

Ryanair Holdings Plc in Travel and Tourism (World)

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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.

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