

Air France-KLM Group SA in Travel and Tourism (World)

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Abstracts

Air France-KLM has suffered continued losses in the past few years and is now shifting its entire strategy to become more low cost focused, mainly by boosting Transavia operations. While this strategy has led to a series of strikes by the company's pilots, it is one that is meant to address the growing threat of LCCs in Europe. Meanwhile, the airline is seeking partners to enhance its long haul business too, as it introduces a series of appealing changes to its business and first class.

Euromonitor International's Air France-KLM Group SA in Travel and Tourism (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel and Tourism market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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