

# Singapore Airlines in Travel (World)

<https://marketpublishers.com/r/SF9C25BF637EN.html>

Date: September 2017

Pages: 34

Price: US\$ 572.00 (Single User License)

ID: SF9C25BF637EN

## Abstracts

Singapore Airlines Group (SIA) has had a challenging year, amidst intensifying competition from GCC and Chinese airlines, and low-cost carriers in the Asia Pacific region. Despite new partnerships and ultra-long-haul route expansions in the US and Europe, revenues slumped in 2017. Tigerair and Scoot merged in 2017 to operate as one low-cost carrier under the Scoot brand, which may help sustain growth through its regional and international expansion strategy.

Euromonitor International's Singapore Airlines in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel 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:** Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

**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 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

Scope of the Report  
Strategic Evaluation  
Competitive Positioning  
Geographic and Category Opportunities  
Brand Strategy  
Operations  
Recommendations

## I would like to order

Product name: Singapore Airlines in Travel (World)

Product link: <https://marketpublishers.com/r/SF9C25BF637EN.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/SF9C25BF637EN.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