

# Delta Airlines Inc in Travel and Tourism (World)

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## Abstracts

In the last five years 2007-2012, the US air industry has undergone a significant transformation allowing those companies that survived the consolidation stage to start reaping the benefits. Delta has focused on upgrading its fleet, investing in key hubs to solidify its market share and offering ancillary services to generate higher per head revenues.

Euromonitor International's Delta Airlines 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, 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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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.

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