

HILTON WORLDWIDE HOLDINGS INC.

DISCUSSION QUESTIONS

1. What are Hilton's core values? How well do these values fit the hospitality industry? Did you find evidence in the case that these values are meaningful in the company?
2. What are Hilton's major strengths compared to other firms in this industry? Are any of them sources of sustainable competitive advantage?
3. Does Hilton have any weaknesses relative to competitors? If so, what are they and how can Hilton overcome them?
4. What is happening in Hilton's industry and broader environment (besides COVID-19) that poses a threat to Hilton? How can Hilton address it?
5. With regard to the COVID-19 crisis, what can Hilton do so that any future pandemics will not have as huge an impact on its operations and performance? Would you recommend these actions? Why or why not?
6. Are there any trends in the external environment that represent opportunities for Hilton? How would Hilton take advantage of them?
7. Besides your answer to #6, what else can Hilton do to grow?
8. If you had money you wanted to invest, would you invest it in Hilton at the time the case was written? Why or why not?