

Thomas Cook Group Plc in Travel (World)

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Abstracts

Thomas Cook weathered a tough year in 2016, with Brexit uncertainty and terrorist attacks affecting consumers' choice of travel destinations. The strategic focus of developing its own brand of hotels and resorts appears to be working, with a share dividend paid out for the first time in five years. The launch of Thomas Cook China is hoped to bring in a new source of wealthy outbound travellers, whilst Europeans have shifted to Western Mediterranean and long haul destinations.

Euromonitor International's Thomas Cook Group Plc 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.

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