

Travelodge Hotels Ltd in Travel and Tourism (United Kingdom)

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Date: August 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: T6886D735F2EN

Abstracts

Travelodge Hotels Ltd is the second largest operator of budget hotels in the UK behind Whitbread Plc with its Premier Inn brand. The company aims to improve its share by increasing its focus on customer experience, which led to considerable investment in refurbishing its facilities, a move that should be completed by 2014. This was in addition to an increased focus on the company's digital strategy, with the launch of improved website content and an easier booking experience.

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Contents

Strategic Direction

Key Facts

Summary 1 Travelodge Hotels Ltd: Key Facts

Summary 2 Travelodge Hotels Ltd: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Travelodge Hotels Ltd: Competitive Position 2013

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