

Renting Colombia SA in Travel and Tourism (Colombia)

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Date: August 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R5E0AA12447EN

Abstracts

Localiza Rent A Car operates locally via Renting Colombia SA, and is the leader of Colombia's car rental market. Colombia's growing rate of international corporate tourism has stimulated growth in business car rentals, helping Localiza to grow in value sales terms, at a CAGR of 44% from 2007 to 2012. Over 90% of Localiza's car rentals are for business users, which has been its main focus since entering the market. Localiza has also been optimising its car rental locations, which are near airport...

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