

Kuoni Reisen AG in Travel and Tourism (Switzerland)

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Date: December 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: K73197B3A54EN

Abstracts

The main strategic direction of Kuoni Reisen AG is geared towards gaining a stronger presence through increased mobility and technological advances for its travel packages. In early 2012, Kuoni Reisen AG became the first company to offer a virtual travel agency service with dynamic packaging through X-Helvetica Tours. In addition, customers can book package holidays and hotels by downloading mobile apps to their smartphones or other mobile devices. They are a source of information and...

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