

# TUI Group in Travel (World)

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## Abstracts

TUI Group is one of the world's leading travel organisations, with its core source markets located throughout European countries. TUI AG merged with its subsidiary TUI travel in 2014, and the Group is currently occupied in a re-branding exercise concerning its many travel brands. Operations in the UK, Germany and the Netherlands saw positive performances in 2014, while France, Nordics and Russia continued to struggle and destinations such as Egypt and Tunisia suffered due to terrorist attacks.

Euromonitor International's TUI Group 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.

**Product coverage:** Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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