

Carnival Corp in Travel And Tourism (World)

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Abstracts

Carnival has had a difficult 2012-2013 period. Triumph and Concordia still resonate with customers. The company has been aggressive in trying to win back its customers, however, and recent results demonstrate that the company may have finally turned a corner. Now it must focus on safety and avoiding future incidents, while slowing down the pace of price discounts to increase profitability.

Euromonitor International's Carnival Corp 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.

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