

AccorHotels Group in Travel (World)

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Abstracts

AccorHotels is one of the largest hotel players globally, with a leading portfolio in Europe and strong growth in Asia and the Middle East. The company has been on a buying spree in recent years. Its priorities are to increase its luxury portfolio, as well as diversifying beyond hotel sales in booking, concierge services and other hospitality offerings. AccorHotels is transforming from an owner-operator into a less capital-intensive hotel manager model.

Euromonitor International's AccorHotels 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 (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.

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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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