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REUNIÃO ANUAL 2017
AOL Madrid-Contracting

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Spain. 2015vs2016 global

COUNTRIES	TOTAL AOL DIRECT + 3rd PARTIES		TOTAL AOL DIRECT + 3rd PARTIES		TOTAL AOL DIRECT + 3rd PARTIES	
	total € 2015	total RN 2015	total € 2016	total RN 2016	total € 2016	total RN 2016
Spain	5.958.129 €	58.729	7.273.875 €	67.813	↑ 22%	↑ 15%
MAIN DESTINATIONS	total € 2015	total RN 2015	total € 2016	total RN 2016	total € 2016	total RN 2016
Madrid	1.336.395 €	15.557	1.465.002 €	15.343	↑ 10%	↓ -1%
Barcelona	1.874.984 €	15.834	1.980.932 €	16.118	↑ 6%	↑ 2%
Canarias	505.798 €	4.856	651.800 €	5.773	↑ 29%	↑ 19%
Valencia	130.771 €	2.063	164.837 €	2.274	↑ 26%	↑ 10%
Sevilla	186.446 €	2.320	232.115 €	2.835	↑ 24%	↑ 22%
Galicia	138.686 €	1.820	179.591 €	2.235	↑ 29%	↑ 23%
Granada	55.433 €	767	79.993 €	957	↑ 44%	↑ 25%
Costa del Sol	368.055 €	2.640	502.104 €	3.796	↑ 36%	↑ 44%
Bilbao	63.048 €	808	72.873 €	777	↑ 16%	↓ -4%
Baleares	401.565 €	2.891	559.235 €	4.300	↑ 39%	↑ 49%
Costa de la Luz	329.797 €	2.020	398.304 €	2.549	↑ 21%	↑ 26%
Costa Blanca	133.440 €	1.289	202.963 €	1.899	↑ 52%	↑ 47%
Costas Catalanas	137.513 €	1.273	208.433 €	2.220	↑ 52%	↑ 74%

Spain 2015vs2016 growth direct contracting

	Jan - Dec 15				Jan - Dec 16				GROWTH 2015 VS 2016			
COUNTRIES	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º
Spain	3.022.996 €	29.450	2.935.133 €	29.279	4.128.292 €	39.200	3.145.583 €	28.613	↑ 37%	↑ 33%	↑ 7%	↓ -2%
MAIN DESTINATIONS	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º
Madrid	699.359 €	8.412	637.036 €	7.145	947.679 €	10.162	517.323 €	5.181	↑ 36%	↑ 21%	↓ -19%	↓ -27%
Barcelona	1.026.793 €	8.818	848.191 €	7.016	1.115.076 €	9.665	865.856 €	6.453	↑ 9%	↑ 10%	↑ 2%	↓ -8%
Canarias	245.129 €	2.194	260.669 €	2.662	389.002 €	3.359	262.798 €	2.414	↑ 59%	↑ 53%	↑ 1%	↓ -9%
Valencia	84.091 €	1.383	46.680 €	680	103.414 €	1.477	61.423 €	797	↑ 23%	↑ 7%	↑ 32%	↑ 17%
Sevilla	64.976 €	999	121.470 €	1.321	116.583 €	1.603	115.532 €	1.232	↑ 79%	↑ 60%	↓ -5%	↓ -7%
Galicia	69.501 €	945	69.185 €	875	99.159 €	1.214	80.432 €	1.021	↑ 43%	↑ 28%	↑ 16%	↑ 17%
Granada	31.612 €	466	23.821 €	301	47.443 €	564	32.550 €	393	↑ 50%	↑ 21%	↑ 37%	↑ 31%
Costa del Sol	178.228 €	1.198	189.826 €	1.442	304.819 €	2.171	197.285 €	1.625	↑ 71%	↑ 81%	↑ 4%	↑ 13%
Bilbao	35.660 €	506	27.388 €	302	30.868 €	386	42.005 €	391	↓ -13%	↓ -24%	↑ 53%	↑ 29%
Baleares	143.053 €	840	258.512 €	2.051	240.985 €	1.976	318.250 €	2.324	↑ 68%	↑ 135%	↑ 23%	↑ 13%
Costa de la Luz	180.056 €	966	149.741 €	1.054	296.138 €	1.865	102.166 €	684	↑ 64%	↑ 93%	↓ -32%	↓ -35%
Costa Blanca	53.813 €	489	79.627 €	800	87.374 €	800	115.589 €	1.099	↑ 62%	↑ 64%	↑ 45%	↑ 37%
Costas Catalanas	48.573 €	448	88.940 €	825	102.408 €	1.331	106.025 €	889	↑ 111%	↑ 197%	↑ 19%	↑ 8%

Spain. 2015vs2016. Share direct contracting

	Jan - Dec 15		Jan - Dec 16		GROWTH 2015 VS 2016	
COUNTRIES	Share Net AOL	Share RN AOL	Share Net AOL	Share RN AOL	Share Net	Share RN
Spain	51%	50%	57%	58%	↑ 6%	↑ 8%
MAIN DESTINATIONS	Share Net AOL	Share RN AOL	Share Net AOL	Share RN AOL	Share Net	Share RN
Madrid	52%	54%	65%	66%	↑ 12%	↑ 12%
Barcelona	55%	56%	56%	60%	↑ 2%	↑ 4%
Canarias	48%	45%	60%	58%	↑ 11%	↑ 13%
Valencia	64%	67%	63%	65%	↓ -2%	↓ -2%
Sevilla	35%	43%	50%	57%	↑ 15%	↑ 13%
Galicia	50%	52%	55%	54%	↑ 5%	↑ 2%
Granada	57%	61%	59%	59%	↑ 2%	↓ -2%
Costa del Sol	48%	45%	61%	57%	↑ 12%	↑ 12%
Bilbao	57%	63%	42%	50%	↓ -14%	↓ -13%
Baleares	36%	29%	43%	46%	↑ 7%	↑ 17%
Costa de la Luz	55%	48%	74%	73%	↑ 20%	↑ 25%
Costa Blanca	40%	38%	43%	42%	↑ 3%	↑ 4%
Costas Catalanas	35%	35%	49%	60%	↑ 14%	↑ 25%

Italy. 2015vs2016 global

COUNTRIES	TOTAL AOL DIRECT + 3rd PARTIES		TOTAL AOL DIRECT + 3rd PARTIES		TOTAL AOL DIRECT + 3rd PARTIES	
	total € 2015	total RN 2015	total € 2016	total RN 2016	total € 2016	total RN 2016
Italy	4.037.103 €	33.330	3.990.644 €	34.356	↓ -1%	↑ 3%
MAIN DESTINATIONS	total € 2015	total RN 2015	total € 2016	total RN 2016	total € 2016	total RN 2016
Roma	1.493.223 €	14.249	1.453.939 €	14.221	↓ -3%	↓ 0%
Milan	802.633 €	4.868	588.997 €	4.202	↓ -27%	↓ -14%
Venecia	773.814 €	5.164	767.193 €	5.184	↓ -1%	↑ 0%
Florenca	432.793 €	3.800	436.296 €	3.782	↑ 1%	↓ 0%



Italy 2015vs2016 growth direct contracting

COUNTRIES	Jan - Dec 15				Jan - Dec 16				GROWTH 2015 VS 2016			
	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º
Italy	1.463.956 €	11.697	2.573.147 €	21.633	1.756.143 €	13.557	2.234.501 €	20.799	↑ 20%	↑ 16%	↓ -13%	↓ -4%
MAIN DESTINATIONS	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º
Roma	606.000 €	5.818	887.223 €	8.431	676.227 €	6.373	777.712 €	7.848	↑ 12%	↑ 10%	↓ -12%	↓ -7%
Milan	295.549 €	1.666	507.084 €	3.202	316.632 €	1.858	272.365 €	2.344	↑ 7%	↑ 12%	↓ -46%	↓ -27%
Venecia	343.552 €	2.282	430.262 €	2.882	348.864 €	2.114	418.329 €	3.070	↑ 2%	↓ -7%	↓ -3%	↑ 7%
Florenca	171.925 €	1.518	260.868 €	2.282	205.607 €	1.831	230.689 €	1.951	↑ 20%	↑ 21%	↓ -12%	↓ -15%



Italy. 2015vs2016. Share direct contracting

	Jan - Dec 15		Jan - Dec 16		GROWTH 2015 VS 2016	
COUNTRIES	Share Net AOL	Share RN AOL	Share Net AOL	Share RN AOL	Share Net	Share RN
Italy	36%	35%	44%	39%	↑ 8%	↑ 4%
MAIN DESTINATIONS	Share Net AOL	Share RN AOL	Share Net AOL	Share RN AOL	Share Net	Share RN
Roma	41%	41%	47%	45%	↑ 6%	↑ 4%
Milan	37%	34%	54%	44%	↑ 17%	↑ 10%
Venecia	44%	44%	45%	41%	↑ 1%	↓ -3%
Florenzia	40%	40%	47%	48%	↑ 7%	↑ 8%



United Kingdom. 2015vs2016 global

COUNTRIES	TOTAL AOL DIRECT + 3rd PARTIES		TOTAL AOL DIRECT + 3rd PARTIES		TOTAL AOL DIRECT + 3rd PARTIES	
	total € 2015	total RN 2015	total € 2016	total RN 2016	total € 2016	total RN 2016
UK	4.465.034 €	26.030	4.152.065 €	26.159	↓ -7%	↑ 0%
MAIN DESTINATIONS	total € 2015	total RN 2015	total € 2016	total RN 2016	total € 2016	total RN 2016
London	4.120.226 €	23.223	3.769.000 €	22.816	↓ -9%	↓ -2%



UK 2015vs2016 growth direct contracting

	Jan - Dec 15				Jan - Dec 16				GROWTH 2015 VS 2016			
COUNTRIES	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º
UK	2.041.450 €	11.106	2.423.584 €	14.924	2.335.093 €	13.492	1.816.972 €	12.667	↑ 14%	↑ 21%	↓ -25%	↓ -15%
MAIN DESTINATIONS	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º	Net AOL	RN AOL	Net 3º	RN 3º
London	1.926.842 €	10.047	2.193.384 €	13.176	2.172.425 €	12.009	1.596.575 €	10.807	↑ 13%	↑ 20%	↓ -27%	↓ -18%



UK. 2015vs2016. Share direct contracting

	Jan - Dec 15		Jan - Dec 16		GROWTH 2015 VS 2016	
COUNTRIES	Share Net AOL	Share RN AOL	Share Net AOL	Share RN AOL	Share Net	Share RN
UK	46%	43%	56%	52%	↑ 11%	↑ 9%
MAIN DESTINATIONS	Share Net AOL	Share RN AOL	Share Net AOL	Share RN AOL	Share Net	Share RN
London	47%	43%	58%	53%	↑ 11%	↑ 9%



General view

- **Drop on the brazilian market**
- **Drop of Length of Stay. More bookings, same roomnights.**
- **Growth of the Spanish market as client**
- **Open the italian contracting, new cities**
- **Payments**
- **Latin American market as an alternative of Brazilian market**
- **Inestability on European cities with signs of recovering late 2016 and onwards**
- **Virtual Credit Card as a must to contract**



- **Keep increasing sales in direct contracting and share**
- **Focus on our top producers**
- **Italy and UK: open new contracting in 2 cities**
- **Spain: work on opened destinations. Time to improve sales and mantain the accounts**
- **Conectivities: need of tracking**
- **Focus on Spain contracting to feed Spanish clients**





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