

AccorHotels Group in Lodging (World)

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Abstracts

Historically Accor has been focused on mid-market and budget hotel chains. However in addition, Accor's expansion is increasingly driven by luxury- and lifestyle-positioned outlets, which it has recently grouped in a dedicated division. Loyalty has also become central to Accor's strategy, through its ALL - Accor Live Limitless programme, which is re-enforcing its lifestyle positioning but also central to driving its share of direct bookings.

Euromonitor International's AccorHotels Group in Lodging (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: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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

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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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