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# REUNIÃO ANUAL 2017

## DEPARTAMENTO COMERCIAL

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## CLIENTES XML QUE HEMOS TENIDO EN CUENTA PARA ESTE ANALISIS DE BUSQUEDAS POR DESTINOS

Ventas 2016 - Total neto 92.7M EUR

Cientes WEB 51.1M EUR ( 55% de las ventas )

Cientes XML 41.6M EUR ( 45% de las ventas )

La seleccion de clientes XML (18) que hemos tomado representaron 27.4M EUR netos para AOL en 2016.

Si bien la mayoría de estos clientes XML venden fuera de sus fronteras, estos son representativos para saber “que se busca y que se quiere comprar”. Veremos que estamos hablando de Billones de Busquedas en algunos PAISES.

Producto que reciben es prioritariamente producto AOL. En algunos casos disponen de: Global Trend, Tourico, Alba, Olympia, Jac, Hotelspro, Em Viagem, NT Spain, DOTW ...



CLIENTES XML PARA ESTE ANALISIS DE BUSQUEDAS POR DESTINOS Y RANKING DE CONVERSION.

Client	TPvpL	TPvpL	Cresc
	2015	2016	
Amoma / Olotels	5,143,782	5,933,789	15.36%
Restel	2,179,165	2,761,587	26.73%
Logitravel	2,295,747	2,401,406	4.60%
Albatravel	1,033,921	2,246,210	117.25%
Trend Operadora	922,662	1,797,157	94.78%
Clube Bancorbras	3,624,601	1,694,280	-53.26%
NT Incoming	514,127	1,660,892	223.05%
Hotelspro	1,311,218	1,435,452	9.47%
OLA	297,194	1,025,656	245.11%
Leonardo Travel	320,638	952,664	197.11%
Totalstay/JAC TRAVEL	845,452	928,491	9.82%
GEKKO	723,685	809,889	11.91%
Destinia / Global Travel Booking	282,815	781,814	176.44%
roomsXML Solutions Limited	660,170	749,283	13.50%
Dotw	621,281	696,401	12.09%
Marsol	176,474	548,969	211.08%
Alisios Tours (Viajes Barcelo) - Travelgate - XML	927,433	512,806	-44.71%
Travel Republic		501,668	

ESPANA	SEARCHES	SEARCHES RANKING	BOOKING RANKING	TOP 10 - CITIES TOP SEARCHES	CITY SEARCHES	CITIES CONVERTING - TOP 10
AMOMA	112M	1st	2nd	Barcelona, Madrid	39M + 32M	Madrid ( 7th ) / Barcelona ( 8th )
RETEL	2B	1st	4th	Barcelona, Madrid , Benidorm	321M + 224M + 70M	not present in the top 10
LOGITRAVEL	438M	1st	2nd	Barcelona, Madrid , Tenerife	58M + 51M + 18M	not present in the top 10
ALBA GROUP	141M	1st	3rd	Barcelona , Madrid	48M + 23M	Barcelona (4th ) / Madrid (8th)
TREND OPERADORA	908,000	4th	8th	madrid	379,000	not present in the top 10
CLUBE BANCORBRAS	304,000	3rd	4th	Barcelona , Madrid	122,000 + 96,000	Barcelona ( 10th )
NT Incoming	526,000	1st	3rd	Barcelona, Madrid, Granada , Benidorm	78M + 54M + 17M + 15M	barcelona ( 6th ) / Madrid ( 9th )
HOTELSPRO	271M	1st	5th	Barcelona , Madrid	90M + 35M	Barcelona ( 10th )
OLA MAYORISTA	66,000	4th	6th	Madrid, Barcelona	32M + 27M	not present in the top 10
LEONARDO TR.	71M	1st	2nd	Barcelona, Madrid, Majorca, Tenerife, Torremolinos	17M + 10M + 10M + 3M + 2M	Barcelona ( 5th ) / Madrid ( 9th )
JAC	47M	1st	2nd	barcelona, Madrid	12M + 7M	Madrid ( 3rd ) / Barcelona ( 5th )
GEKKO	1M	2nd	3rd	Barcelona , Madrid	223,000 + 163,000	Madrid (5th )/ Barcelona ( 8th )
DESTINIA	188M	1st	3rd	madrid, Barcelona, Benidorm, Roquetas de Mar, Lanzarote, Marbella, Fuengirola, Majorca, Torremolinos	19M + 10M + 5M + 5M + 4M + 4M + 4M + 4M + 3M	Madrid ( 3rd )
ROOMSXML	22M	1st	3rd	Barcelona, Madrid , Marbella	14M + 2M + 2M	Barcelona (5th ) / Madrid ( 8th )
DOTW	294M	1st	2nd	Barcelona, Madrid	60M + 41M	Madrid ( 3rd )/ Barcelona ( 6th )
MARSOL	3M	1st	2nd	Benidorm, Salou, Madrid, Benalmadena-Costa, Torremolinos, Barcelona, Marbella, Roquetas, Seville	884K + 251K + 241K + 147K + 119K + 115K + 95K + 85K + 75K	Madrid (1st ) / Benidorm ( 5th )
ALISIOS	79M	1st	5th	Majorca , Tenerife, Madrid , Lanzarote	9M + 3M + 3M + 3M	Madrid ( 9th )
T. REPUBLIC	776M	1st	2nd	MAJORCA , Marbella, Barcelona, Costa Teguisse, Puerto del carmen, Puerto de la cruz, Santa Cruz, Fuengirola, San Agustin, Costa Adeje	22M + 22M + 19M + 19M + 18M + 17M + 17M + 16M + 16M	Barcelona (6th ) / Costa Teguisse (10th)

- \* ESPANA con +3.5B de Búsquedas
- \* En el Ranking 2nd/3rd en reservas por país
- \* Barcelona / Madrid / Islas son las más buscadas
- \* Barcelona + Madrid convierten. LAS ISLAS NO CONVIERTEN

# PORTUGAL

PORTUGAL	SEARCHES	SEARCHES RANKING	BOOKING RANKING	TOP 10 - CITIES TOP SEARCHES	CITY SEARCHES	CITIES CONVERTING - TOP 10
AMOMA	77M	4th	1st	Lisbon	29M	Lisbon (1st) / Porto (5th)
RESTEL	289M	5th	1st	Lisbon	69M	Lisbon (6th)
LOGITRAVEL	100M	3rd	1st	Lisbon / Albufeira	44M	Lisbon ( 2nd ) / Madeira (3rd) / Azores (7th) / Albufeira ( 9th)
ALBA GROUP	31M	6th	2nd	not present in top 10	not present in top 10	Lisbon (2nd)
TREND OPERADOR	920M	3rd	1st	Lisbon	504,000	Lisbon ( 2nd ) / Porto ( 9th)
CLUBE BANCORBR	250,000	5th	1st	Lisbon	169,000	Lisbon ( 1st ) / Porto ( 9th )
NT Incoming	95M	2nd	1st	Lisbon	21M	Lisbon (2nd) / Porto (4th) / Albufeira (10th)
HOTELSPRO	46M	7th	2nd	not present in top 10	not present in top 10	Lisbon ( 2nd )
OLA MAYORISTA	not present in top 10	not present in top 10	not present in top 10	not present in top 10	not present in top 10	not present in top 10
LEONARDO TR.	not present in top 10	not present in top 10	5th	not present in top 10	not present in top 10	Lisbon ( 7th )
JAC	10M	5th	1st	Lisbon	2M	Lisbon ( 1st ) / Porto ( 8th )
GEKKO	387,000	5th	1st	Lisbon	193,000	Lisbon ( 1st ) / Porto ( 3rd )
DESTINIA	28M	2nd	1st	not present in top 10	not present in top 10	Lisbon ( 2nd ) / Albufeira ( 5th ) / Porto ( 7th ) / Madeira (9th)
ROOMSXML	1M	7th	2nd	not present in top 10	not present in top 10	Lisbon ( 1st ) / Porto ( 10th )
DOTW	172M	2nd	1st	Lisbon & Albufeira	72M	Lisbon (1st) / Porto ( 5th )
MARSOL	245M	3rd	1st	not present in top 10	not present in top 10	Lisbon (2d) / Porto (3rd) / Albufeira (4th) / Figuera da Foz (6th) / Madeira (7th) / Azores (8th) / Troia (9th) / Alveiro (10th)
ALISIOS	2M	7th	2nd	not present in top 10	not present in top 10	Lisbon ( 2nd ) / Porto ( 6th ) / Madeira (8th)
T. REPUBLIC	475M	2nd	1st	not present in top 10	not present in top 10	Lisbon ( 4th ) / Albufeira (5th) / Quasteira (8th)

\*Portugal con +2.5B de Busquedas

\*1st RANKING reservas por PAIS

\*LISBOA + 240M Busquedas

\*Oporto y mas residual: Albufeira / Azores / Madeira / Troia / Figuera / Alveiro

USA	SEARCHES	SEARCHES RANKING	BOOKING RANKING	TOP 10 - CITIES TOP SEARCHES	CITY SEARCHES	CITIES CONVERTING - TOP 10
AMOMA	91M	2nd	3rd	New York	31M	NOT IN TOP 10
RETEL	421M	2nd	3rd	New York Orlando, Florida	116M + 71M	Orlando (4th) New York (8th)
LOGITRAVEL	75M	5th	4th	New York Orlando, Florida	24M + 24M	New York (5th)
ALBA GROUP	115M	2nd	4th	New York Orlando, Florida	34M + 18M	Orlando (10th)
TREND OPERADORA	3M	1st	2nd	Orlando, Florida New York Miami Beach	912K + 538K + 379K	Orlando (1st) New York (8th) Miami Beach
CLUBE BANCORBRAS	968K	1st	3rd	Orlando, Florida New York Miami Int. Airport	221K + 143K + 138K	Orlando (4th)
NT Incoming	57M	5th	5th	New York	16M	NOT IN TOP 10
HOTELSPRO	126M	5th	1st	New York	49M	Orlando (3rd) Miami Beach (6th) New York (7th)
OLA MAYORISTA	75K	2nd	2nd	New York Miami Beach	20K + 19K	Miami Beach (5th) New York (6th)
LEONARDO TR.	4M	4th	4th	NOT IN TOP 10	NOT IN TOP 10	New York (4th)
JAC	12M	4th	3rd	New York	10M	Miami Beach (6th) New York (7th) Orlando (10th)
GEKKO	434K	4th	4th	New York	213K	New York (9th)
DESTINIA	7M	5th	4th	NOT IN TOP 10	NOT IN TOP 10	Miami Beach (8th)
ROOMSXML	6M	2nd	1st	Las Vegas Orlando	1M	Orlando (6th)
DOTW	103M	6th	3rd	New York	27M	NOT IN TOP 10
MARSOL	36K	6th	3rd	NOT IN TOP 10	2M	NOT IN TOP 10
ALISIOS	4M	4th	4th	NOT IN TOP 10	NOT IN TOP 10	New York (3rd)
T. REPUBLIC	55M	6th	3rd	NOT IN TOP 10	NOT IN TOP 10	Orlando (1st)

\* USA atrae mas de 1.6B de Busquedas

\* Empieza a ocupar posicion de relevancia en reservas por PAIS ( 2nd & 3rd ) lo cual es muy significativo

\* NYC es la ciudad mas buscada seguido por ORLANDO / MIAMI / LAS VEGAS

\* En la conversion por ciudad tenemos un mix ( no primeras posiciones y no siempre NYC ) . TENEMOS ESPACIO PARA CRECER Y MUCHO !

UK	SEARCHES	SEARCHES RANKING	BOOKING RANKING	TOP 10 - CITIES TOP SEARCHES	CITY SEARCHES	CITIES CONVERTING - TOP 10
AMOMA	90M	3rd	4th	London	83M	London ( 3rd )
RETEL	338M	3rd	6th	London	291M	London (9th)
LOGITRAVEL	85M	4th	8th	London	65M	London (1st)
ALBA GROUP	92M	3rd	6th	London	78M	London (5th)
TREND OPERADORA	454,000	9th	Not in top 10	London	424,000	not in top 10
CLUBE BANCORBRAS	143,000	8th	8th	not in top 10	not in top 10	London ( 8th )
NT Incoming	61M	4th	8th	London	45M	London ( 7th )
HOTELSPRO	149M	3rd	3rd	London	133M	London (1st)
OLA MAYORISTA	10K	9th	9th	not in top 10	not in top 10	not in top 10
LEONARDO TR.	3m	5th	3rd	London	3M	London ( 2nd )
JAC	43M	2nd	9th	London	42M	not in top 10
GEKKO	527,000	3rd	7th	London	475,000	London (6th)
DESTINIA	9M	3rd	6th	London	7M	London ( 6th )
ROOMSXML	4M	3rd	5th	London	3M	London (2nd)
DOTW	119M	4th	4th	London	101M	London ( 2nd )
MARSOL	68K	5th	6th	not in top 10	not in top 10	not in top 10
ALISIOS	3M	6th	1st	London	3M	London (1st)
T. REPUBLIC	90M	3rd	4th	London	31M	London (3rd)

- \* UK con + 1.1B de Búsquedas
- \* En el Ranking de reservas por Pais ocupa posiciones rondando 8 / 9
- \* LONDRES es lo mas buscado
- \* Londres no ocupa primeras posiciones y desaparece en algunos casos en la conversion de reservas

# FRANCIA

FRANCIA	SEARCHES	SEARCHES RANKING	BOOKING RANKING	TOP 10 - CITIES TOP SEARCHES	CITY SEARCHES	CITIES CONVERTING - TOP 10
AMOMA	64M	5th	10th	Paris	54M	Paris (10th)
RESTEL	320M	4th	5th	Paris	249M	Paris ( 3rd )
LOGITRAVEL	53M	6th	9th	Paris	30M	Not in top 10
ALBA GROUP	55M	5th	7th	Paris	45M	Not in top 10
TREND OPERADORA	851,000	5th	Not in top 10	Paris	538,000	Not in top 10
CLUBE BANCORBRAS	260,000	4th	7th	paris	230,000	Paris (3rd)
NT Incoming	48M	6th	Not in top 10	Paris	33M	Not in top 10
HOTELSPRO	190M	2nd	6th	Paris	168M	Paris ( 4th )
OLA MAYORISTA	Not in top 10	not in top	Not in top 10	not in top	not in top	Not in top 10
LEONARDO TR.	5M	3rd	6th	Paris	5M	Paris ( 6th )
JAC	13M	3rd	6th	Paris	6M	Paris ( 9th )
GEKKO	2M	1st	2nd	Paris , Paris CDG, Courbevoie, Lyon	933K + 122K + 108K + 90K	Paris (2nd) / Lyon (4th) / Courbevoie (7th) / Paris CDG (10th)
DESTINIA	5M	6th	Not in top 10	not in top	not in top	Not in top 10
ROOMSXML	3M	4th	6th	Paris	2M	Paris (3rd)
DOTW	154M	3rd	5th	Paris	114M	Paris (4th)
MARSOL	42M	6th	8th	not in top	not in top	Not in top 10
ALISIOS	6M	3rd	7th	not in top	not in top	Paris (10th)
T. REPUBLIC	78M	5th	10th	not in top	not in top	Not in top 10

\* FRANCIA con + 1B de Búsquedas

\* En el Ranking ocupa posiciones por debajo del puesto 6 o no aparece

\* PARIS es lo mas buscado

\* Paris no ocupa primeras posiciones y desaparece en algunos casos en la conversion de reservas



# ITALIA

ITALIA	SEARCHES	SEARCHES RANKING	BOOKING RANKING	TOP 10 - CITIES TOP SEARCHES	CITY SEARCHES	CITIES CONVERTING - TOP 10
AMOMA	5M	6th	8th	Rome	29M	not in top 10
RETEL	254M	6th	7th	Rome	133M	not in top 10
LOGITRAVEL	124M	2nd	3rd	Rome	34M	not in top 10
ALBA GROUP	57M	4th	5th	Rome	29M	Rome (7th)
TREND OPERADORA	590k	7th	7th	not in top 10	not in top 10 cities	not in top 10
CLUBE BANCORBRAS	448k	2nd	2nd	Rome	121k	Rome (5th)
NT Incoming	65M	3rd	10th	Rome	29M	not in top 10
HOTELSPRO	143M	4th	8th	Rome	57M	not in top 10
OLA MAYORISTA	24M	6th	8th	not in top 10	not in top 10 cities	not in top 10
LEONARDO TR.	13M	2nd	7th	Rome	8M	not in top 10
JAC	7M	6th	7th	Rome	4M	not in top 10
GEKKO	325K	6th	6th	Rome	731K	not in top 10
DESTINIA	8M	4th	7th	not in top 10	not in top 10 cities	not in top 10
ROOMSXML	3M	5th	4th	Rome	2M	not in top 10
DOTW	115M	5th	7th	Rome	51M	not in top 10
MARSOL	92K	4th	4th	not in top 10	not in top 10 cities	not in top 10
ALISIOS	5M	4th	3rd	Rome	3M	Rome (3rd) / Venice (7th)
T. REPUBLIC	81M	4th	7th	not in top 10	not in top 10 cities	not in top 10

\* ITALIA CON + 1 B de búsquedas

\* Ocupa ultimas posiciones del top 10 en reservas por Pais.

\* ROMA es lo mas buscado - no hay mas ciudades en el ranking.

\* Roma tiene una pesima conversion y en muchos casos desaparece de nuestro ranking de reservas por ciudad.

# BRAZIL

BRAZIL	SEARCHES	SEARCHES RANKING	BOOKING RANKING	TOP 10 - CITIES TOP SEARCHES	CITY SEARCHES	CITIES CONVERTING - TOP 10
AMOMA	28M	7th	7th	not in top 10	not in top 10	not in top 10
RETEL	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
LOGITRAVEL	not in top 10	not in top 10	6th	not in top 10	not in top 10	Rio de Janeiro (4th)
ALBA GROUP	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
TREND OPERADORA	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
CLUBE BANCORBRAS	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
NT Incoming	not in top 10	not in top 10	2nd	not in top 10	not in top 10	Rio de Janeiro (1st)
HOTELSPRO	not in top 10	not in top 10	4th	not in top 10	not in top 10	Rio de Janeiro (5th)
OLA MAYORISTA	199K	1st	1st	Rio de Janeiro Natal Buzios	44K 29K 27K	Porto de Galinhas (1st) Rio de Janeiro (2nd) Natal (3rd) Maceio (4th) Buzios (7th)
LEONARDO TR.	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
JAC	not in top 10	not in top 10	4th	not in top 10	not in top 10	Rio de Janeiro (4th)
GEKKO	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
DESTINIA	4M	8th	5th	not in top 10	not in top 10	not in top 10
ROOMSXML	not in top 10	not in top 10	8th	not in top 10	not in top 10	not in top 10
DOTW	not in top 10	not in top 10	10th	not in top 10	not in top 10	Rio de Janeiro (9th)
MARSOL	1M	9th	10th	not in top 10	not in top 10	not in top 10
ALISIOS	not in top 10	not in top 10	7th	not in top 10	not in top 10	not in top 10
T. REPUBLIC	not in top 10	not in top 10	10th	not in top 10	not in top 10	not in top 10

- \* Para EUROPEAN & REST WORLD este destino no es significativo aun en numero de Busquedas
- \* Tiene conversion de reservas por Pais
- \* RIO JANEIRO es la ciudad que aparece en el RANKING de conversion por ciudad

# CUBA

CUBA	SEARCHES	SEARCHES RANKING	BOOKING RANKING	TOP 10 - CITIES TOP SEARCHES	CITY SEARCHES	CITIES CONVERTING - TOP 10
AMOMA	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
RESTEL	not in top 10	not in top 10	10th	not in top 10	not in top 10	Varadero (7th)
LOGITRAVEL	not in top 10	not in top 10	5th	not in top 10	not in top 10	Varadero (6th)
ALBA GROUP	57M	4th	1st	not in top 10	not in top 10	Havana (1st) / Varadero (3rd) / Cayo Coco (6th)
TREND OPERADORA	not in top 10	not in top 10	9th	not in top 10	not in top 10	not in top 10
CLUBE BANCORBRAS	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
NT Incoming	15M	9th	4th	not in top 10	not in top 10	Varadero (3rd)
HOTELSPRO	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
OLA MAYORISTA	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
LEONARDO TR.	1M	10th	1st	not in top 10	not in top 10	Varadero (1st) / Havana (3rd) /
JAC	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
GEKKO	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
DESTINIA	not in top 10	not in top 10	2nd	not in top 10	not in top 10	Varadero (1st) / Cayo Coco (4th) / Havana (10th)
ROOMSXML	not in top 10	not in top 10	9th	not in top 10	not in top 10	not in top 10
DOTW	not in top 10	not in top 10	6th	not in top 10	not in top 10	not in top 10
MARSOL	not in top 10	not in top 10	5th	not in top 10	not in top 10	not in top 10
ALISIOS	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10	not in top 10
T. REPUBLIC	not in top 10	not in top 10	6th	not in top 10	not in top 10	not in top 10

\* CUBA is the "new kid of the block" !

\* Nos diferencia de la mayoría de los bedbanks

\* Espectacular el verlo en los RANKING de conversión por País aun sin estar entre los más buscados !



**“VISION IS THE ART OF SEEING THE INVISIBLE”**

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