

Airlines: Trading Up and Down

<https://marketpublishers.com/r/A8E29354AB7EN.html>

Date: December 2018

Pages: 27

Price: US\$ 1,325.00 (Single User License)

ID: A8E29354AB7EN

Abstracts

Airlines are embracing new consumer trends and adapting their strategies to align them with the preferences of their customers. Increasingly, carriers are positioning product offerings both in the luxury and low-cost segments through a differentiated brand portfolio with the aim of expanding their reach and revenue streams. Rising segmentation is identified within the low-cost segment, with more ultra low-cost operators (ULCC) entering this space, especially in regions such as North America.

Euromonitor International's Airlines: Trading Up and Down global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities (Destination), Lodging, Online Travel Sales and Intermediaries, Tourism Flows, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction

Consumer Trends

Ultra Luxury Carriers

Ultra Low-Cost Airlines

Key Takeaways

I would like to order

Product name: Airlines: Trading Up and Down

Product link: <https://marketpublishers.com/r/A8E29354AB7EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A8E29354AB7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970