

# Accor Hotels Group in Travel (World)

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## Abstracts

Accor is a global player in hotels. Historically, it has been focused on the mid-priced and budget segments, but is increasingly expanding into luxury outlets. Accor is also developing lifestyle hotels. It confirmed this commitment through a recent merger with Ennismore, creating a new subsidiary for these brands. Accor remains under-exposed to North America. This could be rectified by a merger with IHG, but this would be a distraction from its current strategy.

Euromonitor International's Accor Hotels Group in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel 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:** Activities and Experiences (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, Travel Modes, Traveller Profiles.

**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 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.

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