

# Orbitz Worldwide, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/OFCD1192E8BBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: OFCD1192E8BBEN

## Abstracts

Orbitz Worldwide, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Orbitz Worldwide, Inc. and its competitors. This provides our Clients with a clear understanding of Orbitz Worldwide, Inc. position in the [Retail](#) Industry.

The report contains detailed information about Orbitz Worldwide, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Orbitz Worldwide, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Orbitz Worldwide, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Orbitz Worldwide, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Orbitz Worldwide, Inc. business.

### **About Orbitz Worldwide, Inc.**

Orbitz Worldwide, Inc. operates as an online travel company. The company enables leisure and business travelers to research, plan, and book a range of travel products. It provides customers with the ability to book a set of travel products and services from suppliers worldwide, including air travel, hotels, vacation packages, car rentals, cruises, travel insurance, and destination services, such as ground transportation, event tickets, and tours.

#### **Brand Portfolio**

The company's brand portfolio includes Orbitz, CheapTickets, The Away Network, and Orbitz for Business in the Americas; ebookers in Europe; and HotelClub and RatesToGo (HotelClub) based in Sydney, Australia, which have operations globally.

#### **Orbitz**

Orbitz ([www.orbitz.com](http://www.orbitz.com)) is an online travel Web site in the U.S. Orbitz is a full-service online travel company that offers customers the ability to book an array of travel products and services from various suppliers on a stand-alone basis or as part of a dynamic vacation package. These travel products and services include airline tickets,

hotel rooms, car rentals, cruises, travel insurance, and destination services. Dynamic vacation packages are vacation packages that include different combinations of travel products. Orbitz allows customers to search based on their preferences and then provides a display of travel choices for any given destination. Orbitz also has a customer care platform known as OrbitzTLC, which offers an array of proactive care services to travelers.

The company has launched Orbitz Price Assurance for airline tickets and for hotel stays. Through Orbitz Price Assurance, if the price drops for an airline ticket or hotel stay booked on Orbitz and another customer subsequently books the same airline ticket or hotel stay on Orbitz for a lower price. The company also introduced Total Price hotel search results that show base rate, taxes and fees, and total price per night upfront on the initial search results page.

### CheapTickets

The company's CheapTickets Web site ([www.cheaptickets.com](http://www.cheaptickets.com)) is a U.S. travel Web site that focuses on value-conscious customers. CheapTickets offers customers the ability to book an array of travel products and services from various suppliers on a stand-alone basis or as part of a dynamic vacation package, including airline tickets, hotel rooms, car rentals, cruises, travel insurance, and destination services. CheapTickets also offers promotions, such as Cheap of the Week, in which special travel offers are updated on a weekly basis to provide customers with additional value.

### The Away Network

The Away Network is a series of travel content Web sites that includes Away.com ([www.away.com](http://www.away.com)), Trip.com ([www.trip.com](http://www.trip.com)), GORP.com ([www.gorp.com](http://www.gorp.com)), GORPTravel.com ([www.gorptravel.com](http://www.gorptravel.com)), and Lodging.com ([www.lodging.com](http://www.lodging.com)). The Away Network also hosts, maintains, and develops [outsideonline.com](http://outsideonline.com), pursuant to an agreement with Mariah Media, Inc., the publishers of Outside magazine. The Away Network provides travel inspiration, trip ideas, travel planning tools, and destination content for travelers seeking information regarding specific travel interests, such as adventure, family or romance trips. Supported by advertising sales and sponsorships, The Away Network provides professionally-edited articles, features, micro-sites, and consumer-driven reviews. These Web sites also provide search capabilities for users who want to find travel choices online, as well as contact information for various tour operators.

## Orbitz for Business

Orbitz for Business ([www.orbitzforbusiness.com](http://www.orbitzforbusiness.com)) is a full-service global travel management company that provides online booking and call center support to an array of organizations, ranging from small businesses to fortune 500 companies. Orbitz for Business uses its technology, customized for corporate travelers, and provides consolidated reporting, active travel policy management, and proactive customer care tools. In addition to its online booking capabilities, Orbitz for Business also offers integrated expense management tools and meeting management services.

## ebookers

ebookers ([www.ebookers.com](http://www.ebookers.com)) offers customers the ability to book an arr

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. ORBITZ WORLDWIDE, INC. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. ORBITZ WORLDWIDE, INC. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. ORBITZ WORLDWIDE, INC. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. ORBITZ WORLDWIDE, INC. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. ORBITZ WORLDWIDE, INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Orbitz Worldwide, Inc. Direct Competitors
- 5.2. Comparison of Orbitz Worldwide, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Orbitz Worldwide, Inc. and Direct Competitors Stock Charts
- 5.4. Orbitz Worldwide, Inc. Industry Analysis
  - 5.4.1. Retail Industry Snapshot
  - 5.4.2. Orbitz Worldwide, Inc. Industry Position Analysis

## **6. ORBITZ WORLDWIDE, INC. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. ORBITZ WORLDWIDE, INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. ORBITZ WORLDWIDE, INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. ORBITZ WORLDWIDE, INC. IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. ORBITZ WORLDWIDE, INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. ORBITZ WORLDWIDE, INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Orbitz Worldwide, Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Orbitz Worldwide, Inc. 1-year Stock Charts  
Orbitz Worldwide, Inc. 5-year Stock Charts  
Orbitz Worldwide, Inc. vs. Main Indexes 1-year Stock Chart  
Orbitz Worldwide, Inc. vs. Direct Competitors 1-year Stock Charts  
Orbitz Worldwide, Inc. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
The complete financial data is available for publicly traded companies.

## List Of Tables

### LIST OF TABLES

Orbitz Worldwide, Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Orbitz Worldwide, Inc. Key Executives  
Orbitz Worldwide, Inc. Major Shareholders  
Orbitz Worldwide, Inc. History  
Orbitz Worldwide, Inc. Products  
Revenues by Segment  
Revenues by Region  
Orbitz Worldwide, Inc. Offices and Representations  
Orbitz Worldwide, Inc. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Orbitz Worldwide, Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Orbitz Worldwide, Inc. Capital Market Snapshot  
Orbitz Worldwide, Inc. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Retail Industry Statistics



Orbitz Worldwide, Inc. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Orbitz Worldwide, Inc. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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