

# Swarovski AG in Travel and Tourism (Austria)

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## Abstracts

Swarovski's expansion and diversification strategy aims to strengthen Wattens as a destination, film production site and tourist attraction, and increase the number of its own and franchised shops. A key project for Wattens is the planned expansion of Swarovski Crystal Worlds. A new concept store under the name Cadenza for individual design, which will be opened as a pilot-store in Innsbruck in early 2013. Should it prove successful, the concept will be expanded worldwide, starting with the UK...

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## Contents

Strategic Direction

Key Facts

Summary 1 Swarovski AG: Key Facts

Summary 2 Swarovski AG: Operational Indicators

Company Background

Competitive Positioning

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