

# AccorHotels Group: Company Strategy & Performance Analysis

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## Abstracts

AccorHotels Group: Company Strategy & Performance Analysis

### SUMMARY

AccorHotels is one of the leading hotel groups worldwide. It operates in the luxury and upscale brands, as well as the midscale and economy brands. It also manages serviced residential properties for extended stays, private residences, and residential clubs as private rental properties. The group has ten luxury and upscale brands, four midscale brands, and five economy brands. It also provides four luxury private rentals and concierge services. As of December 31, 2016, the company operates in 95 countries, with 4,100 hotels, 583,161 rooms, resorts and residences, as well as over 3,000 private homes. It also has a development pipeline of nearly 171,000 rooms as of 2016.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading hotel companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore, the reports allow benchmarking company performance through the provision of key performance indicators including: number of rooms, ADR, RevPAR and occupancy rates.

### KEY HIGHLIGHTS

AccorHotels Group operates hotels in the luxury and economy brands

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residential properties for extended stays, private residences, and residential clubs as private rental properties. The group has ten luxury and upscale brands, four midscale brands, and five economy brands. It also provides four luxury private rentals and concierge services.

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Good performance in all regions except France

Total overall revenue amounted to US\$6,225.3 million in 2016 due to good performance in almost all the company's operational regions, including Northern, Central and Eastern Europe, the Mediterranean, the Middle East and Africa, Asia-Pacific and the Americas. However, in 2016, revenue declined in France due to the Paris attacks in November 2015. The Americas posted the highest RevPAR of all the regions, despite the unfavorable economic scenario in Brazil.

Focus on digitalization to improve its customer base

The company plans to accelerate its digital strategy to drive its customer base. It continues to address a range of digital challenges and aims to make the company a leader of this fast-changing industry. This digital strategy will allow the company to improve its operational performance throughout the entire industry value chain, anticipate customers' expectations better, and strengthen its position in the long term.

## **SCOPE**

Company Snapshot - Detail the key indicators and rankings of AccorHotels Group in terms of revenue, net income and operating income, number of seats available, number of seats sold, number of passenger kilometres available, number of revenue-generating passenger kilometres, load factor and revenue per passenger in the company's key markets.

Company SWOT Analysis - Outlines AccorHotels Group's strengths and weaknesses, and weighs the opportunities and threats facing the company.

Growth Strategies - Understand AccorHotels Group's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - Analyse the company's performance by business segments, such as HotelServices and HotelInvest, as well as a peer comparison based on parameters such as revenue, number of hotel properties and rooms.

Key Developments - Showcase AccorHotels Group's significant recent corporate events, changes and initiatives.

ICT Spending Prediction - Understand how the company allocates its ICT budget across the core areas of its enterprise, namely hardware, software, IT services, communications and consulting.

## **REASONS TO BUY**

How does AccorHotels Group rank among its peers in terms of number of rooms and properties globally?

What are AccorHotels Group's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014 in terms of its segments?

How has AccorHotels Group performed in comparison to competitors such as Wyndham and Marriott?

What are AccorHotels Group's strengths and weaknesses and what opportunities and threats does it face?

## Contents

Company Snapshot  
Company SWOT Analysis  
Growth Strategies  
Company Performance  
Competitive Landscape  
Deals  
Key Developments  
ICT Spending Predictions  
Financial Summary  
Appendix

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