

# **Accor Group in Travel and Tourism (France)**

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### **Abstracts**

Accor Group aims to maintain its leading position in travel accommodation in France and improve its profitability on a global scale. Sebastien Bazin, the new CEO of the company in 2013, has two or three main priorities: First, improving its margins, then leading an online offensive strategy and lastly, revamping its brand portfolio.

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