

Swissôtel Hotels & Resorts AG in Travel and Tourism (Switzerland)

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Abstracts

The core strategic direction of Swissôtel Hotels & Resorts AG is growth by opening new hotels in emerging markets such as Saudi Arabia, Dubai, India, Russia, Ukraine or China. The group is eager to expand its existing hotel portfolio, which is predominately located in Europe and North America, into highly profitable emerging destinations. In order to overcome the lack of trained hotel personnel in emerging markets, Swissôtel Hotels & Resorts invests in training facilities in China and India to...

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