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# REUNIÃO ANUAL 2017

## PRODUTO 2016

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# PRODUCTO all providers - NET €

|    | COUNTRY                  | NET 2015            | NET 2016            |          | NET 2017            | NTS. 2015      | NTS. 2016      | ↑        | NTS. 2017      | cresc. 2016  |
|----|--------------------------|---------------------|---------------------|----------|---------------------|----------------|----------------|----------|----------------|--------------|
|    | <b>Total general</b>     | <b>71.770.219 €</b> | <b>77.727.922 €</b> | <b>↑</b> | <b>14.226.819 €</b> | <b>647.409</b> | <b>704.389</b> | <b>↑</b> | <b>115.929</b> | <b>8,30%</b> |
| 1  | Portugal                 | 21.050.237 €        | 22.467.012 €        | ↑        | 1.778.388 €         | 239.813        | 248.845        | ↑        | 21.379         | 6,73%        |
| 2  | United States of America | 9.846.656 €         | 9.221.708 €         | ↓        | 2.219.154 €         | 70.092         | 63.737         | ↓        | 16.545         | -6,35%       |
| 3  | Spain                    | 6.113.542 €         | 7.320.877 €         | ↑        | 808.041 €           | 59.836         | 68.151         | ↑        | 7.388          | 19,75%       |
| 4  | Brazil                   | 3.244.183 €         | 6.762.040 €         | ↑        | 3.339.469 €         | 28.778         | 68.124         | ↑        | 27.778         | 108,44%      |
| 5  | United Kingdom           | 4.465.035 €         | 4.152.065 €         | ↓        | 542.235 €           | 26.030         | 26.159         | ↑        | 3.818          | -7,01%       |
| 6  | Italy                    | 4.037.103 €         | 3.990.644 €         | ↓        | 574.354 €           | 33.330         | 34.356         | ↑        | 5.288          | -1,15%       |
| 7  | France                   | 5.090.867 €         | 3.459.356 €         | ↓        | 435.492 €           | 35.645         | 26.975         | ↓        | 3.713          | -32,05%      |
| 8  | Cuba                     | 389.939 €           | 1.976.056 €         | ↑        | 982.980 €           | 3.514          | 16.029         | ↑        | 6.340          | 406,76%      |
| 9  | United Arab Emirates     | 1.197.176 €         | 1.544.575 €         | ↑        | 369.795 €           | 6.183          | 8.184          | ↑        | 1.749          | 29,02%       |
| 10 | Germany                  | 1.746.870 €         | 1.538.822 €         | ↓        | 219.662 €           | 18.091         | 15.178         | ↓        | 1.882          | -11,91%      |
| 11 | Netherlands              | 1.215.819 €         | 1.435.351 €         | ↑        | 168.253 €           | 9.459          | 11.205         | ↑        | 1.412          | 18,06%       |
| 12 | Mexico                   | 956.905 €           | 1.248.336 €         | ↑        | 593.005 €           | 5.947          | 7.660          | ↑        | 3.119          | 30,46%       |
| 13 | Dominican Republic       | 664.583 €           | 1.059.201 €         | ↑        | 421.340 €           | 4.582          | 7.237          | ↑        | 2.494          | 59,38%       |
| 14 | Denmark                  | 495.510 €           | 726.785 €           | ↑        | 77.495 €            | 4.038          | 5.679          | ↑        | 588            | 46,67%       |
| 15 | Colombia                 | 322.868 €           | 721.169 €           | ↑        | 219.510 €           | 3.054          | 5.715          | ↑        | 1.541          | 123,36%      |
| 16 | Switzerland              | 493.512 €           | 579.149 €           | ↑        | 96.928 €            | 2.902          | 3.606          | ↑        | 569            | 17,35%       |
| 17 | Czech Republic           | 514.019 €           | 557.802 €           | ↑        | 63.841 €            | 6.731          | 7.831          | ↑        | 921            | 8,52%        |
| 18 | Austria                  | 548.368 €           | 516.185 €           | ↓        | 62.333 €            | 5.017          | 4.883          | ↓        | 487            | -5,87%       |
| 19 | Chile                    | 423.063 €           | 484.387 €           | ↑        | 79.198 €            | 5.420          | 5.943          | ↑        | 883            | 14,50%       |
| 20 | Greece                   | 525.956 €           | 475.206 €           | ↓        | 30.538 €            | 4.984          | 4.158          | ↓        | 359            | -9,65%       |
| 21 | Argentina                | 421.765 €           | 462.479 €           | ↑        | 61.908 €            | 6.747          | 7.174          | ↑        | 887            | 9,65%        |
| 22 | Belgium                  | 615.543 €           | 424.854 €           | ↓        | 25.358 €            | 6.266          | 4.364          | ↓        | 285            | -30,98%      |
| 23 | Aruba                    | 149.786 €           | 385.008 €           | ↑        | 122.621 €           | 733            | 1.851          | ↑        | 483            | 157,04%      |
| 24 | Cape Verde               | 295.771 €           | 360.817 €           | ↑        | 51.239 €            | 3.225          | 3.697          | ↑        | 442            | 21,99%       |
| 25 | Maldives                 | 231.595 €           | 356.136 €           | ↑        | 132.439 €           | 560            | 857            | ↑        | 242            | 53,78%       |

# PRODUTO 2016

|        |  | T.Net        |              |              | T.Nights |         |         |         |
|--------|--|--------------|--------------|--------------|----------|---------|---------|---------|
| Totais |  | 71.770.219 € | 77.727.922 € | 14.226.819 € | 647.409  | 704.389 | 115.929 |         |
| 1      | CITIES ALL PROVIDERS<br>(com AOL)          | 2015         | 2016         | 2017         | 2015     | 2016    | 2017    | 2016    |
| 2      | Lisbon                                     | 4.073.774 €  | 4.637.788 €  | 639.146 €    | 53.047   | 56.679  | 8.234   | 13,84%  |
| 3      | London                                     | 4.058.518 €  | 3.683.079 €  | 486.535 €    | 22.589   | 21.926  | 3.340   | -9,25%  |
| 4      | Albufeira                                  | 3.852.425 €  | 3.278.191 €  | 167.465 €    | 27.817   | 22.606  | 1.195   | -14,91% |
| 5      | New York, New York                         | 3.279.904 €  | 3.124.365 €  | 526.890 €    | 14.767   | 15.420  | 3.318   | -4,74%  |
| 6      | Paris                                      | 3.859.843 €  | 2.503.925 €  | 358.135 €    | 24.841   | 17.815  | 2.923   | -35,13% |
| 7      | Barcelona                                  | 1.873.569 €  | 1.980.677 €  | 237.166 €    | 15.834   | 16.118  | 2.160   | 5,72%   |
| 8      | Rio de Janeiro                             | 1.089.553 €  | 1.915.605 €  | 825.996 €    | 8.667    | 19.245  | 8.712   | 75,82%  |
| 9      | Miami Beach, Florida                       | 1.940.292 €  | 1.865.244 €  | 518.380 €    | 12.099   | 11.487  | 2.625   | -3,87%  |
| 10     | Orlando, Florida                           | 1.933.329 €  | 1.794.112 €  | 807.657 €    | 23.701   | 19.689  | 8.232   | -7,20%  |
| 11     | Madeira Island - Funchal                   | 1.437.306 €  | 1.726.817 €  | 188.664 €    | 19.781   | 22.903  | 2.456   | 20,14%  |
| 12     | Dubai                                      | 1.150.695 €  | 1.474.080 €  | 349.018 €    | 5.677    | 7.676   | 1.633   | 28,10%  |
| 13     | Rome                                       | 1.492.462 €  | 1.453.095 €  | 192.473 €    | 14.246   | 14.217  | 2.082   | -2,64%  |
| 14     | Madrid                                     | 1.324.597 €  | 1.450.026 €  | 199.087 €    | 15.341   | 15.130  | 1.949   | 9,47%   |
| 15     | Oporto                                     | 993.051 €    | 1.444.732 €  | 194.724 €    | 14.501   | 19.282  | 2.526   | 45,48%  |
| 16     | Amsterdam                                  | 1.026.947 €  | 1.256.970 €  | 161.308 €    | 7.439    | 9.181   | 1.333   | 22,40%  |
| 17     | Vilamoura                                  | 925.869 €    | 1.103.227 €  | 29.694 €     | 6.380    | 6.861   | 200     | 19,16%  |
| 18     | Azores - Sao Miguel Island - Ponta Delgada | 943.834 €    | 1.082.075 €  | 103.916 €    | 14.417   | 15.787  | 1.610   | 14,65%  |
| 19     | Varadero                                   | 198.078 €    | 964.483 €    | 519.586 €    | 1.435    | 7.782   | 3.565   | 386,92% |
| 20     | Porto de Galinhas                          | 224.739 €    | 767.463 €    | 437.831 €    | 1.461    | 6.945   | 3.122   | 241,49% |
| 21     | Berlin                                     | 827.957 €    | 737.568 €    | 82.035 €     | 9.019    | 7.694   | 788     | -10,92% |
| 22     | Punta Cana - Punta Cana                    | 462.021 €    | 730.294 €    | 316.477 €    | 3.062    | 4.796   | 1.846   | 58,06%  |
| 23     | Copenhagen                                 | 488.218 €    | 707.021 €    | 76.946 €     | 3.964    | 5.471   | 584     | 44,82%  |
| 24     | Alvor                                      | 871.359 €    | 687.791 €    | 12.961 €     | 6.529    | 5.024   | 159     | -21,07% |
| 25     | Venice                                     | 677.412 €    | 680.346 €    | 154.059 €    | 4.156    | 4.171   | 1.023   | 0,43%   |

## OBJETIVOS 2017

- Rentabilizar el producto del sistema  
Directo y Terceros
- Incrementar y rentabilizar el producto de conexiones : Marriott, BW , Accor , IHG
- Adaptación al cliente interno e externo

- *Mejora de comunicación*
- *Establecimiento de procedimientos*

***FOCO***



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