

Air Canada Inc in Travel and Tourism (Canada)

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Abstracts

Air Canada is focused on cost reduction to return the company to profitability, enhance customer experience and engagement, expand its international and domestic operations and develop a position in the low-cost carrier segment through the launch of the Rouge budget airline. It also plans to focus on operational efficiency and capacity increases, first through optimised utilisation of its existing fleet, then adding aircraft as demand requires.

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Contents

Strategic Direction

Key Facts

Summary 1 Air Canada Inc: Key Facts

Summary 2 Air Canada Inc: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Air Canada Inc: Competitive Position 2013

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