

# Ryanair Holdings Plc in Travel and Tourism (World )

<https://marketpublishers.com/r/R590EAC9CADEN.html>

Date: December 2014

Pages: 33

Price: US\$ 572.00 (Single User License)

ID: R590EAC9CADEN

## Abstracts

Ryanair, the biggest point-to-point carrier in Europe, has been reinventing itself in an effort to boost passenger numbers and customer loyalty amid an increased competitive environment, struggling economic performance in the region and increased consumer price sensitivity. The Ireland-based carrier continued its aggressive policy of boosting its ancillary revenues and cutting costs from almost any aspect of its operation. A new tactic was adopted by establishing partnerships with GDS operators.

Euromonitor International's Ryanair Holdings Plc in Travel and Tourism (World ) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel and Tourism 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:** Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**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 and Tourism 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

Strategic Evaluation  
Competitive Positioning  
Geographic and Category Opportunities  
Brand Strategy  
Operations  
Recommendations

## I would like to order

Product name: Ryanair Holdings Plc in Travel and Tourism (World )

Product link: <https://marketpublishers.com/r/R590EAC9CADEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R590EAC9CADEN.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