



LOGITRAVEL GROUP 2015





LOGITRAVEL GROUP

LOGITRAVEL (OTA)

TRAVELTOOL AGENCIAS

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.

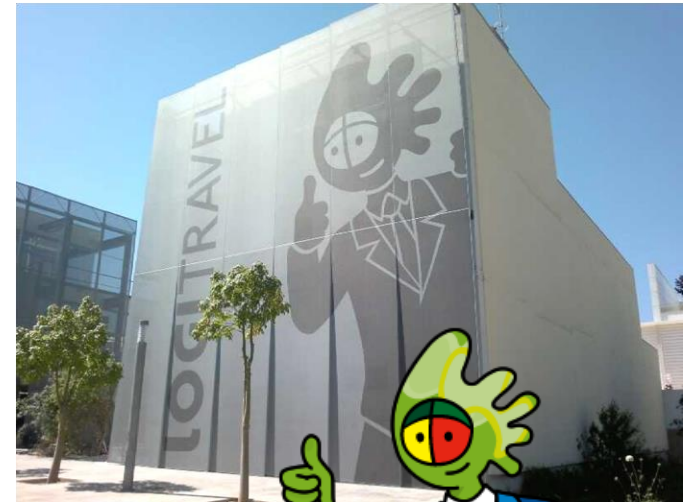
More than 500 million Euros turnover in 2014, with sustained growth of over 25% in the last year.

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.

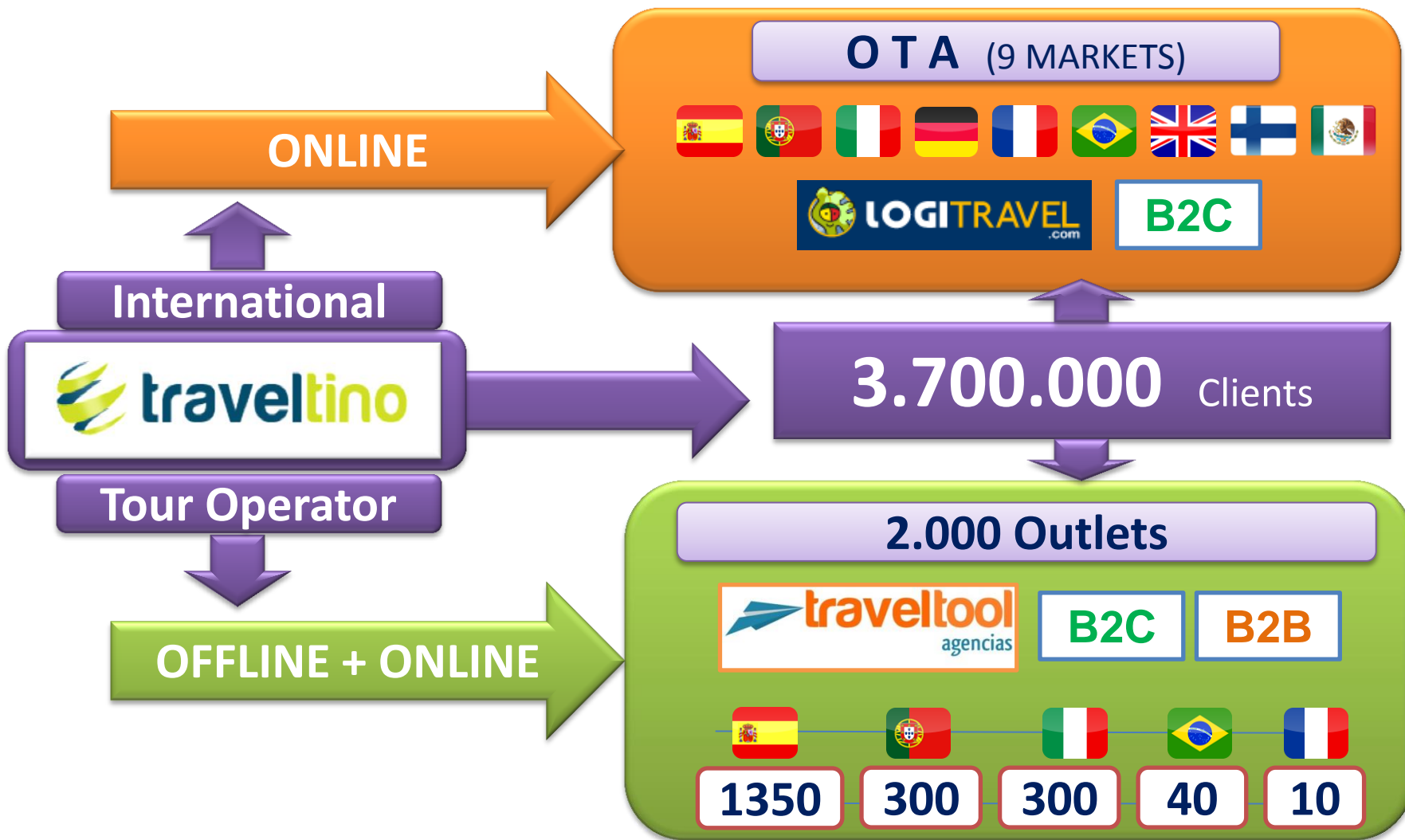
Leaders in online Cruise sales, Dynamic Holiday Packages, Tours, Ski/Snow... etc....

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 million of our own additional clients**.



2014-2015 GROUP INFOGRAPHICS



GROUP CHRONOLOGY



Markets

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

Markets

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





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LOGITRAVEL: A NEW NAVIGATIONAL EXPERIENCE

The screenshot displays the LOGITRAVEL.com website interface. At the top, the logo and navigation menu are visible. The main content area features a flight search form and a promotional banner for Disneyland. Below the search form, there are vacation packages for Lanzarote, Tenerife, Roma, and Londres.

LOGITRAVEL.com
Viajes, Vuelos, Hoteles, Cruceros

Mi cuenta | Origen Barcelona | Ir a... |

TOPOS LOS VIAJES | Paquetes | Cruceros | Circuitos | Esquí | Chorros | Vuelos | Hoteles | Trenes | Ferries | Coches | Ocio

Vuelos | Hoteles | Paquetes | Cruceros | Ocio

Madrid (MAD) → Barcelona (BCN)

15 Lunes Diciembre | 16 Martes Diciembre

Buscar Vuelos

Disneyland
NIÑOS Y NOCHES
¡GRATIS!
A PARTIR DE 4 NOCHES
MENORES DE 7 AÑOS SIEMPRE GRATIS

Paquetes de Vacaciones ... tus vacaciones al mejor precio

Filtrar: Los destinos más bus...

Destino	Paquete	Desde
Lanzarote	Vuelo + hotel + Seguro 5 días / 7 noches Seguro Costa Turque & Spa Todo incluido	403€
Tenerife	Vuelo + hotel + Seguro 5 días / 7 noches Troya Todo incluido	533€
Roma	Vuelo + hotel + Seguro 4 días / 3 noches Casa La Sella Desayuno	88€
Londres	Vuelo + hotel + Seguro 4 días / 3 noches Royal National Desayuno	169€

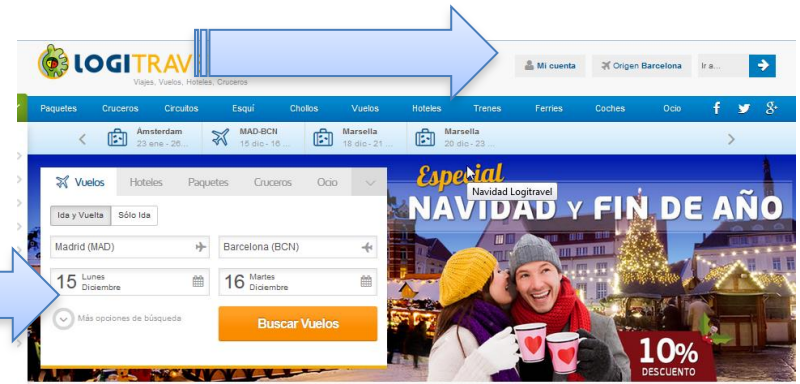
LOGITRAVEL

- 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...



LOGITRAVEL

A website that adapts to the user and their origin.



New development of Microsites with dynamic destinations



New Responsive navigation for Tours and Long haul destinations



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

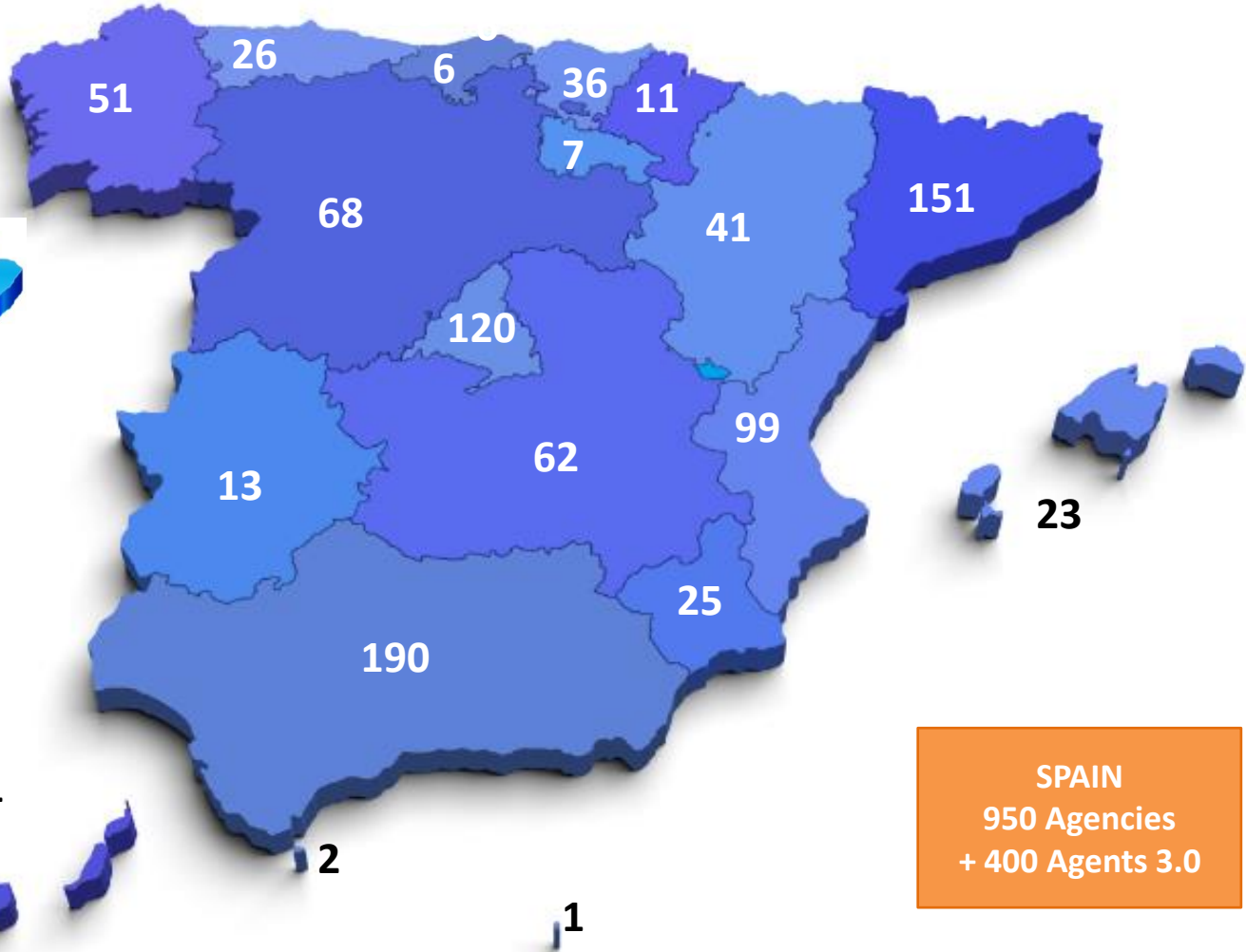
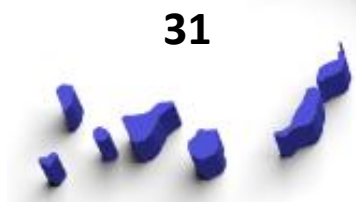
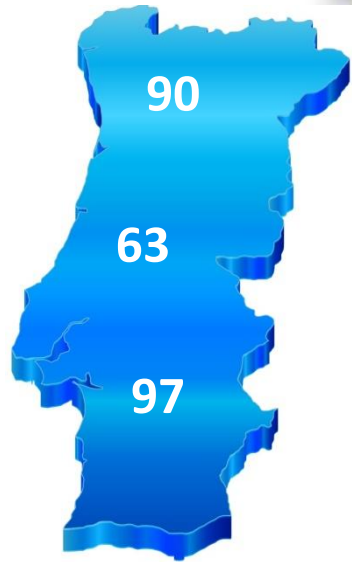
- Group B2B Platform for physical travel agencies.
- We offer travel agencies the technology, product and marketing tools.
- Immediate updating of website, giving these agencies an indispensable tool to excel in today's market.
- Marketing and Co-marketing campaigns.
- Direct interaction with agencies.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



DISTRIBUTION OF ACTIVE AGENTS IN SPAIN AND PORTUGAL



PORTUGAL
200 Agencies
+ 50 Agents 3.0



SPAIN
950 Agencies
+ 400 Agents 3.0

DISTRIBUTION OF ACTIVE AGENTS IN ITALY





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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.

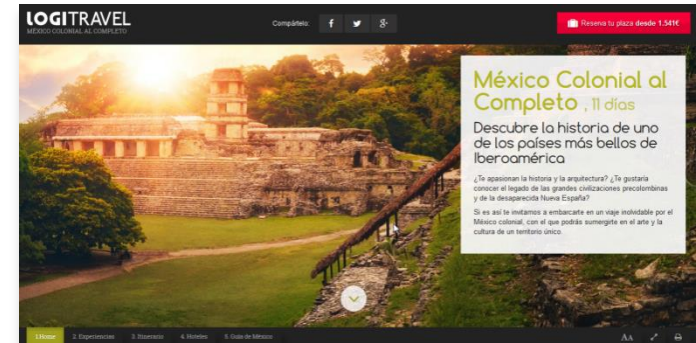
At the end of 2013, we began programming Tours and Longhaul holidays, adapting to clients needs and the ever evolving times we are in of tablets and mobile devices.

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.



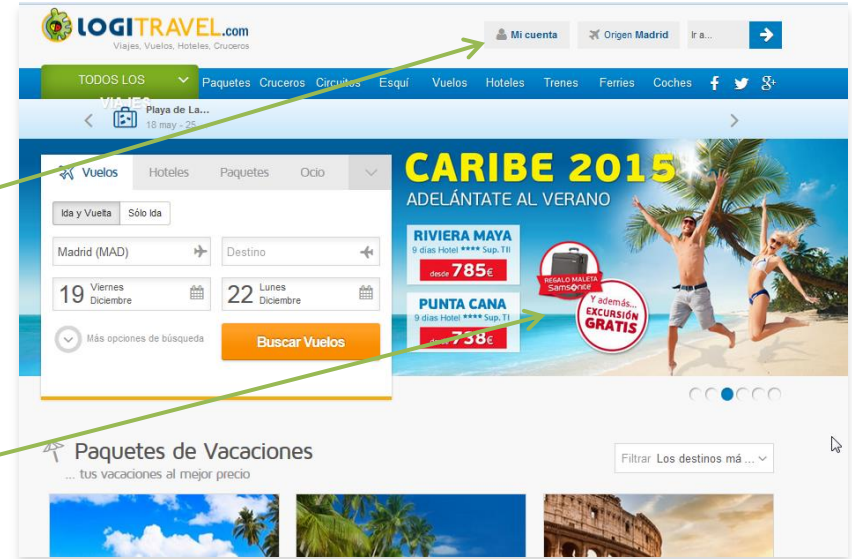
TRAVELTINO: LOGITRAVEL GROUP T.O.



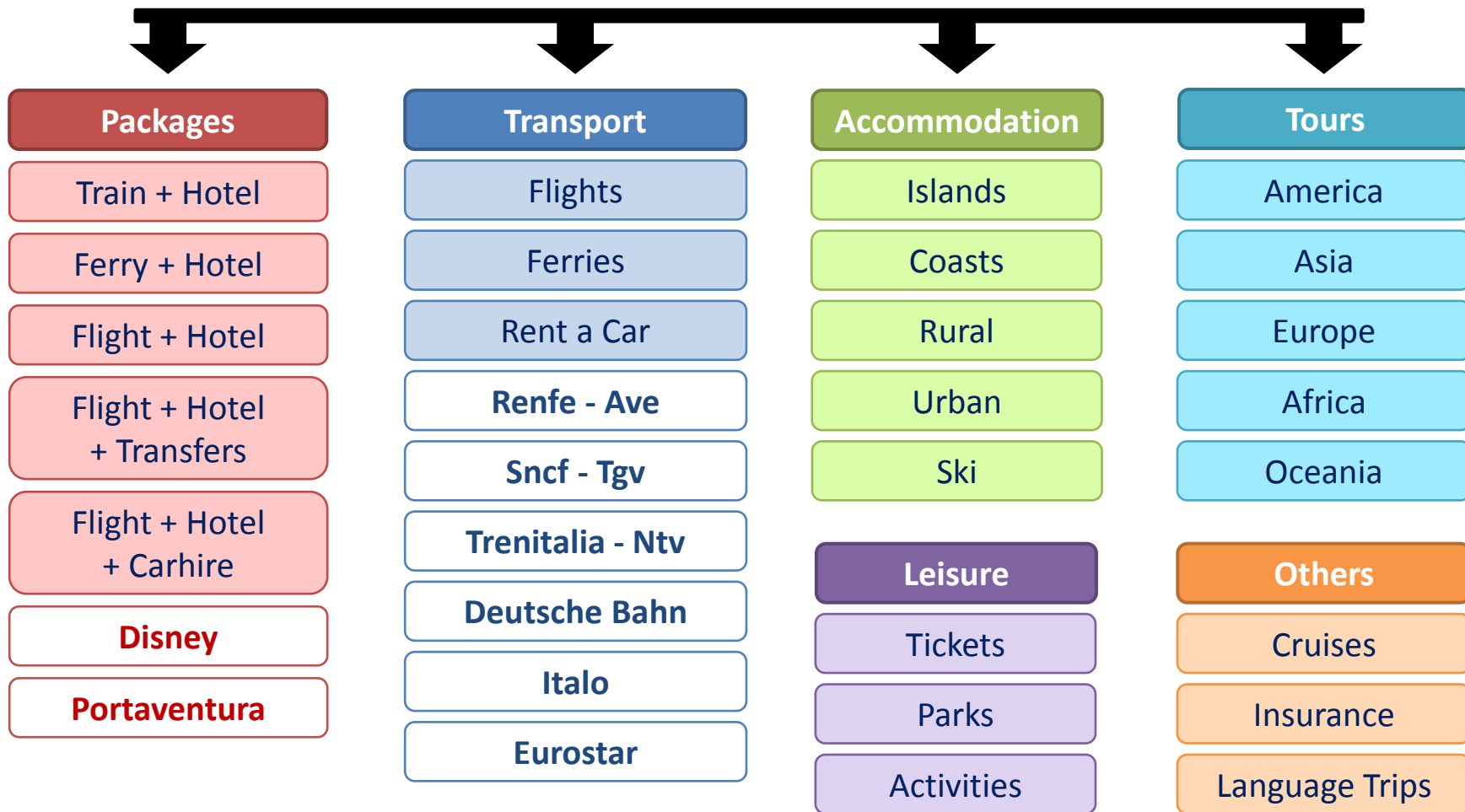
A FLEXIBLE HOLIDAY product, THAT AUTOMATICALLY **ADAPTS TO EACH ORIGIN**, WITH HIGH VALUE ADDED PRODUCTS THAT ARE PERCEIVED BY THE CLIENT AS SOMETHING UNIQUE AND BENEFICIAL.

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**.



TRAVELTINO INFOGRAPHY





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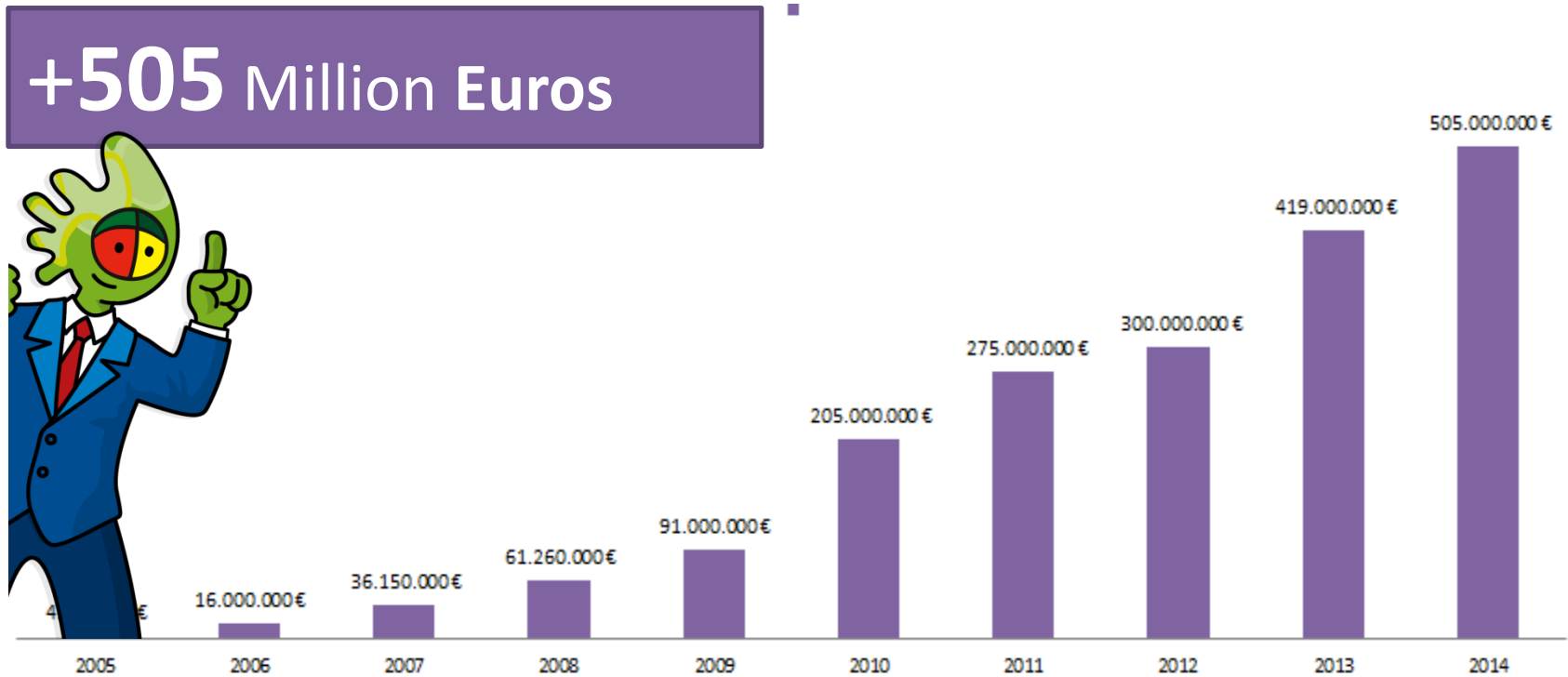
CAMPAIGNS

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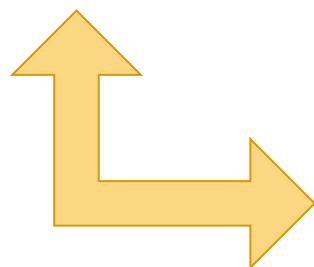
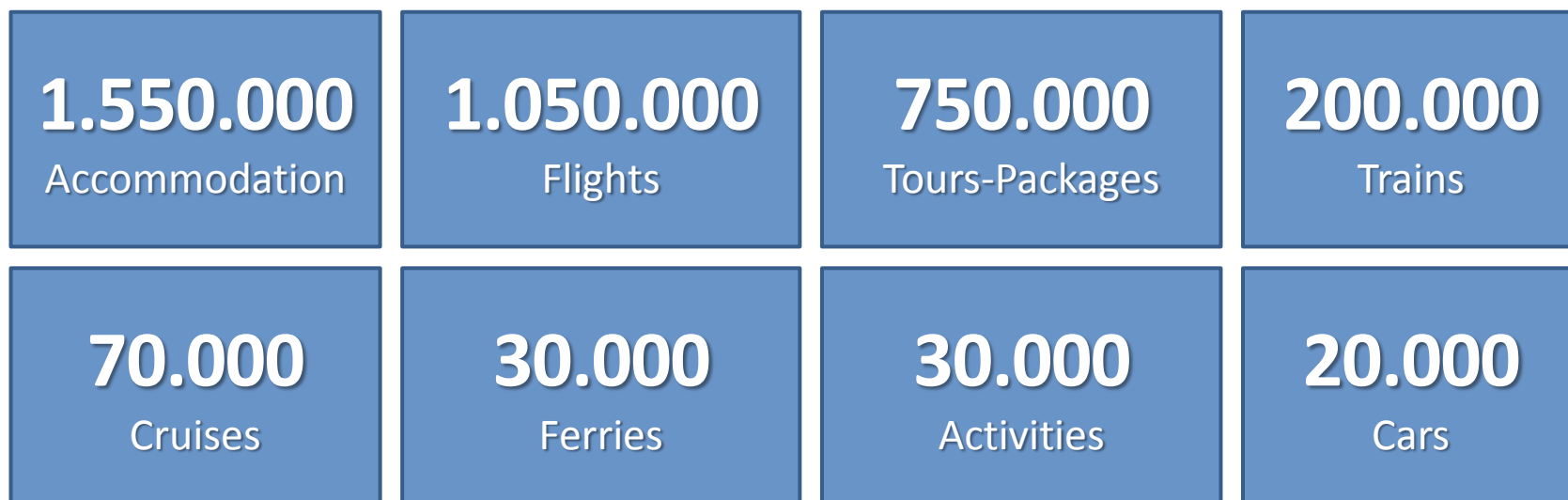
VENTAS GRUPO 2005-2014

A GROWING GROUP

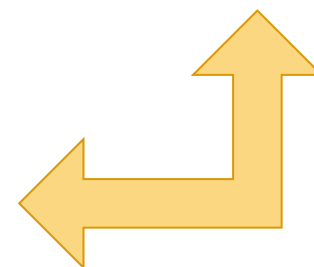
Logitravel Group total invoiced 2004-2014



GROUP CLIENTS IN 2014 (LOGITRAVEL + TRAVELTOOL)



3.700.000
Clients





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ONLINE ADS

CORRIERE DELLA SERA

 MILANO 28° CAPIA 28°

Home Opinioni Economia Cultura Spettacoli Cinema Sport Salute Tecnologia

Cassazione, conto alla rovescia | Speciale Berlusconi: se assolto cambio tutto

LA SENTENZA SU CASO MEDIASET

L'accusa chiede la conferma della condanna ma anche uno sconto da 5 a 3 anni per l'interdizione ai pubblici uffici

Verdetto stasera o domani

- Il legale Coppi: non portatemi iella | **guarda**
- Chi sono i giudici
- 16 scenari **Ferrarella**

■ Il tentativo (difficile) di un processo normale di Giovanni Bianconi

EL MUNDO.es

España Mundo Europa Op. Blogs Deportes Economía Vivienda Cultura Turismo Ciencia Salud Tecnología Medicina TV Multimedia

Champions: Semifinales (Vuelta)

Real Madrid 2 1 Bayern

ARGENTINA Sólo tres candidatos lo han rechazado

Kirchner logra el apoyo del Senado para expropiar YPF a Repsol

MIRRO Sonó el su país a dos guerra y un golpe

Los fantasmas de África esperan el veredicto sobre Charles Taylor

El Madrid no estará en Múnich

Crucero Gemas Griegas desde Venecia desde 449€

Orange

plage montagne monde stars villes favorites retrouvez la météo sur mobile Orange dans la barre d'outils Orange

Un lieu ?

prévision plus à 1 heure dans votre ville

LOGI TRAVEL

Les FOLIES DE LOGI

JUSQU'AU 15 MAI

LOGI TRAVEL

Europe, France, Méditerranée

Trydoo!

PRENOTA ADESSO IL TUO HOTEL SULLA NEVE

Offerta di Viaggio

- Offerte Estiva
- Colonnati-Reggio
- Weekend nelle Capital Europe
- Offerte Trans
- Offerte Invernali
- Casa Vacanze
- Tour Guidati
- Pacchetti in Arcobaleno

New York, lavoratori dei fast food in sciopero

Con questi prezzi, Parti in Vacanza!

Mediterraneo, Isole Greche, Caraibi...

PRENOTA SUBITO

LOGITRAVEL.it

LOGI TRAVEL

Réservez votre CROISIÈRE 2014

RESERVA AHORA

L'Official DES-VACANCES.COM

JUSQU'À 200€ OFFERTS

JUILLET ET AOÛT INCLUS

ANNULEZ SANS FRAIS

Pourquoi venir sur notre site ?

- Les meilleures offres du marché
- Des experts du voyage à votre service
- Des bons plans directs tous les jours
- Des exclusivités négociées pour vous

Notre sélection du moment

PEU IMPORTE LA PAIRE,

Méditerranée dès 601€

Costa

France Normandie dès 769€

MSC

Les Croisières dès 689€

OFFLINE ADS

Barcelona



Lisbon



Paris



Madrid



Oporto

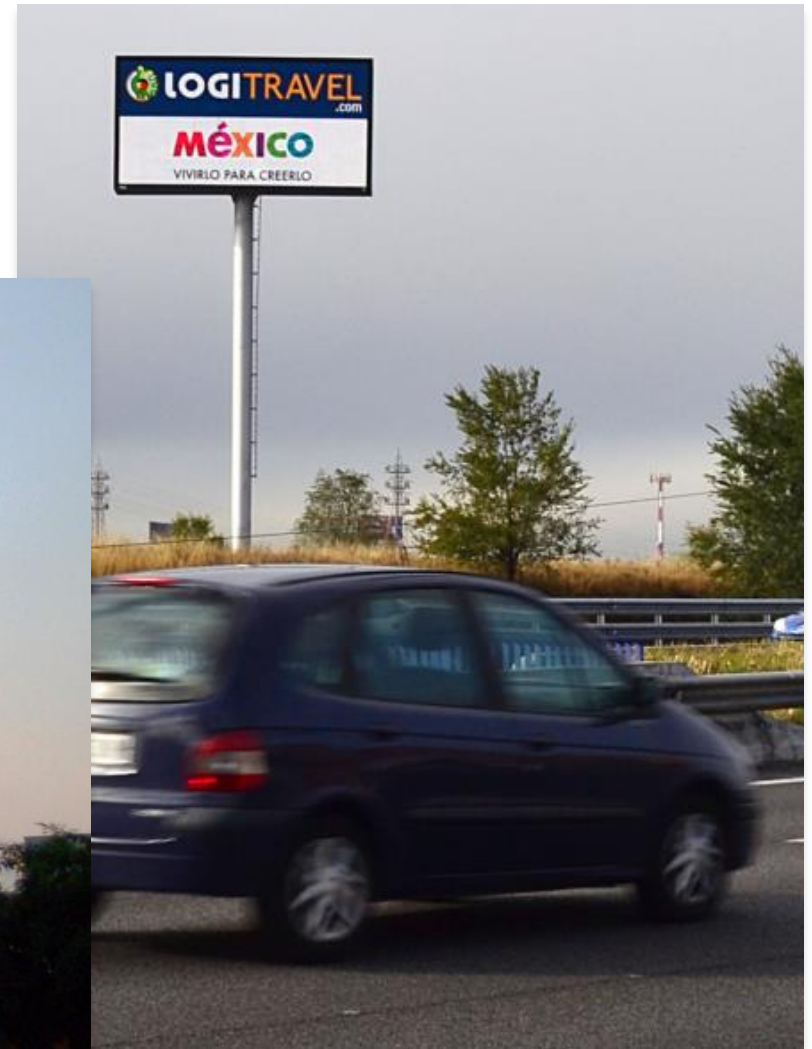


Milan

Rome



OFFLINE ADS



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

...

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. Tenerife
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...

KEY PARTNERS WITH SUPPLIERS

Cruises

1. MSC Cruceros
2. Pullmantur
3. Royal Caribbean
4. NCL
5. Costa Cruceros
6. Celebrity
7. Holland América
8. Carnival
9. Oceania
10. Disney
11. Princess
- etc....

Hotels

1. Playa Hoteles
2. Med Playa
3. Melia Hotels International
4. Riu Hotels
5. Hipotels
6. Confortel
7. Iberostar
8. Ohtels
9. Costa Blanca Hoteles
10. Bahía Príncipe
11. Vincci hoteles
- etc....

Airlines

1. Air Europa
2. Iberia
3. Vueling
4. Lufthansa
5. TAP
6. Air France
7. KLM
8. Aeromexico
9. Air Transat
10. LAN
11. Alitalia
12. Transavia
13. Air Berlín
- etc....

Transport

1. Balearia
2. Acciona
3. Hertz
4. Europcar
5. AVIS
6. Holiday Autos
7. Renfe
8. SNCF
9. Rail Europa
10. Elipsos
11. Trenitalia
12. Thalys
- etc....



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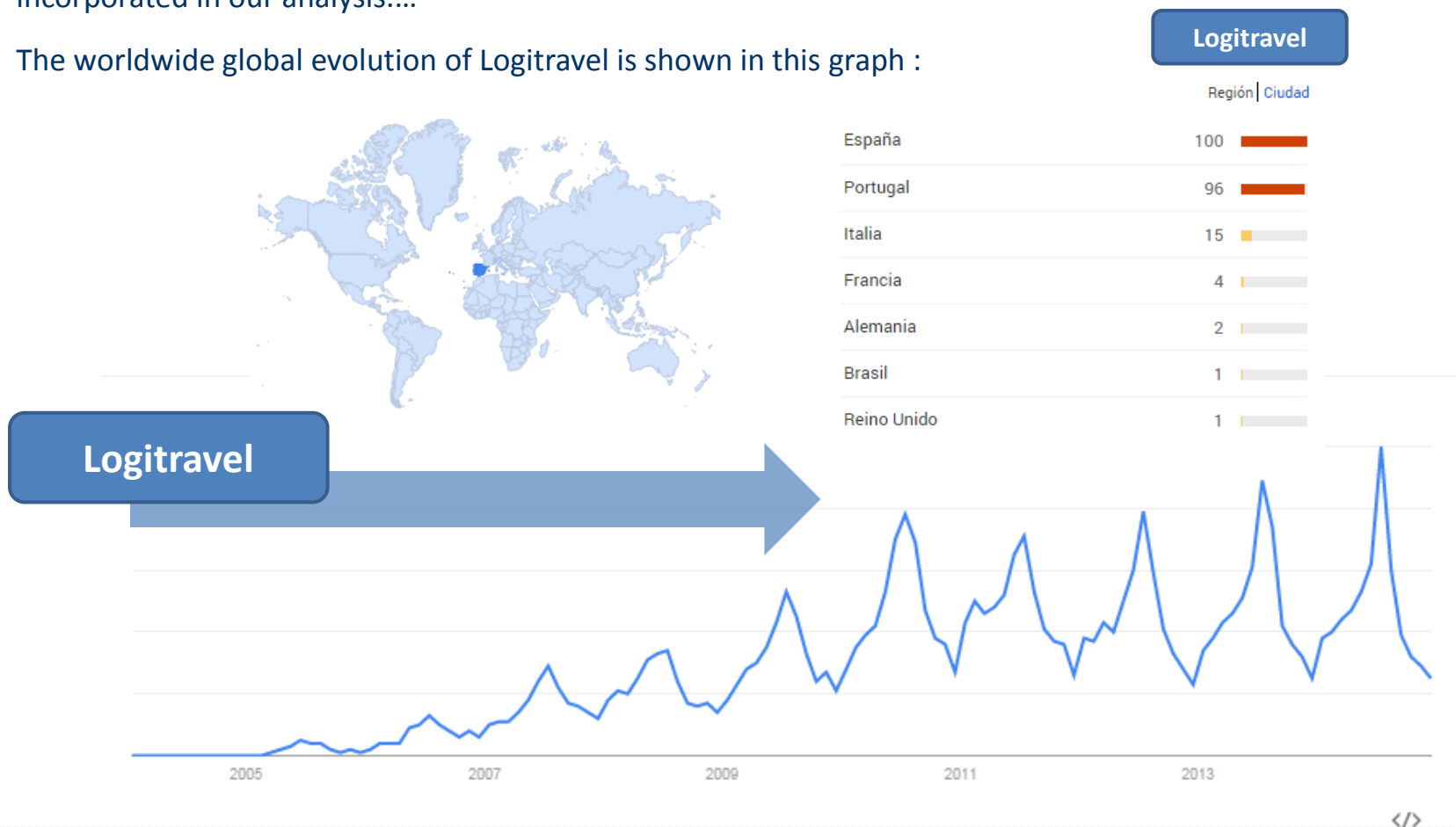
CAMPAIGNS

TRENDS

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 insignificant but as from next year Italy will be incorporated in our analysis....

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

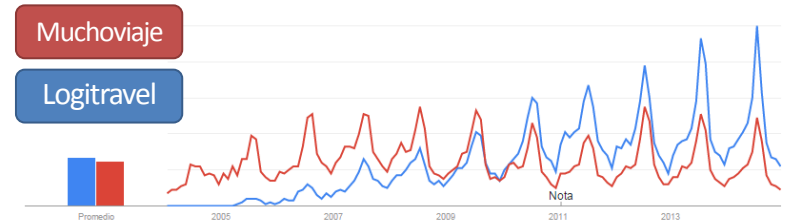
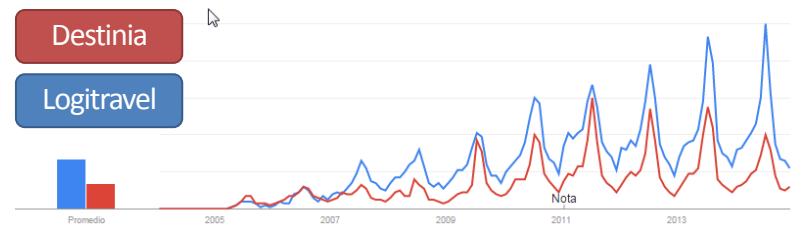
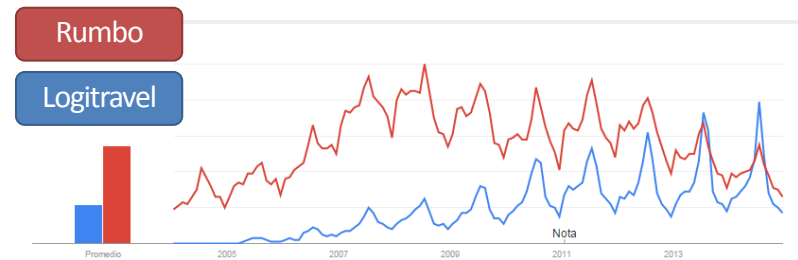
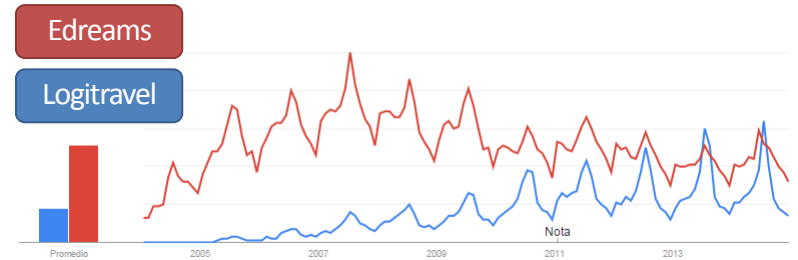
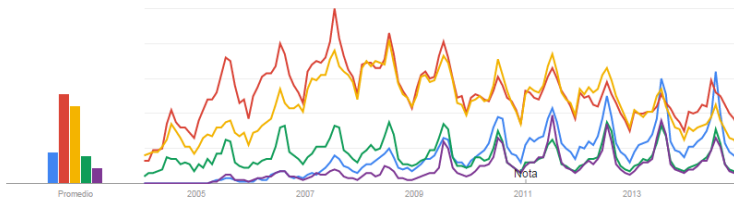
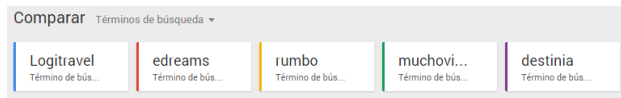


MARKET TRENDS IN SPAIN 2004 - TODAY

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.

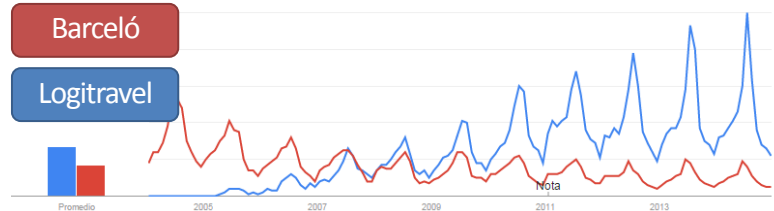
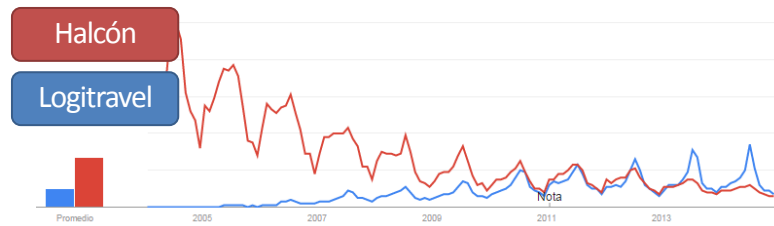
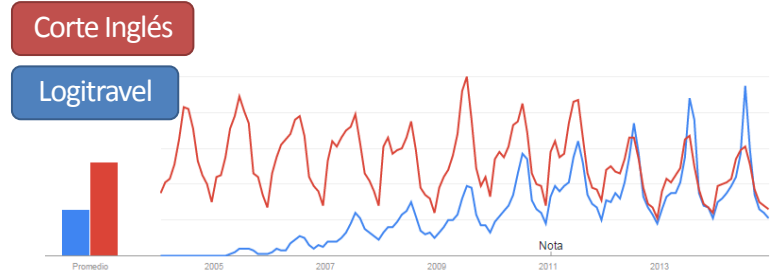
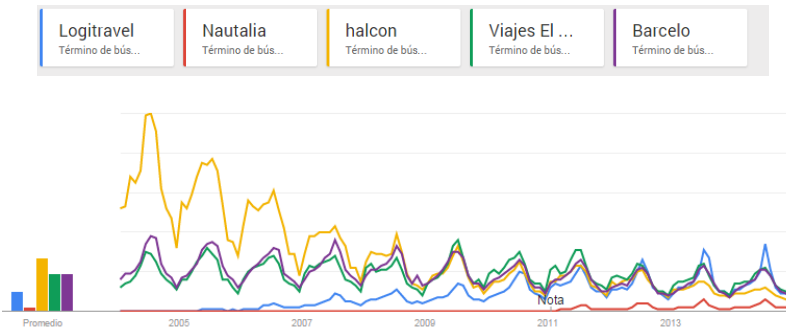
Next we will analyse, using Google, the main competition in the Spanish Online and Offline Travel Agencies sector, to see the trends and developments.

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.



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.



MARKET TRENDS IN PORTUGAL 2004 - TODAY

If we compare the evolution of web searches, we can observe clearly how Logitravel has become in just over nine years, the absolute leader in online searches for travel and holidays.

Next we will analyse, using Google, the main competition in the Portuguese 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.

