

Vila Galé SA in Travel and Tourism (Portugal)

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Abstracts

As was its policy in the review period, Vila Galé's main objective for 2013-2017 is the consolidation of the group hotel chain brand in Portuguese travel and tourism. In order for this to happen, focus on the client is expected to be a core strategy. As a result, continuous product innovation, quality of all the products and services will be scrutinised over the forecast period. Nevertheless, maintaining its leadership of travel accommodation will be difficult for this company. Pestana Group...

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