

Airlines: Trading Up and Down

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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 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.

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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.

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