Abstract

Member Market Area and GIS
Track: Business, Banking, and Insurance
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Best Western International began using GIS at in Membership Development three years ago to ensure accurate placement of our North American hotels within its mapping system. It subsequently found many uses for Business Analyst within its area. Best Western has used it to map the density of specific businesses using SIC codes to determine downtown versus suburban locations and to create data driven rings around member properties representing the member market area for each property. As a development tool, Best Western has searched for target market areas by mapping its property locations, their member market area and its competitive set. With just a glance, Best Western can see where it needs to be. Use of this tool is expanding within the organization as others see its capabilities.

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