

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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## **Hotel repositioning**

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Please contact the corresponding authors if you would like to access the full case

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# **IIMK CASE**

## **Hotel repositioning**

**Praveen S<sup>1</sup>**

### **ABSTRACT**

The senior marketing manager is attempting to reposition the hotel to improve the occupancy rates. He has taken the ‘most voted’ reviews on a major travel website company providing reviews of hotels. He would need to generate insights and plan further research based on the reviews.

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