

# Globetrotter Group AG in Travel and Tourism (Switzerland)

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## Abstracts

The core strategic direction of Globetrotter Group AG is expansion and increased presence. The group encompassed nine different travel and tourism brands in January 2013 and plans to acquire a new incentive and business travel brand. Globetrotter Group travel products are sold as unique experiences rather than mass-market group tours; this strategy is increasingly popular with younger and middle-aged consumers, as well as active retired travellers.

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