

Holland Casino in Travel and Tourism (Netherlands)

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Abstracts

Holland Casino aims to provide its customers with a combination of gaming, dining and entertainment. Its three main aims are to be socially relevant by helping to protect the customer through promotion of responsible gambling, to improve its profitability, and the promotion of its concept of 'Playful Living'. Its core activities are set to remain related to gaming. While maintaining this strategy, the organisation also seeks to reorganise its operations and reduce costs in order to secure its...

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Contents

Strategic Direction

Key Facts

Summary 1 Holland Casino: Key Facts

Company Background

Competitive Positioning

Summary 2 Holland Casino: Competitive Position 2013

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