

# The Risky Business of Low–Cost Long Haul Airlines

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## Abstracts

Low-cost long haul is going through a revival with the aggressive route expansion of such players as Norwegian Air Shuttle and AirAsia X which are expanding further afield. Challenging the status quo for both low cost and schedule operators, these players are upgrading their fleet with fuel efficient and high capacity aircrafts while opening the door for interesting partnerships with the aim to boost traffic and margins.

Euromonitor International's The Risky Business of Low–Cost Long Haul Airlines global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

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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.

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