

International Airlines Group in Travel and Tourism (World)

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Abstracts

After two years of restructuring, IAG's Iberia returns to profitability in 2014, and pushes ahead with further job cuts in 2015. Meanwhile, British Airways is expanding on long haul routes and upholding its premium positioning. IAG is outperforming its rivals in Europe with a very solid presence in the LCC segment through Vueling and Iberia Express. These factors were drivers of Qatar Airways's move to purchase a 10% stake in IAG, potentially strengthening the two groups' global positions.

Euromonitor International's International Airlines Group 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.

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