

Turismo Cocha in Travel and Tourism (Chile)

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Abstracts

Turismo Cocha expects to continue to be the leading company in travel retail. It intends to achieve this in three ways. First, it will deepen its current alliances and agreements with companies such as banks, newspapers and retailers, attempting to increase mutual profit through these relationships. Secondly, the company expects to increase the relative importance of business travel retail sales, closing new deals with both small/medium companies and major transnational players. Finally,...

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