

# Orbis SA in Travel and Tourism (Poland)

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## Abstracts

In 2013 Orbis plans to continue implementing its new strategy “asset light”. The company aims to increase its number of hotels through a franchise system, mainly enlarging the number of outlets under Mercure and ibis styles brands. The company plans to open at least four franchise objects offering 385 rooms. Additionally the company aims to open a Novotel hotel in Lodz in the second part of 2013.

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