

Sky Airline in Travel and Tourism (Chile)

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Abstracts

Sky Airline faces a major challenge from the merger of LAN Airlines and TAM Linhas Aéreas – the largest airline in Brazil. To face this competition, the company is increasing its international operations. In April 2004, Sky Airline started to cover the route Santiago-Sao Paulo on a daily basis. Domestic Chilean flights represented 85% of Sky Airline traffic as at the end of the review period and new international routes could be covered by Sky Airline, such as Guayaquil (Ecuador) and Porto...

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Contents

Strategic Direction

Key Facts

Summary 1 Sky Airline: Key Facts

Company Background

Competitive Positioning

Summary 2 Sky Airline: Competitive Position 2013

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