

The Hertz Corp in Travel and Tourism - World

<https://marketpublishers.com/r/H8B2AE949F7EN.html>

Date: June 2010

Pages: 29

Price: US\$ 572.00 (Single User License)

ID: H8B2AE949F7EN

Abstracts

Hard hit by the slowdown in travel demand, Hertz was forced to take a number of measures in 2009, such as cutting its fleet size to remain competitive. The car rental company continued to innovate via great diversification in an attempt to secure higher margins.

Euromonitor International's the Hertz Corp in Travel and Tourism 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 & 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.

Why buy this report?

Get a detailed picture of the Travel and Tourism industry;

Pinpoint growth sectors and identify factors driving change;

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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment
Category and Geographic Opportunities
Brand Strategy
Operations
Recommendations

I would like to order

Product name: The Hertz Corp in Travel and Tourism - World

Product link: <https://marketpublishers.com/r/H8B2AE949F7EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H8B2AE949F7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970