

# Ambition

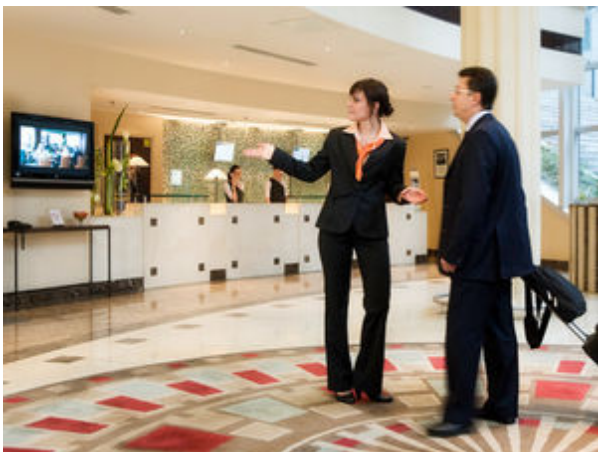
Nearly 45 years, Accor has constantly reinvented its businesses to keep pace with the world around it, with the goal of providing innovative, high-quality products.

Thanks to our powerful, highly respected brands, our employees forge lasting interpersonal relationships and deploy their unique skills to develop and deliver solutions that create wellness.



**Every day, around the world, we are pleased and proud to:**

- - provide travelers with the solution best adapted to their needs and a guarantee of the highest quality of service,
- - create services for corporate clients and public institutions that support their development,
- - enhance their performance and simplify the daily lives of employees and constituents.



Our ambition is to become the European franchise leader and one of the world's three leading hotel operators, while respecting the values that have always informed the Accor spirit—a pioneering spirit of conquest shaped by a commitment to high performance and a constant concern for people—customers, employees and host communities—and for their environments.

**"Because we're all committed to making our customers and employees smile—every day."**

Core values