

Qantas Airways Ltd in Travel and Tourism (Australia)

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Date: September 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: QD68C95A4BDEN

Abstracts

Qantas is the oldest international commercial airline still operating in the world and is the owner and operator of the leading brands in both schedule airlines and low cost carriers in Australia. However, Qantas is increasingly facing stiff challenges on international routes as well as within the highly lucrative area of domestic business travel, which was previously its stronghold. Qantas will need to respond to rising competition in air transportation for domestic business travel and protect...

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