

Virgin Australia Holdings Ltd in Travel and Tourism (Australia)

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Date: September 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: V76E9B4A05BEN

Abstracts

Previously operated under the low cost carrier model, Virgin Australia Holdings recently changed its positioning to that of a full-service scheduled airline which is attractive to Australia's growing number of business travellers. In order for the Virgin Australia brand to be able to completely leave its low-cost carrier status behind, Virgin Australia Holdings Limited acquired 60% of Tiger Airways. The intention behind this is to build Tiger Airways into a credible competitor to the Qantas...

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Contents

Strategic Direction

Key Facts

Summary 1 Virgin Australia Holdings Ltd: Key Facts

Summary 2 Virgin Australia Holdings Limited : Operational Indicators

Company Background

Competitive Positioning

Summary 3 Virgin Australia Holdings Ltd : Competitive Position 2012

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