LOGITRAVEL GROUP 2015

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LOGITRAVEL (OTA)

TRAVELTOOL AGENCIES

TRAVELTINO T.O.

2014 SALES AND DATA

CAMPAIGNS

TRENDS

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THE SPANISH TOURISM GROUP WITH THE MOST INTERNATIONAL EXPANSION

Born in Mallorca in 2004.

More than 500 million Euros turnover in 2014, with sustained growth of over 25% in the last year.

Already present in **9 markets**: Spain, France, Germany, Italy, Portugal, Brazil, Finland, United Kingdom and Mexico. In the next few years we are highly likely to establish **new markets** in: USA, Columbia, Venezuela, Holland, Sweden and Norway.

Leaders in online Cruise sales, Dynamic Holiday Packages, Tours, Ski/Snow… etc.…

More than 8 million European and American clients with whom constant communication is maintained in all markets.

Over 2000 PHYSICAL OUTLETS (Travel Agencies and TRAVEL AGENTS 3.0) connected through our professional B2B platform (**Traveltool**) with more than **1 millon of our own additional clients**.

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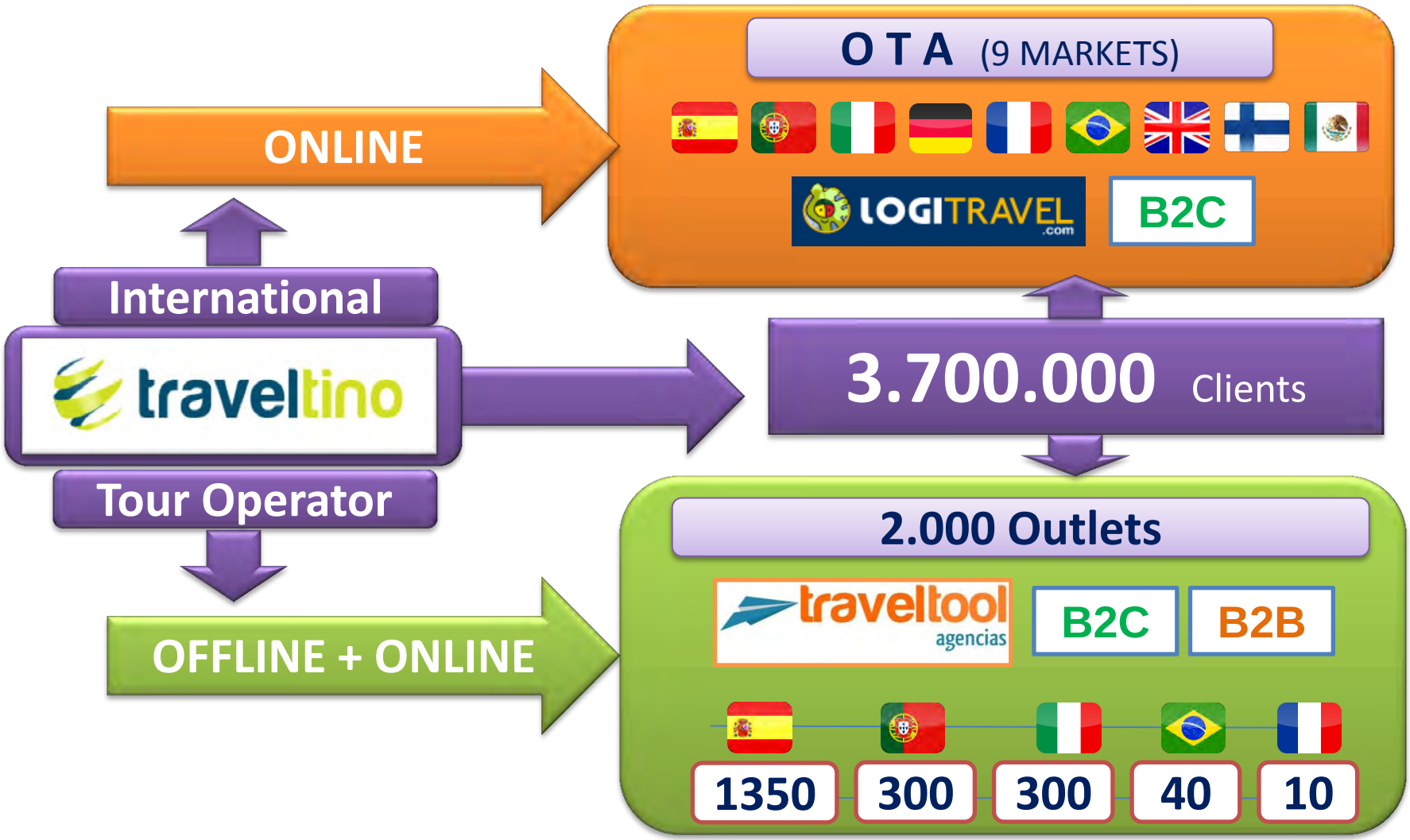
2014-2015 GROUP INFOGRAPHICS



GROUP CHRONOLOGY

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Markets

- Spain (2004)
- Portugal (2006)
- Italy (2007)
- Germany (2008)
- France (2009)
- Brazil (2010)
- UK (2013)
- Finland (2013)
- Mexico (2014)

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Markets

- Spain (2009)
- Portugal (2010)
- Brazil (2012)
- France (2013)
- Italy (2013)

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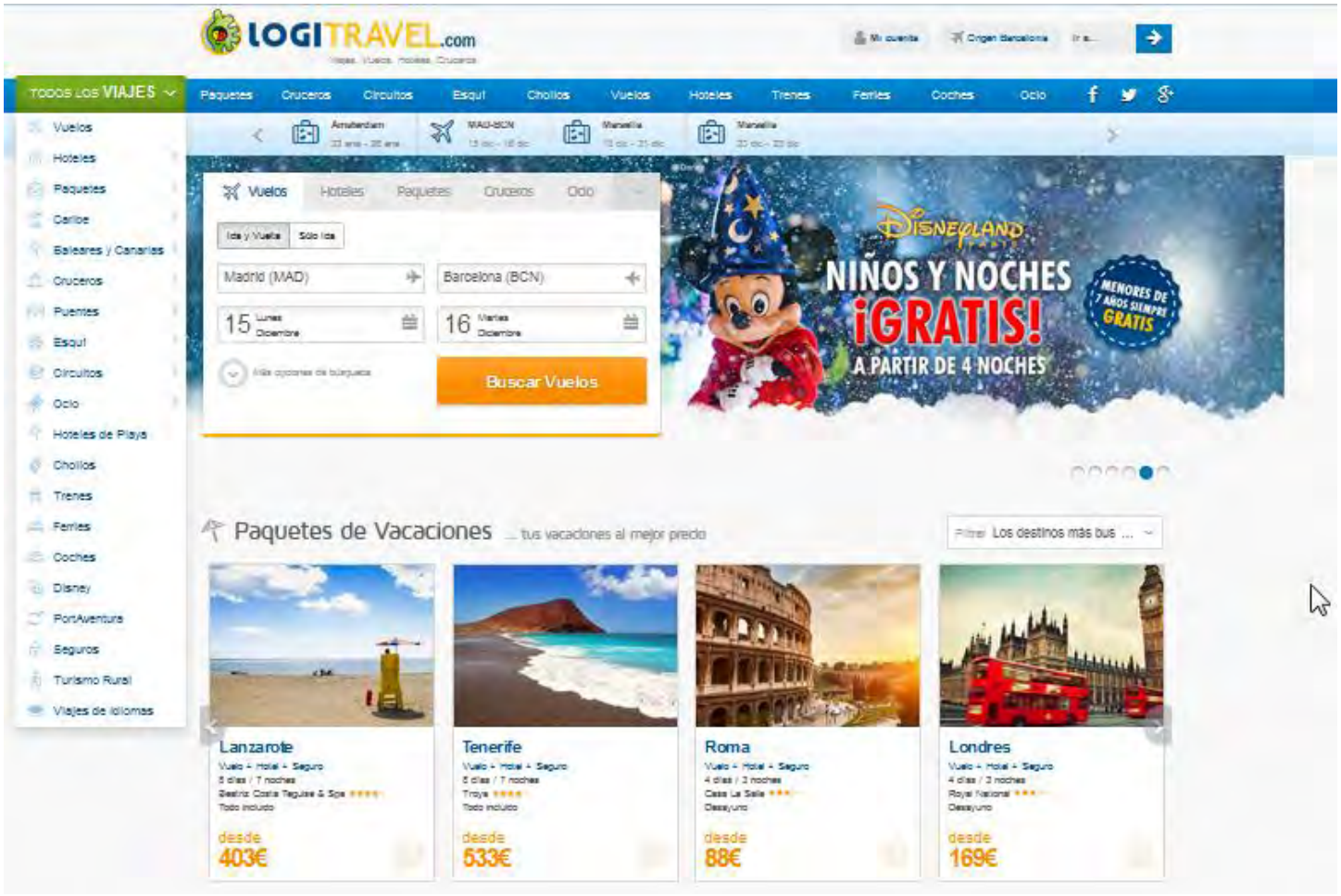
LOGITRAVEL: A NEW NAVIGATIONAL EXPERIENCE



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LOGITRAVEL

- Logitravel has clear positioning and priority objectives towards online holiday sales in the **European and America markets**.
- We arrived at the core of online sales in Europe and every day we are better positioned in selling Holiday Packages, Atlantic and Mediterranean Islands, Caribbean, Beaches, Ski, Rural Tourism, etc.
- **A very dynamic and unique product in the market**, performing like an authentic T.O. with direct Contracting.
  - Online Trains and Ferries accross Europe, and very soon, in USA and Canada.
  - Tours Tourism as a new, exclusive product, with new design and navigation.
  - New dynamic packages, FLIGHT+HOTEL, TRAIN+HOTEL and FERRY+HOTEL.
  - Own Ski product: Logitravel automatically packages HOTEL+LIFT PASS in all Spanish stations and soon, French, Swiss, Italian and even American ...
  - Direct contracting along the Spanish Coast, where we are sales leaders.
  - Tickets, Leisure and Experiences
  - Language courses… etc etc…

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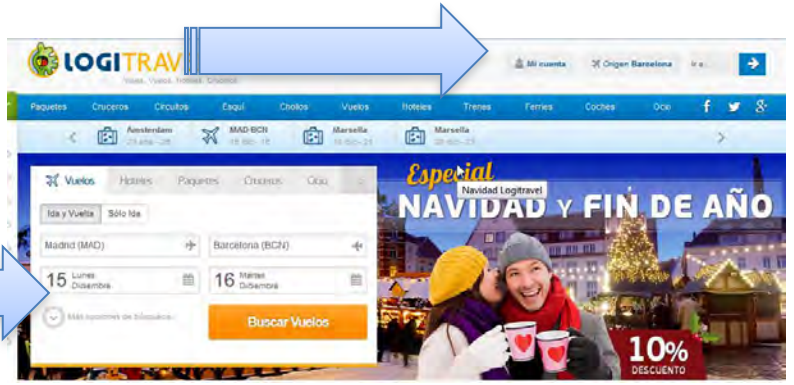
A website that adapts to the user and their origin.



New development of Microsites with dynamic destinations

New Responsive navegation for Tours and Long haul destinations

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MORE COMPETITIVE AND DYNAMIC

- **The best inhouse team of developers and programmers** in the European travel sector.
- An **agile** team that works **quickly** in order to perfect **"Time to Market"** and be the most competitive on the web.
- **Offline marketing actions** to achieve the optimization of our marketing campaigns. What we call **Blended Marketing** (Mix on-offline), achieving extraordinary results.

MORE SERVICE AND VALUE ADDED

- **Latest generation technology** to give real travel agency service at all levels with all types of products.
- Flights/Train/Ferries/Cars/Packages/Hotels/Theme Parks/Ski/Cruises/Hostals/Rural Tourism.
- Next generation **mobile applications** and real-time reservations for flights, hotels and ski.

RESPONSIVE WEB

MULTI SCREEN

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TRAVELTOOL: MORE THAN 2000 OUTLETS

- Group B2B Platform for physical travel agencies.
- We offer travel agencies the technology, product and marketing tools.
- Immediate updating of website, giving these agencies an indispensable tool to excel in today's market.
- Marketing and Co-marketing campaigns.
- Direct interaction with agencies.
- Actions in Front and in Back office (B2B).
- Actions with clients from these Agencies (B2C).
- Spain · Portugal · Italy · France · Brazil.

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DISTRIBUTION OF ACTIVE AGENTS IN SPAIN AND PORTUGAL

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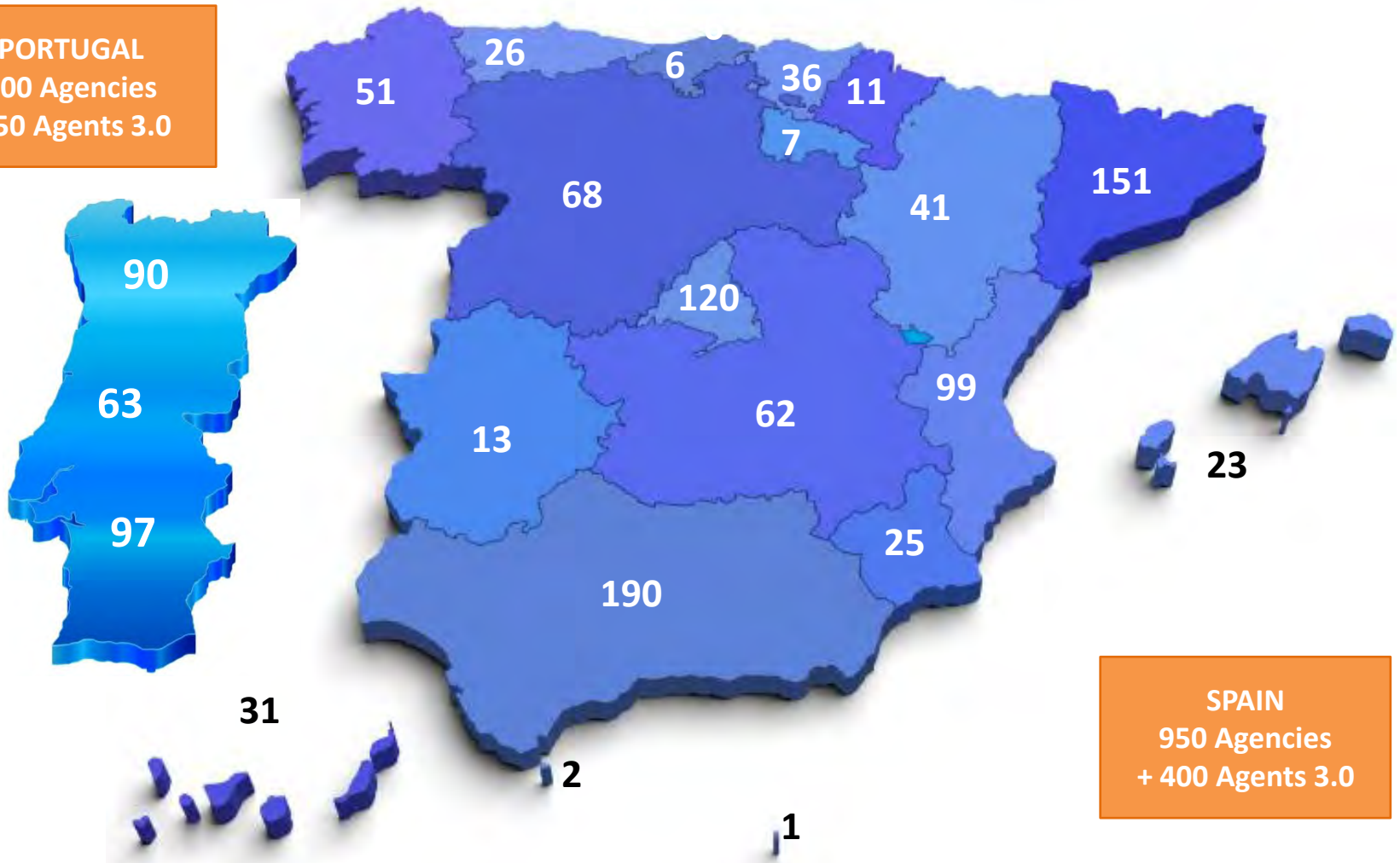
PORTUGAL
200 Agencies
+ 50 Agents 3.0



SPAIN
950 Agencies
+ 400 Agents 3.0

DISTRIBUTION OF ACTIVE AGENTS IN ITALY

ITALY
300 Agencies

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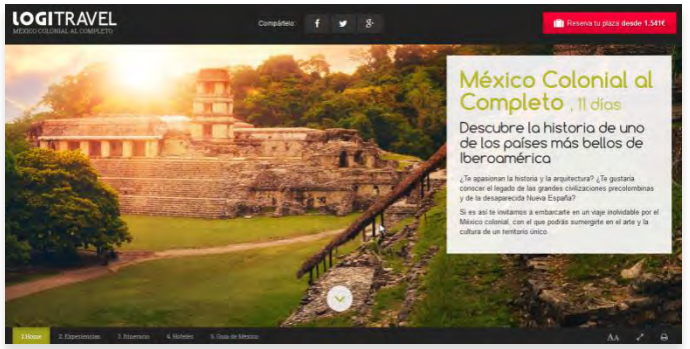
TRAVELTINO: LOGITRAVEL GROUP T.O.

It is the main source of the groups product. It has over 40 contractors specialized in each destination, dynamic programming with Low Cost flights included in packages and tours.

At the end of 2013, we began programming Tours and Longhaul holidays, adapting to clients needs and the ever evolving times we are in of tablets and mobile devices.

Destinations such as Costa Rica, Thailand, China, Mexico, or even closer such as Morocco, Turkey, Egypt, Central Europe are some of their specialties.



The Spanish coasts and Special Operations to the Atlantic and Mediterranean Islands, are it's core business during peak season along with Dynamic packages, integrating services such as carhire and resort transfers ONLINE.

n Winter, City Breaks and Ski are its strong points, operating and contracting their own product all over the world.

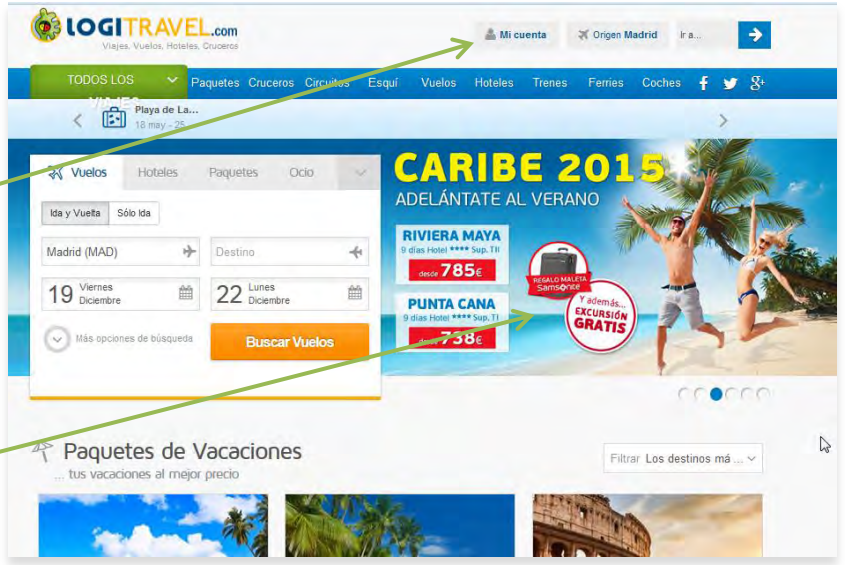
21st century Tour Operator.

TRAVELTINO: LOGITRAVEL GROUP T.O.

A FLEXIBLE HOLIDAY product, THAT AUTOMATICALLY ***ADAPTS TO EACH ORIGIN***, WITH HIGH VALUE ADDED PRODUCTS THAT ARE PERCEIVED BY THE CLIENT AS SOMETHING UNIQUE AND BENEFICIAL.

ALL YEAR ROUND EXCLUSIVE ***PROMOTIONS***. Caribbean, Long haul, Ski, Coasts, Atlantic and Mediterranean Islands… each product line has adhered sales promotions during peak season.

Details are taken care of, in minute detail that make the shopping experience a true pleasure on whatever screen type used and this is **added value for the consumer.**



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Packages

- Train + Hotel
- Ferry + Hotel
- Flight + Hotel
- Flight + Hotel + Transfers
- Flight + Hotel + Carhire
- **Disney**
- **Portaventura**

Transport

- Flights
- Ferries
- Rent a Car
- **Renfe - Ave**
- **Sncf - Tgv**
- **Trenitalia - Ntv**
- **Deutsche Bahn**
- **Italo**
- **Eurostar**

Accommodation

- Islands
- Coasts
- Rural
- Urban
- Ski

Leisure

- Tickets
- Parks
- Activities

Tours

- America
- Asia
- Europe
- Africa
- Oceania

Others

- Cruises
- Insurance
- Language Trips

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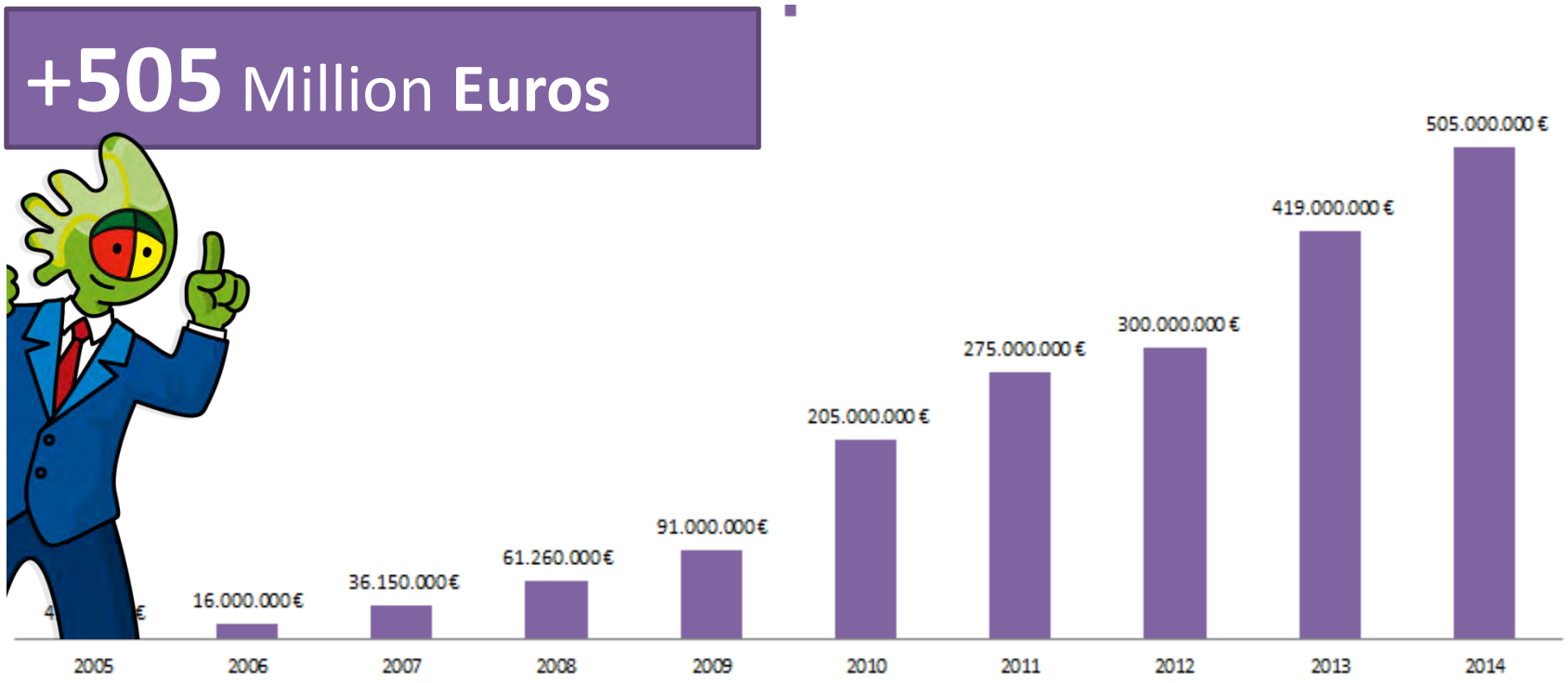
VENTAS GRUPO 2005-2014

A GROWING GROUP

+505 Million Euros



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GROUP CLIENTS IN 2014 (LOGITRAVEL + TRAVELTOOL)

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OFFLINE ADS

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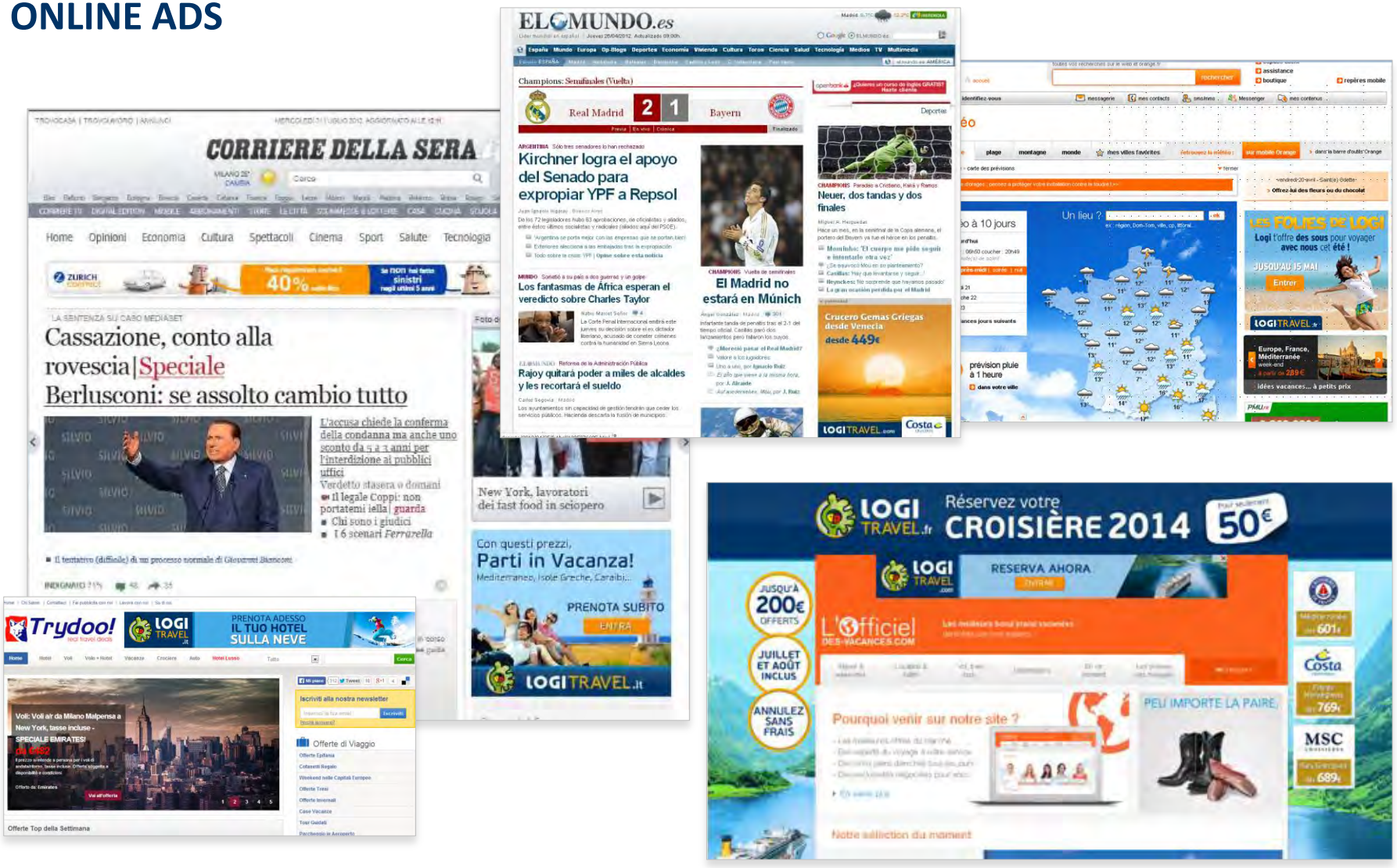
ONLINE ADS



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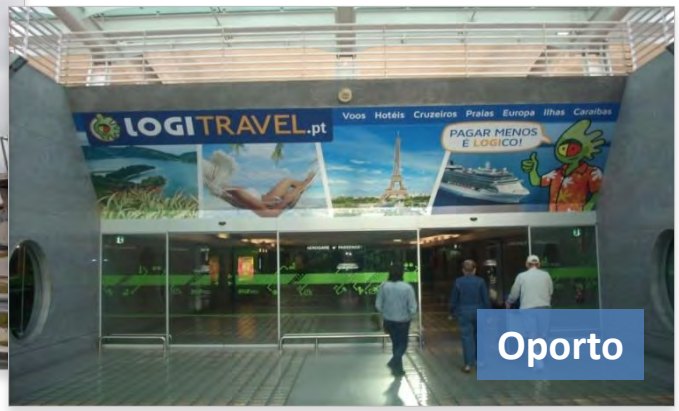
OFFLINE ADS



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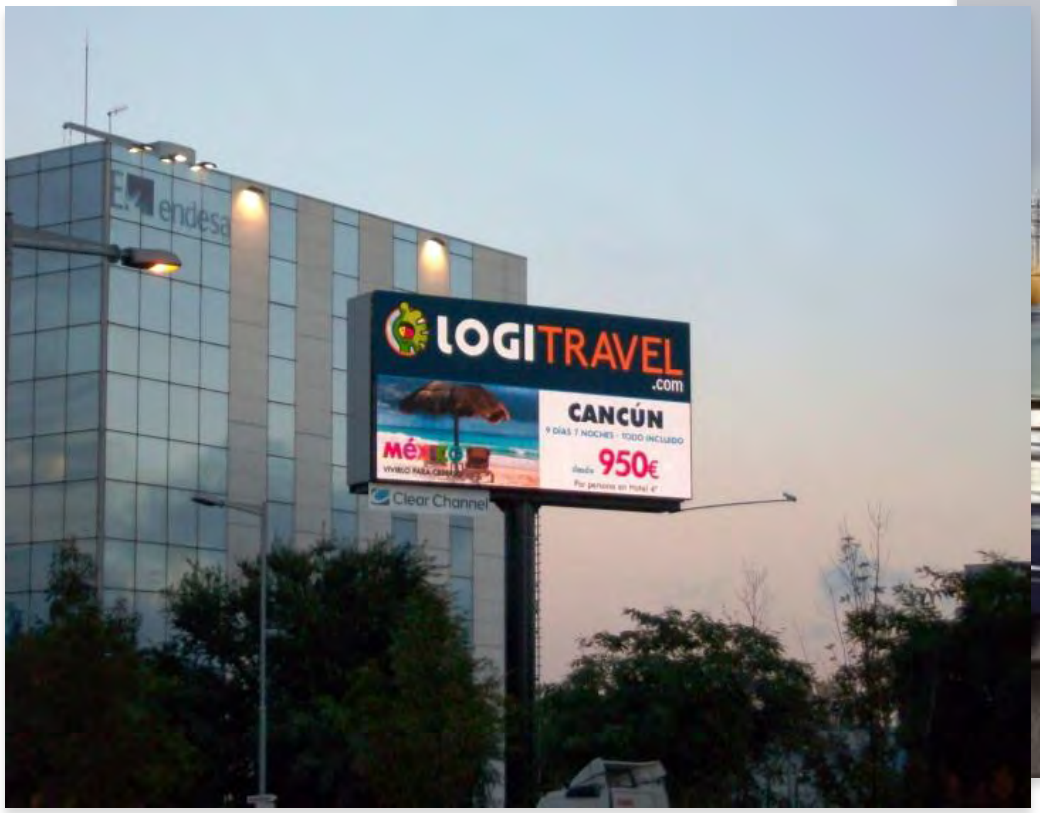
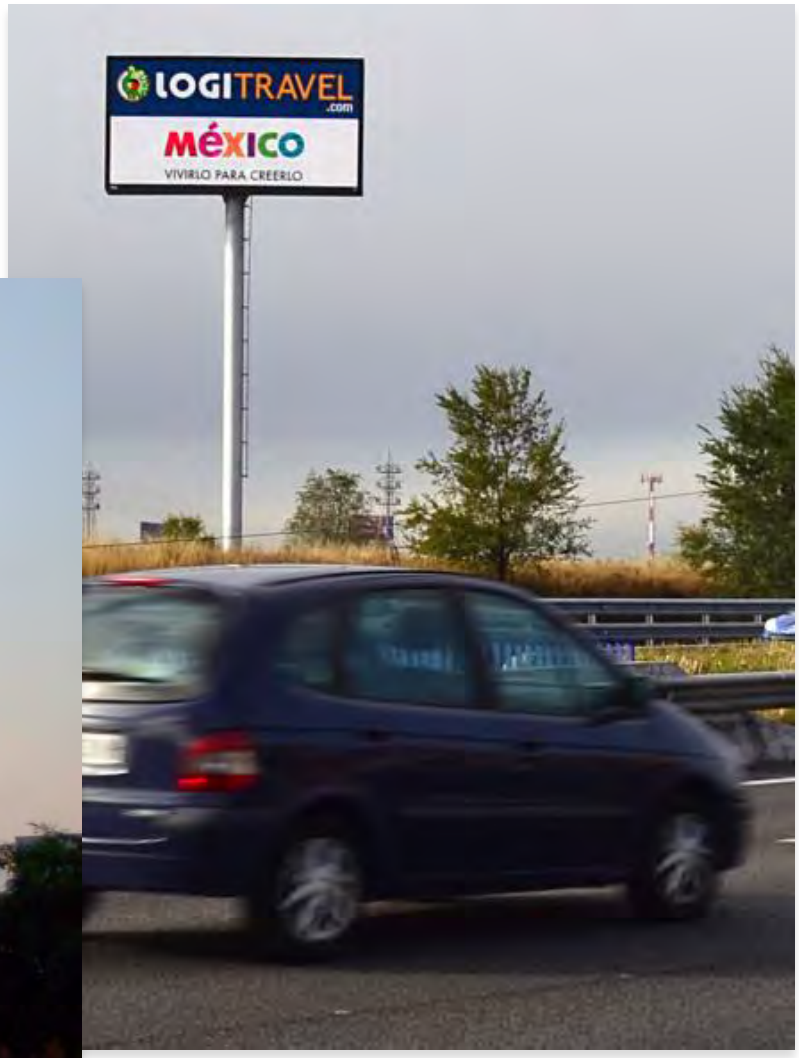
OFFLINE ADS





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OFFLINE ADS

TV Campaign

Television Campaigns in the Spanish, Italian and Portuguese markets, with extensions planned for the rest of the markets in 2015-2016.

Spain | **Portugal** | **Italy** | **…**

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MAIN PARTNERS - DESTINATIONS

Countries

1. Malta
2. Tunisia
3. Germany
4. France
5. Portugal
6. Ireland
7. Spain
8. Belgium
9. Holand
10. Mexico
11. Dominican Republic
12. Israel
13. Peru
14. Morocco
15. Andorra
16. Egypt
17. Chile
18. Costa Rica
19. Ecuador
20. Tailand
21. etc…

Regions

1. Fuerteventura
2. Teneriffe
3. Gran Canaria
4. Lanzarote
5. La Palma
6. Murcia
7. La Rioja
8. Comunitat Valenciana
9. Costa Brava
10. Navarra
11. Castellón
12. Huelva
13. Almeria
14. Madrid
15. Valencia
16. Midi Pyrénées
17. Algarve
18. Asturias
19. Costa Dorada
20. Castilla León
21. etc…

Cities

1. Lisbon
2. Gijón
3. A Coruña
4. Oporto
5. New York
6. Valencia
7. Berlin
8. Dublin
9. Madrid
10. Almuñécar
11. Puerto de Santa Maria
12. etc…

Ski

1. Saint Lary
2. Grand Valira
3. Vall Nord
4. Sierra Nevada
5. Andorra
6. Aramon
7. Hautes Pyrénées
8. etc…

Theme Parks

1. Portaventura
2. Disney
3. Warner
4. Futuroscope
5. Senda Viva
6. etc…

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KEY PARTNERS WITH SUPPLIERS

Cruises	Hotels	Airlines	Transport
1. MSC Cruceros	1. Playa Hoteles	1. Air Europa	1. Balearia
2. Pullmantur	2. Med Playa	2. Iberia	2. Acciona
3. Royal Caribbean	3. Melia Hotels International	3. Vueling	3. Hertz
4. NCL	4. Riu Hotels	4. Lufthansa	4. Europcar
5. Costa Cruceros	5. Hipotels	5. TAP	5. AVIS
6. Celebrity	6. Confortel	6. Air France	6. Holiday Autos
7. Holland América	7. Iberostar	7. KLM	7. Renfe
8. Carnival	8. Ohtels	8. Aeromexico	8. SNCF
9. Oceania	9. Costa Blanca Hoteles	9. Air Transat	9. Rail Europa
10. Disney	10. Bahía Príncipe	10. LAN	10. Elipsos
11. Princess	11. Vincci hoteles	11. Alitalia	11. Trenitalia
etc....	etc....	12. Transavia	12. Thalis
		13. Air Berlín	etc....
		etc....	

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MARKET TRENDS 2004 - TODAY

Spain and Portugal are the principle markets where Logitravel is absolute leader in holiday product sales. In the other markets the relevance of Logitravel is still relatively unsignificant but as from next year Italy will be incorporated in our analysis....

The worldwide global evolution of Logitravel is shown in this graph :

Logitravel

Región | Ciudad

España	100
Portugal	96
Italia	15
Francia	4
Alemania	2
Brasil	1
Reino Unido	1

Logitravel

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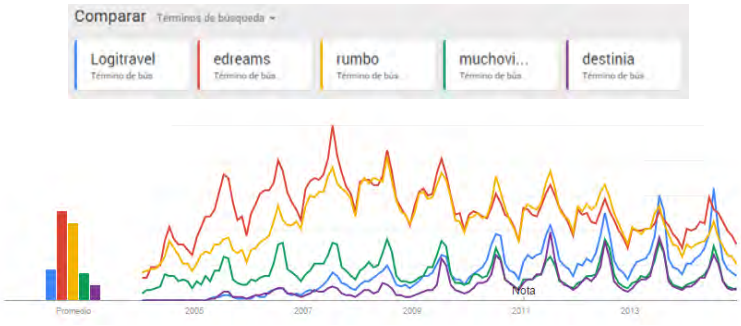
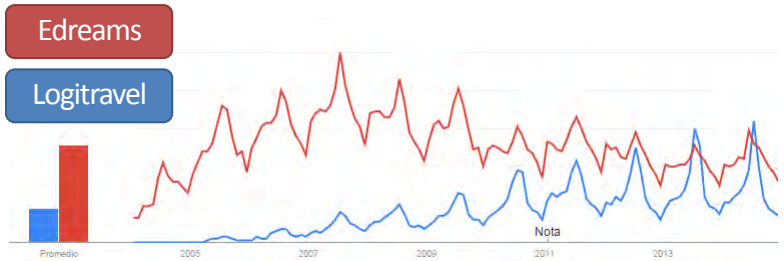
MARKET TRENDS IN SPAIN 2004 - TODAY

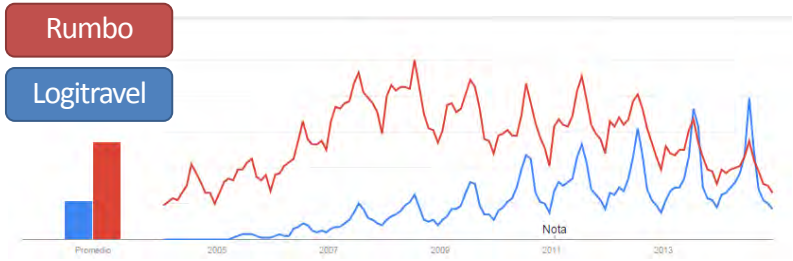
If we compare the evolution of web searches, we can clearly observe how, generally, Logitravel in only 9 years, has converted into an absolute leader in the online search and booking of holidays.

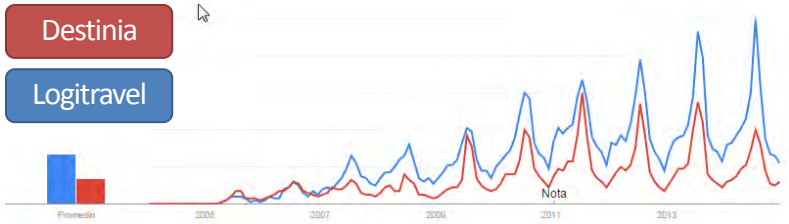
Next we will analyse, using Google, the main competition in the Spanish Online and Offline Travel Agencies sector, to see the trends and developments.

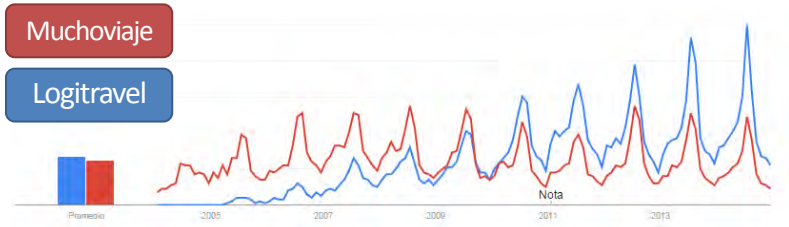
We only analyzed the main competitors in this segment of Online and Offline, taking the top two above and below average solely for the purpose of observing the trends.











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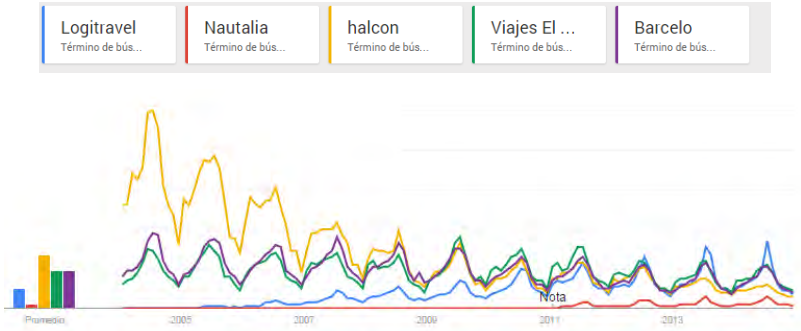
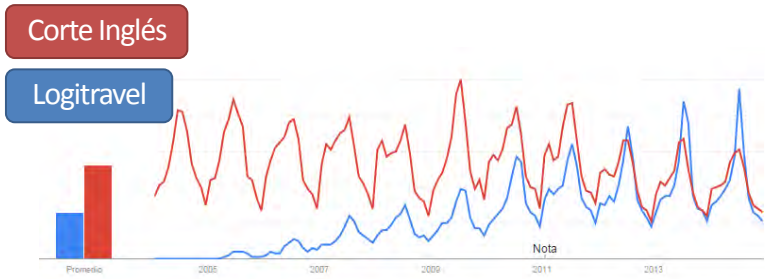
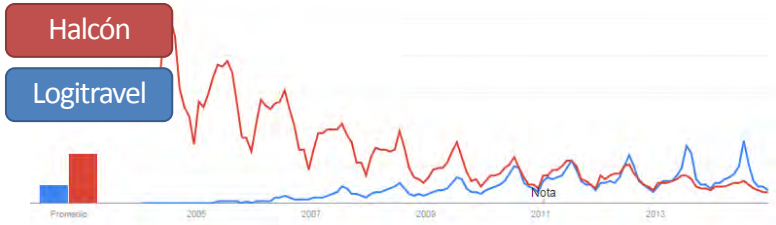
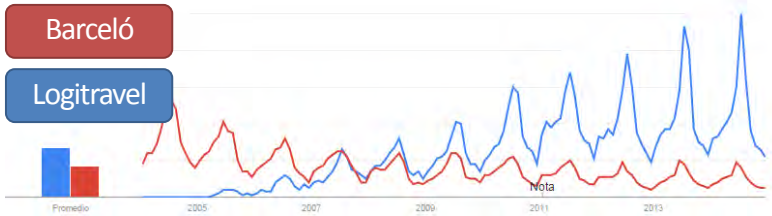
MARKET TRENDS IN SPAIN 2004 - TODAY

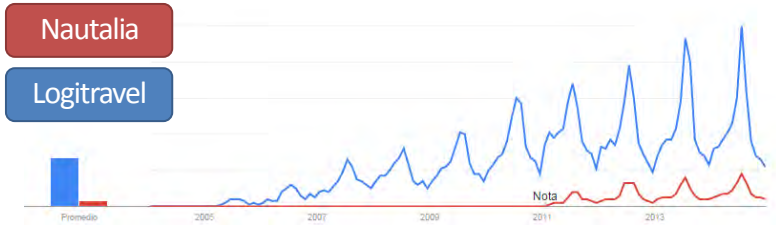
Now with traditional Travel Agencies, where the gap is widening and can be seen clearly with Google Trends, as it is a universal and free tool.











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MARKET TRENDS IN PORTUGAL 2004 - TODAY

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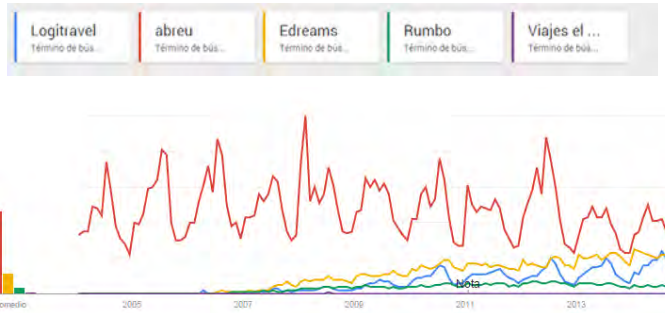

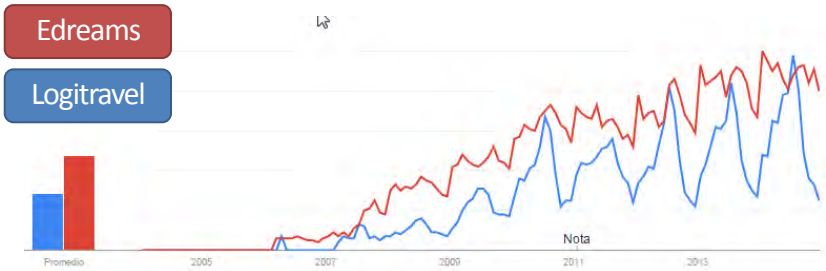

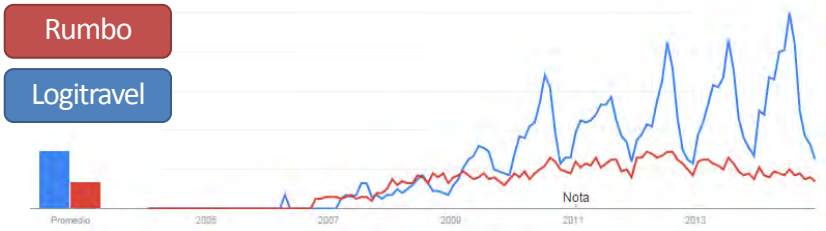

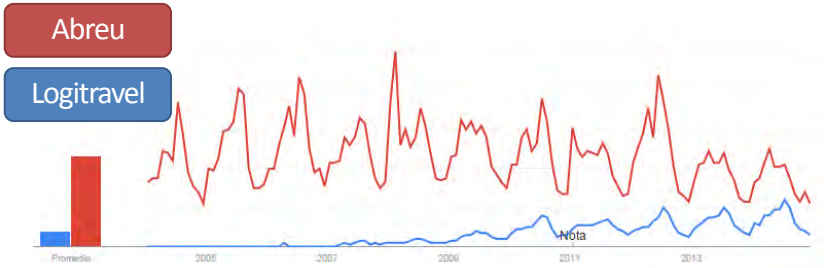

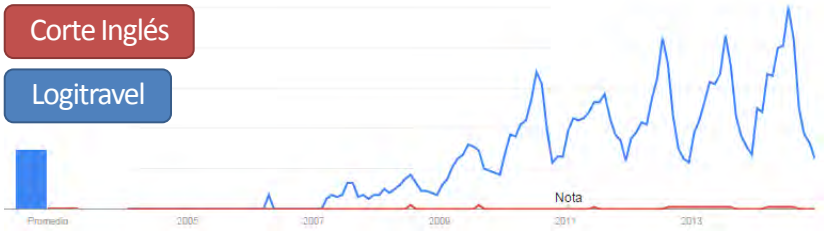

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