year-over-year (YOY) improvement in each revenue driver has significantly boosted the company's overall performance.
* The Immunology and Oncology segments within Innovative Medicine have contributed the largest share of revenue.

**Cost drivers**



J&J invests heavily in R&D to sustain innovation in pharmaceuticals and medical devices, requiring substantial funding. Major cost components include manufacturing costs, regulatory compliance, supply chain logistics, and labor expenses. Additional expenditures involve marketing, technology, legal matters, and costs related to acquisitions and integration of new businesses.

**Peer Performance**

* J&J has more greater overall revenue compared to peers.

