

Webjet Ltd in Travel and Tourism (Australia)

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Abstracts

As the leading online travel retailer of flights in Australia, Webjet faces the dual challenges of rising levels competition from international rivals located in other countries and an apparent inability to attract customers outside of Australia or achieve success in any area other than offering airfares. The company's 2012 acquisition of leading Asian online travel agent Zuji represents its first major step towards overcoming these hurdles.

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