

LATAM In Travel (World)

<https://marketpublishers.com/r/LFE312B4583EN.html>

Date: December 2016

Pages: 31

Price: US\$ 572.00 (Single User License)

ID: LFE312B4583EN

Abstracts

The first flight operated by the new unified LATAM brand took off in 2016. The new website was also launched, as LATAM prepares to phase out LAN and TAM by 2018. Latin American economies remained weak in 2016, despite the Olympic Games in Brazil, causing LATAM revenues to decline for several quarters. LATAM is, meanwhile, considering international expansion, and entered Africa for the first time in 2016.

Euromonitor International's LATAM In Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel 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: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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 market;

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 40 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, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 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
Geographic and Category Opportunities
Brand Strategy
Operations
Recommendations

I would like to order

Product name: LATAM In Travel (World)

Product link: <https://marketpublishers.com/r/LFE312B4583EN.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/LFE312B4583EN.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