

# Ceske Aerolinie as in Travel and Tourism (Czech Republic)

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## Abstracts

The company finished restructuring its business activities in 2013 as flight route optimisation was complete. The process has taken more than a year and brought many changes all aimed to improve the financial position of the company (eg a third of all employees were let go). Ceske Aerolinie plans to open new routes and invest heavily in marketing and promotion.

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