

Thomas Cook Group plc: Company Strategy & Performance Analysis

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Abstracts

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SUMMARY

Thomas Cook Group plc (Thomas Cook) is one of the leading leisure travel groups in the world. It offers a wide range of travel and tourism services through a network of owned and franchised travel stores to more than 20 million customers annually. Several of its major brands include Thomas Cook, Ving, Tjareborg, Spies, Condor, Airtours, Neckermann, Bucher, Air Marin, Sentido, Oger Tours, Bucher Last Minute, Cresta, and Hotels4u, among others. The company has operations in various source markets including the UK, Ireland, Germany, France, Denmark, Finland, Belgium, Russia, Switzerland, and the Netherlands. Thomas Cook's headquarters are in London, the UK.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading travel intermediary companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore, the reports allow benchmarking company performance through the provision of key performance indicators including revenue.

KEY HIGHLIGHTS

A strong fleet network enables Thomas Cook to cater to a large customer base

The company maintains a diversified fleet strategy comprising a variety of aircraft that provide flexibility as per changing conditions. Thomas Cook operates a fleet of 94

aircraft on long-haul, short haul, and medium-haul routes. The large fleet size enabled the company to cater to 19.0 million customers in 2016. Moreover, the number of seat only and third party tour operator passengers increased at a CAGR of 5.9%, from 6.9 million in 2013 to 8.2 million in 2016, whilst the number of long haul passengers increased from 2.3 million in 2013 to 3.0 million in 2016, reflecting a CAGR of 9.3%.

Technology initiatives to drive Thomas Cook's growth

Thomas Cook regularly undertakes various technology initiatives to accelerate its growth. In June 2017, Thomas Cook Northern Europe implemented ASSA ABLOY Hospitality Mobile Access at its Ocean Beach Club on the Greek island of Crete. This innovative technology enables users to access guest rooms using their smartphones, and is expected to significantly improve guests' experiences.

Intense competition among operators could lead to a price war

Thomas Cook operates in the leisure travel industry, which is characterized by highly similar service offerings. The company has been facing intense competition from airline operators and travel firms, which may compel it to alter its pricing strategy or shift to other markets to remain competitive. In February 2017, hoteliers in Spanish islands raised their prices from 6.0% to 8.0% in response to rising demand for destinations such as Majorca and the Canary Islands. As a result, Thomas Cook hiked the price of its summer package holidays by 9.0% to a gain significant profit margin.

SCOPE

Company Snapshot - Detail key indicators and rankings of Thomas Cook Group Plc in terms of revenue, net income and operating income in the company's key markets.

Company SWOT Analysis - Outlines Thomas Cook's Strengths and Weaknesses, and weighs the Opportunities and Threats facing the company.

Growth Strategies - Details of Thomas Cook's corporate goals and strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - Analysis of the company's performance by business segments such as revenue and operating

regions besides peer comparison on parameters such as revenue.

Key Developments - Showcase of Thomas Cook's significant recent corporate events, changes or initiatives.

ICT Spending Prediction - Understand how the company allocates its ICT budget across the core areas of enterprise ICT spend, namely hardware, software, IT services, communications and consulting.

REASONS TO BUY

How does Thomas Cook Group Plc rank among its peers in terms of revenue globally?

What are Thomas Cook's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014 with detailed analysis in terms of its segments?

How has Thomas Cook Group Plc performed in comparison to competitors such as TUI, Priceline Group, Expedia Inc., and H.I.S. Co. Ltd.?

What are Thomas Cook's Strengths and Weaknesses and what Opportunities and Threats does it face?

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