



## Article Side

Accor Group in Travel and Tourism by [Bharatbook](#)

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Accor began the consolidation of its economy segment under the umbrella of the ibis brand in 2011 in an effort to attract more travellers. The company's strategic approach to focus on a more asset light business model boosted its financial performance and succeeded in reducing its debt. The hotels operator is also looking into pipeline developments away from the Eurozone mainly in Asia Pacific and Latin America.

Accor Group in Travel and Tourism (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel and Tourism market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success. <http://bharatbook.com/market-research-reports/travel-and-tourism-market-research-report/accor-group-in-travel-and-tourism-world1.html>

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