

Sana Hotels in Travel and Tourism (Portugal)

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Abstracts

Sana Hotels has been a top player when it comes to the development of its hotel chain, with the opening of several luxury hotels that are capable of attracting Portuguese as well as foreign tourists. Nonetheless, and after the €228 million invested by this travel accommodation company in 2012/2013, according to Sana Hotels' representatives, the only way to survive within the competitive Portuguese travel and tourism industry is to strongly invest in creating new facilities capable of boosting...

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