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Dear customers and partners,

At Accor, we always strive to understand the latest global market trends and increase know-how within business travel. Accor is one of the leading hotel chains and a strong player in the digital evolution of hospitality.

We have started this newsletter to share with you, our most important clients, the latest trends in hospitality digital evolution.

We want to bring important insights and white papers issued by other major players such as GBTA, ACTE, Travel Management Companies and Distributors. We all receive a mass of emails which we do not always have the time to read, especially emails regarding supplier and industry news. Accor Scandinavia & Finland

plan to gather the most important news and developments 2-3 times a year in a specific Accor Newsletter. We hope you will find this newsletter of great interest and that it will provide you all the major news in one email.

Jan Birkelund
Director of Sales, Distribution & Loyalty
Scandinavia & Finland

GLOBAL MARKET TRENDS

New magazine

In Skift's first magazine, they identify the key megatrends that are shaping travel across various verticals in the industry. The three key themes emerging in travel in 2015 are Mobile, Seamless, Experiential. Understanding the big picture will keep you on the cutting edge of the future of travel in 2015 and beyond.

[Read more](#)

Advito white paper examines the benefits and risks to travel programs of the sharing economy.

Business travelers are increasingly gravitating to the convenience provided by Airbnb, Uber and other services

using the new "sharing economy" model. But how do travel managers know whether those services make sense for their corporate travel programmes?

The Advito white paper The sharing economy: Does it have a place in your managed travel programme? Is available here:

Read more

Business Travel News 2015 Corporate Travel Index

The 2015 Corporate Travel Index is Business Travel News report on business travel per diems for 200 cities around the world.

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The Global Business Travel Association's latest magazine

The Global Business Travel Association (GBTA) is the world's premier business travel and meetings organisation. Collectively, GBTA's 7,000+ members manage over \$345 billion of global business travel and meetings expenditure annually. GBTA provides its network with networking events, news, education & professional development, research, and advocacy.

The Global Business Travel® Magazine's goal is to provide in-depth coverage of the lives of business travel professionals and the ever-changing world in which they work. Read the Latest Issue of Global Business Travel® Magazine



CWT Travel Management Priorities for 2015

What does 2015 hold for travel management? The latest survey* from Carlson Wagonlit Travel (CWT) shows the top trends and priorities revealed in the survey, organised around the five steps of the travel continuum.

Here you can download [the executive summary](#) or [the full publication](#).



2015 ACTE Global Corporate Travel Conference in Paris

The Association of Corporate Travel Executives (ACTE) has a 25-year reputation for leading the way corporate travel is conducted and is a global association, comprised of executive-level members in more than 100 countries. ACTE, along with the Association Française des Travel Managers, has announced the site of the 2015 ACTE Global Corporate Travel Conference in Paris, 14-16 October 2015 at our [Accor Pullman Paris Montparnasse Hotel](#)

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SECURITY



HRG

HRG predicts that travel programme integration, smarter data analysis and travel risk management will top the client agenda in 2015

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BCD Travel

BCD Travel issues guides to building corporate travel risk management program. Corporate travel managers rank traveler safety and security as important as savings and cost control, a recent survey conducted by BCD Travel finds.

[Read more](#)

ACCOR CORPORATE



Accor 2014 results

Accor presented record results in 2014 reflecting strong momentum in key markets and the pertinence of the Group's new strategy.

Growth in revenue: up 3.8% like-for-like to €5,454 million.

Solid operating performance in second-half 2014, thanks to a steady business level, including in France, and the measures taken as part of the cost-savings plan.

[Read more](#)

Groundbreaking alliance between Accor and Huazhu in China

Combined access to over 2,000 hotels in China with a long-term path for growth in the world's largest travel

market Connected distribution and loyalty programmes with over 47 million loyalty members worldwide. Combined access to 5,600 hotels ibis, ibis Styles, Mercure, Novotel and Grand Mercure. Hotels in China to become part of Huazhu under a master-franchise for China, with a plan to develop 350 to 400 new Accor branded hotels in the midterm Accor to take a 10% stake in Huazhu with a seat on the Board .

Quote of today: "The best place to hide a dead body is page 2 of Google search result"

Humanitarian disasters: Le Club Accorhotels members can donate their loyalty points to Solidarity Accor

To boost the impact and effect of the Group's initiatives, Accor is now allowing its customers to convert their Le Club Accorhotels loyalty points into donations to the Solidarity Accor endowment fund.

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HOTEL ECONOMIC TRENDS



New HRG Hotel Survey March 2015

Greater control over corporate hotel programmes in an increasingly complex and fragmented market will be crucial for clients looking to secure the best possible room rates this year, according to findings from the latest Hotel Survey from HRG. Average Room Rate (ARR) increases continue to be driven by "megacity" growth as regional and national trends diminish, replaced by the economic and industrial strengths and weaknesses of individual cities.

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American Express Global Business Travel 2015

American Express Global Business Travel Predicts Regional Economic Climates to Drive Air, Hotel and Ground Transportation Price Changes in 2015. Modest global economic growth and shifts in supply and demand expected to affect pricing across multiple regions.

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Accor launches its Accorhotels app for Apple Watch™

From the end of April, Accor will offer guests an Accorhotels iOS app for Apple Watch™. Romain Roulleau, Accor's SVP for e-commerce and director of the "mobile first" programme explains: "By launching this Accorhotels application for Apple Watch™, Accor is establishing itself as an audacious digital hospitality player. This policy is part of the group's digital plan, which aims to accompany the changeover to new mobile practices. Accor is thus fully embracing the era of connected wearables and adopting an ongoing improvement approach to this robust market trend so it can provide guests with a value-added service before, during and after their stay."

[Watch the demonstration video](#)
[Download the iPhone app](#)

TripAdvisor and Accor announce a partnership to add Accors Hotel inventory to instant booking platform

Accor, the leading hotel operator, with 470,000 rooms in 3,700 hotels across 14 trusted brands in 92 countries, today announced that it will participate shortly in TripAdvisor instant booking, making it easier than ever for TripAdvisor users to reserve rooms at Accor properties.

Brazil: three new Accor hotels in Recife

In May 2015, three new addresses will open in Recife, which has been dubbed the "Brazilian Venice".

[Read more](#)

Sofitel Paris Le Faubourg, elegance in the heart of Paris

This Haute Couture address was inaugurated on 5 March at an exceptional evening reception, unveiling the breathtaking interior design by Didier Gomez and a new restaurant run by Michelin-starred chef Yannick Alléno.



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