

# Kuoni Travel Holding Ltd in Travel and Tourism - World

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## Abstracts

Kuoni is a premium travel specialist which provides a tailor-made holiday service for consumers. From specific airlines, hotel excursions to added extras, Kuoni is renowned for offering consumers flexibility, choice and expertise. 2009 proved to be a very difficult year for the company following the impact of a number of adverse external factors such as the economic crisis, H1N1 and currency fluctuations.

Euromonitor International's Kuoni Travel Holding Ltd 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.

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