Accor Hotels	
Parent Company	
Accor Group	
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Category	
Hotels and Resorts	
	'
Sector	
Tourism and Hospitality	
Tagline/ Slogan	
Open Frontiers in Hospitality	
USP	

<b>Accor Hotels</b>
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Providing service which is innovative in order to grow the demands for solutions
STP
Segment
Luxury to Economy Segments
Target Group
- 3
Business travelers as well as leisure travelers belonging to luxury, upscale, mid-market and economy
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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 incr
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
Other players in the market are using their forecasts as well     Since Accor hotels caters to all segments, customers find it difficult to relate to Accor Hotels as a broad segments.
<b>Opportunities</b>
<ol> <li>Since Hotel management education is gaining popularity</li> <li>With a penetration like Accor's, they can plan packages</li> <li>Sustainable and inclusive growth</li> </ol>
Threats
1. Highly competitive market poses a constant threat and 2. The global economic condition can hamper sales in the luxury and upscale segments.

**Accor Hotels** 

Competition
Competitors
1. Hilton
1.1111011
2. Marriott
3. Hyatt
4. Starwood Hotels
4. Stat Wood 1 lotels
5. Shangri-La Hotels
6. Radisson Hotels
7. Taj Hotels
7. Taj 1101010
8. Ritz Carlton