

Taca Peru Inc in Travel and Tourism (Peru)

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Date: August 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: T1C3003D939EN

Abstracts

Taca has recently gained ground in air transportation in Peru, offering various discounts and engaging in promotions on a very frequent basis. The airline aims to assume the leadership in air transportation in Peru, a task which currently seems to be almost impossible due to substantial presence of arch-rival Lan and the continuous investment being made by this airline in improving its fleet of aircraft and levels of service. Taca's value share in air transportation rose from 14% in 2012 to 27%...

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