

# Accor Hotels in Travel (World)

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## Abstracts

Although Accor was outperformed by the global hotel market in 2014, it delivered a record financial performance, driven by a strong footprint and the rapid implementation of the company's three-year restructuring plan, set out by its new CEO in 2013. In addition a five-year digital strategy built around migration to mobile devices was launched in 2014. To achieve growth, the company is focusing its priorities on accelerating its digital plan and redefining its food and beverage division.

Euromonitor International's Accor Hotels 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, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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

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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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