**Peer Identification for Industry Leaders: Marriott Inc., Tesla Inc., and Netflix Inc.**

**1. Marriott Inc.:**

**Peers**:

* **Hilton Worldwide Holdings Inc.**
  + Operates in the same global hospitality industry.
  + Competes directly with Marriott in luxury, mid-scale, and budget hotel segments.
  + Similar revenue streams from hotel management, franchise fees, and owned properties.
* **Hyatt Hotels Corporation**
  + Shares a similar business model focusing on premium and luxury hotel experiences.
  + Competes with Marriott in key global markets, particularly in the Americas and Asia-Pacific.
  + Engages in both hotel management and ownership, similar to Marriott.
* **InterContinental Hotels Group (IHG)**
  + Competes with Marriott in international markets, particularly in Europe and Asia.
  + Operates a diverse range of brands across luxury, mid-scale, and budget segments.
  + Revenue and business models align closely with Marriott's mix of management, franchising, and ownership

**2. Tesla Inc.:**

**Peers**:

* **Rivian Automotive**
  + Focuses exclusively on electric vehicles (EVs), similar to Tesla.
  + Positioned as a direct competitor in the EV truck and SUV market segments.
  + Innovation-driven with significant investments in autonomous driving technology and sustainable energy, aligning with Tesla’s mission.
* **Lucid Motors**
  + Competes directly in the luxury electric vehicle segment.
  + Focuses on advanced technology, long-range EVs, and high-performance vehicles, similar to Tesla's market positioning.
  + Similar focus on vertical integration and proprietary technology development.
* **NIO Inc.**
  + Operates in the electric vehicle industry with a strong presence in China, a key market for Tesla.
  + Emphasizes cutting-edge technology, battery-swapping stations, and a premium brand image.
  + Competes directly in the premium electric SUV and sedan markets, which are key segments for Tesla.

**3. Netflix Inc.:**

**Peers**:

* **Amazon Prime Video**
  + Competes directly in the global streaming market with a similar subscription-based model.
  + Offers a diverse content library, including original programming, akin to Netflix's content strategy.
  + Strong global presence and similar business focus on both content creation and distribution.
* **Disney+**
  + Competes in the streaming space with a strong emphasis on original content from Disney’s extensive media portfolio.
  + Rapid subscriber growth and focus on family-friendly content directly compete with Netflix's offerings.
  + Significant investment in international markets, similar to Netflix's global expansion strategy.
* **Hulu**
  + Operates within the same streaming ecosystem, with a focus on both on-demand content and live TV.
  + Strong presence in the U.S. market, competing directly for subscribers in key demographic segments.
  + Owned by Disney, which creates synergies and competitive pressures on Netflix in the content creation and distribution space.