

Whitbread Plc in Travel and Tourism (United Kingdom)

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Abstracts

Whitbread is the leading budget hotel operator in the UK, thanks to the Premier Inn brand, which has reported strong growth in recent years outperforming competitors. The company's strategy is to build a strong brand based on consistently delivering a great customer experience. Whitbread also has another strong brand, Costa, in its portfolio. The company aims to expand by opening premises in the UK, but also internationally. London is the core market for Premier Inn, and the plan is to...

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