

eDreams Srl in Travel and Tourism (Italy)

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Abstracts

eDreams aims to remain a leading player in the online travel retail market, thanks to a wide offer of leisure travel, including hotels, flights, package holidays, car rental, rail and cruise, as well as business travel, with the launch of eDreams Corporate by Travellink, specifically designed to meet the needs of business travellers. Such diversification allows the company to better target the different market segments with ad-hoc products and services.

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