

Parks & Resorts Scandinavia AB in Travel and Tourism (Sweden)

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Abstracts

Parks & Resorts will continue to invest in the attractiveness of its theme/amusement parks. The company views it as a competitive necessity to develop and renew its product offering on an annual basis. Parks & Resorts will also seek to improve its appeal to all consumer groups through a product offering that is accessible and price competitive. This will be achieved through a focus on improving every aspect of its theme/amusement parks so that the customer experiences and perceives each outlet...

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Contents

Strategic Direction

Key Facts

Summary 1 Parks & Resorts Scandinavia AB: Key Facts

Summary 2 Parks & Resorts Scandinavia AB: Operational Indicators

Company Background

Competitive Positioning

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