

Carlson Cos Inc In Travel and Tourism (World)

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Abstracts

Carlson remains a key player in the global hotel market thanks to its portfolio of Radisson, Park Inn and other brands. The company's competitive strategy includes rapid expansion into emerging markets. Carlson is now the holder of the largest pipeline in Africa. In 2014, Carlson launched two new brands, Radisson Red and the Quorvus Collection, in order to cater to the growing influence of the Millennial generation, as well as the evolution of technology in the accommodation market.

Euromonitor International's Carlson Cos Inc 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.

Product coverage: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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

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