

Air Arabia PJSC in Travel and Tourism (Egypt)

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Abstracts

Air Arabia Egypt is deeply benefiting from the multi-hub strategy of the regional mother company Air Arabia. In 2012, Egypt's hub was recovering well after the disruption of 2011. Thanks to its local joint-venture partnership to operate Air Arabia branded carriers, both Egypt and Morocco branches had profitability break even and were operating in excess of 70% load factors.

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