

# Accor Group in Travel and Tourism (World)

<https://marketpublishers.com/r/A8E730F46B1EN.html>

Date: November 2014

Pages: 38

Price: US\$ 572.00 (Single User License)

ID: A8E730F46B1EN

## Abstracts

In 2013, the global hotel market outperformed Accor, but the company, under the leadership of a new CEO, is betting that abandoning a rigid asset-light strategy and revamping its digital experience for consumers will drive growth. In order to achieve its goals, the company will need to maintain focus on its economy and midscale brands, and increase its presence in high-growth markets.

Euromonitor International's Accor Group in Travel and Tourism (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel and Tourism market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Travel and Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

- Executive Summary
- Lacklustre Performance for French Travel and Tourism
- Discounters and Alternative Players Shuffle the Cards
- Foreign Tourists Can Afford To Be More Loyal Than the French
- Online Sales Drive Growth in Revenues in Travel and Tourism
- More Uncertainty Forecast for Travel and Tourism
- SWOT
- Summary 1 France: SWOT
- Demand Factors
  - Table 1 Leave Entitlement: Volume 2008-2013
  - Table 2 Holiday Takers by Age 2008-2013
  - Table 3 Seasonality of Trips: % Breakdown 2008-2013
- Balance of Payments
  - Table 4 Balance of Tourism Payments: Value 2008-2013
- Sources
- Summary 2 Research Sources
- Accor Group in Travel and Tourism (france)
- Strategic Direction
- Key Facts
- Summary 3 Accor Group: Key Facts
- Summary 4 Accor Group: Operational Indicators
- Company Background
- Competitive Positioning
- Summary 5 Accor Group: Competitive Position 2013
- Air France-klm Group SA in Travel and Tourism (france)
- Strategic Direction
- Key Facts
- Summary 6 Air France-KLM Group SA: Key Facts
- Summary 7 Air France-KLM Group SA: Operational Indicators
- Company Background
- Competitive Positioning
- Summary 8 Air France-KLM Group SA: Competitive Position 2013
- Vpg SA in Travel and Tourism (france)
- Strategic Direction
- Key Facts
- Summary 9 VPG SA: Key Facts
- Summary 10 VPG SA: Operational Indicators

Company Background

Competitive Positioning

Summary 11 VPG SA: Competitive Position 2013

Headlines

Trends

Prospects

Category Data

Table 5 Car Rental Sales by Category and Location: Value 2008-2013

Table 6 Car Rental Sales by Channel: Value 2008-2013

Table 7 Structure of Car Rental Market 2008-2013

Table 8 Car Rental NBO Company Shares: % Value 2009-2013

Table 9 Car Rental Brands by Key Performance Indicators 2013

Table 10 Forecast Car Rental Sales by Category and Location: Value 2013-2018

Table 11 Forecast Car Rental Sales by Channel: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 12 Number of Hotel/Resort Spas: Units 2008-2013

Table 13 Health and Wellness Tourism Sales by Category: Value 2008-2013

Table 14 Forecast Health and Wellness Tourism Sales by Category: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 15 Domestic Tourism by Destination: Number of Trips 2008-2013

Table 16 Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2008-2013

Table 17 Domestic Tourist Expenditure: Value and % Growth 2008-2013

Table 18 Method of Payment for Domestic Tourism Spending: % Value 2008-2013

Table 19 Forecast Domestic Tourism by Purpose of Visit and Mode of Transport: Number of Trips 2013-2018

Table 20 Forecast Domestic Tourist Expenditure: Value and % Growth 2013-2018

Headlines

Trends

Prospects

Category Data

Table 21 Arrivals by Country of Origin: Number of Trips 2008-2013

Table 22 Arrivals by Mode of Transport: Number of Trips 2008-2013

Table 23 Arrivals by Purpose of Visit: Number of Trips 2008-2013

Table 24 Business Arrivals by MICE Penetration: Number of Trips 2008-2013

Table 25 Leisure Arrivals by Type: % Trips 2008-2013

Table 26 Incoming Tourist Receipts by Geography: Value 2008-2013

Table 27 Incoming Tourist Receipts by Category: Value 2008-2013

Table 28 Method of Payment for Incoming Tourist Receipts: % Value 2008-2013

Table 29 Forecast Arrivals by Country of Origin: Number of Trips 2013-2018

Table 30 Forecast Arrivals by Mode of Transport: Number of Trips 2013-2018

Table 31 Forecast Arrivals by Purpose of Visit: Number of Trips 2013-2018

Table 32 Forecast Incoming Tourist Receipts by Geography: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 33 Departures by Destination: Number of Trips 2008-2013

Table 34 Departures by Mode of Transport: Number of Trips 2008-2013

Table 35 Departures by Purpose of Visit: Number of Trips 2008-2013

Table 36 Business Departures by MICE Penetration: Number of Trips 2008-2013

Table 37 Leisure Departures by Type: % Trips 2008-2013

Table 38 Outgoing Tourist Expenditure by Geography: Value 2008-2013

Table 39 Outgoing Tourist Expenditure by Category: Value 2008-2013

Table 40 Method of Payment for Outgoing Tourism Spending: % Value 2008-2013

Table 41 Forecast Departures by Destination: Number of Trips 2013-2018

Table 42 Forecast Departures by Mode of Transport: Number of Trips 2013-2018

Table 43 Forecast Departures by Purpose of Visit: Number of Trips 2013-2018

Table 44 Forecast Outgoing Tourist Expenditure by Geography: Value 2013-2018

Headlines

Trends

Prospects

Category Data

Table 45 Tourist Attractions Sales by Category: Value 2008-2013

Table 46 Tourist Attractions Visitors by Category 2008-2013

Table 47 Tourist Attractions Sales by Channel: Value 2008-2013

Table 48 Leading Tourist Attractions by Visitors 2008-2013

Table 49 Forecast Tourist Attractions Sales by Category: Value 2013-2018

Table 50 Forecast Tourist Attractions Visitors by Category 2013-2018

Table 51 Forecast Tourist Attractions Sales by Channel: Value 2013-2018

Headlines

Trends

## Prospects

### Category Data

Table 52 Transportation Sales by Category: Value 2008-2013

Table 53 Transportation Sales by Channel: Value 2008-2013

Table 54 Airline Capacity: Number of People 2008-2013

Table 55 Airline Passengers Carried by Category 2008-2013

Table 56 Airline Passengers Carried by Distance 2008-2013

Table 57 Airline NBO Company Shares: % Value 2009-2013

Table 58 Airline Brands by Key Performance Indicators 2013

Table 59 Forecast Transportation Sales by Category: Value 2013-2018

Table 60 Forecast Transportation Sales by Channel: Value 2013-2018

### Headlines

### Trends

## Prospects

### Category Data

Table 61 Travel Accommodation Sales by Category: Value 2008-2013

Table 62 Travel Accommodation Outlets by Category: Units 2008-2013

Table 63 Travel Accommodation by Category: Number of Rooms 2008-2013

Table 64 Travel Accommodation Sales by Channel: Value 2008-2013

Table 65 Hotel NBO Company Shares: % Value 2009-2013

Table 66 Hotel Brands by Key Performance Indicators 2013

Table 67 Regional Hotel Parameters 2013

Table 68 Forecast Travel Accommodation Sales by Category: Value 2013-2018

Table 69 Forecast Travel Accommodation Outlets by Category: Units 2013-2018

Table 70 Forecast Travel Accommodation Sales by Channel: Value 2013-2018

### Headlines

### Trends

## Prospects

### Category Data

Table 71 Travel Retail Sales by Category: Value 2008-2013

Table 72 Travel Retail Corporate Business Sales: Value 2008-2013

Table 73 Travel Retail Leisure Sales: Value 2008-2013

Table 74 Travel Retail Online Sales by Category: Internet Transaction Value 2008-2013

Table 75 Travel Retail NBO Company Shares: % Value 2009-2013

Table 76 Travel Retail Brands by Key Performance Indicators 2013

Table 77 Forecast Travel Retail Sales by Category: Value 2013-2018

Table 78 Forecast Travel Retail Corporate Business Sales: Value 2013-2018

Table 79 Forecast Travel Retail Leisure Sales: Value 2013-2018

Table 80 Forecast Travel Retail Online Sales by Category: Internet Transaction Value  
2013-2018

Headlines

Trends

Prospects

Category Data

Table 81 Online Travel Sales to Country Residents by Category: Value 2008-2013

Table 82 Forecast Online Travel Sales to Country Residents by Category: Value  
2013-2018

## I would like to order

Product name: Accor Group in Travel and Tourism (World)

Product link: <https://marketpublishers.com/r/A8E730F46B1EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A8E730F46B1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970