

## **WHY CHOOSE ACCORHOTELS?**

As the hotel industry becomes ever more complex, particularly with regard to online distribution, building up your business by yourself is hard and increasingly costly.

### **A powerful partner**

With AccorHotels, you have a powerful ally by your side. As the number one hotel operator in Europe, Asia Pacific, Latin America and Africa Middle East, we've been building our high value-added hospitality expertise for 50 years.

### **A portfolio of strong and attractive brands**

AccorHotels offers an array of leading, attractive brands ranging from economy to luxury. You benefit directly from the force of the brand you choose, and, by proposing a concept that has proven its worth, you will increase your hotel's awareness. High performance distribution With Accor you gain access to more than 100 distribution channels: websites, online price comparison sites, travel agencies, and GDS... your guarantee of filling your hotel.

### **A large franchisee network**

At 31 December 2015, AccorHotels exceeded 1,600 franchised hotels, confirming the accelerated development of its worldwide franchise operations. By joining us, you benefit from the strength of an extensive global network of franchised hotels, locally run.

### **The dynamics of AccorHotels market places**

Because AccorHotels is densely present in numerous capitals and major cities throughout the entire world, you will benefit from market place dynamics and inter-hotel bookings (between Group hotels).

## **LOCAL OPERATIONAL SUPPORT**

Our local operations experts are there to help you from the integration of your hotel in the chosen brand through to establishing an action plan to best market your hotel. You will benefit from our know-how and wide array of tools When you choose a Franchise contract with AccorHotels, you choose professionalism, performance, and close support. You choose to move forward in a strong partnership and forge a long-term, "win-win" relationship.

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## **Are you interested in choosing one of our brands for your hotel or your project?**

Contact our development team anywhere in the world and we will help you choose the brand best suited to your project.

CONTACT US



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Download the factsheet