

# Accor Group in Travel and Tourism (Global)

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## Abstracts

Accor is on the right track to recover lost revenues in 2012 through the ongoing diversification of its hotel portfolio. Its growing presence in emerging markets is helping offset the negative results recorded in developed markets such as Western Europe later in 2012. The strategies adopted by Accor are highlighted in this report.

Euromonitor International's Accor Group in Travel and Tourism (Global) 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, 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.

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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.

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