

British Airways Plc in Travel and Tourism (Global)

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Date: July 2011

Pages: 39

Price: US\$ 572.00 (Single User License)

ID: BB6C629B813EN

Abstracts

As a direct result of the ash crisis in Europe, British Airways recorded £90-120 million loss during the 6-day period when it cancelled services. The employment disputes in which the airline was embroiled throughout 2010 further aggravated its financial stability. In January 2011, British Airways finalised its merger with Iberia, to create International Airlines Group. Based on revenues, the new company is expected to be one of the biggest schedule airline groups globally.

Euromonitor International's British Airways Plc in Travel and Tourism (Global) 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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