

# Carlson Cos Inc in Travel (World)

<https://marketpublishers.com/r/C64F12BBEABEN.html>

Date: September 2016

Pages: 29

Price: US\$ 572.00 (Single User License)

ID: C64F12BBEABEN

## Abstracts

Despite one of the best financial year results in 2015 and a strong portfolio of global brands, including the 2016 acquisition of a 49% stake in the economy brand Prizeotel, Carlson has been struggling to keep up with average market growth since 2011. To improve future performance in an increasingly consolidating industry, in 2016, HNA Group and Carlson Hospitality Group Inc, signed an agreement for the acquisition of Carlson Hotels Inc, including its 51.3% stake in The Rezidor Hotel Group.

Euromonitor International's Carlson Cos Inc in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel 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:** Activities, Booking, Flows, Lodging, 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

Carlson Cos Inc in Travel (World)  
Euromonitor International  
September 2016  
Scope of the Report  
Strategic Evaluation  
Competitive Positioning  
Category and Geographic Opportunities  
Brand Strategy  
Operations  
Recommendations

## I would like to order

Product name: Carlson Cos Inc in Travel (World)

Product link: <https://marketpublishers.com/r/C64F12BBEABEN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C64F12BBEABEN.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