

Delta Air Lines, Inc in Travel and Tourism (World)

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Abstracts

2013 was one of the strongest years for Delta Air Lines in terms of financial profitability. A fleet restructuring programme, strategic regional partnerships as well as improvement of its hub facilities have been major initiatives for the carrier. The airline continued to be a leading performer in terms of passenger traffic in its domestic market while eyeing expansion in Asia Pacific and Latin America.

Euromonitor International's Delta Air Lines, 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.

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