

Accor Hotels

Parent Company

Accor Group

Category

Hotels and Resorts

Sector

Tourism and Hospitality

Tagline/ Slogan

Open Frontiers in Hospitality

USP

Providing service which is innovative in order to grow the demands for solutions

STP

Segment

Luxury to Economy Segments

Target Group

Business travelers as well as leisure travelers belonging to luxury, upscale, mid-market and economy segments

Positioning

A global, powerful brand that provides innovative, high-quality service to all hotel customers and partners

SWOT Analysis

Strengths

1. Present in 92 countries, over 4400 hotels and 530000 rooms
2. One of the top Hotel operator worldwide and hotel employer worldwide
4. Years of know-how and expertise in the hospitality industry

5. Increasing bottom line

6. Shift to asset-light operating systems with focus on franchisees and management contracts has increased

7. Accor Hotels has accepted the digitalization around and is now focusing on online sales

8. Their forecast system is helping them optimize sales

9. Service vouchers to over 430,000 corporate clients and 30 million users in 40 countries

Weaknesses

1. Other players in the market are using their forecasts as well

2. Since Accor hotels caters to all segments, customers find it difficult to relate to Accor Hotels as a brand

Opportunities

1. Since Hotel management education is gaining popularity globally, Accor can build academies in more

2. With a penetration like Accor's, they can plan packages for the customers

3. Sustainable and inclusive growth

Threats

1. Highly competitive market poses a constant threat and increases demand for innovation in offering

2. The global economic condition can hamper sales in the luxury and upscale segments.

Competition

Competitors

1. Hilton

2. Marriott

3. Hyatt

4. Starwood Hotels

5. Shangri-La Hotels

6. Radisson Hotels

7. Taj Hotels

8. Ritz Carlton

