

# Etruscan Coast

## *No Man is an Island*

*"[...] every man is a piece of the Continent, a part of the main."*

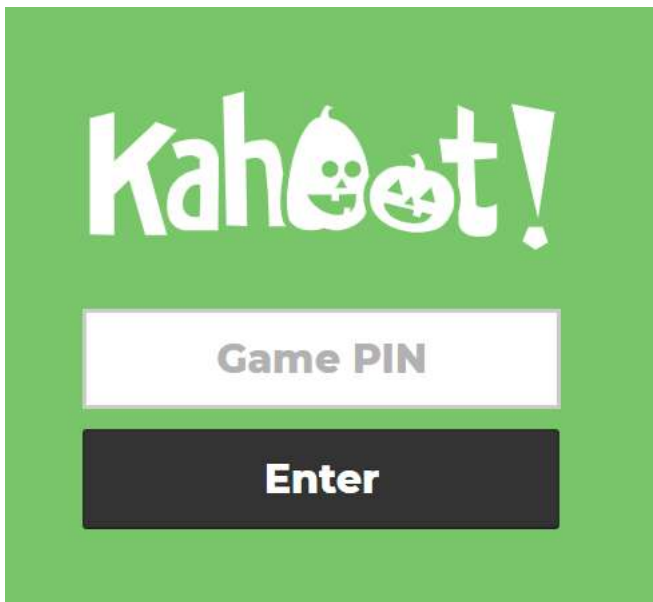
*by John Donne (1624)*

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Collegati al sito: [www.Kahoot.IT](http://www.Kahoot.IT)

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# Agenda

2019 - Season  
Snapshot



2019 - Wrap up

2019 - Our Customer  
Base



2020 - Ideas for  
Success

Where Did It Go?



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# 2019 - Season Snapshot



Room Nights

+20% yoy



Gross  
Revenue

+20% yoy



ADR

+2% yoy



Length of Stay

+9% yoy



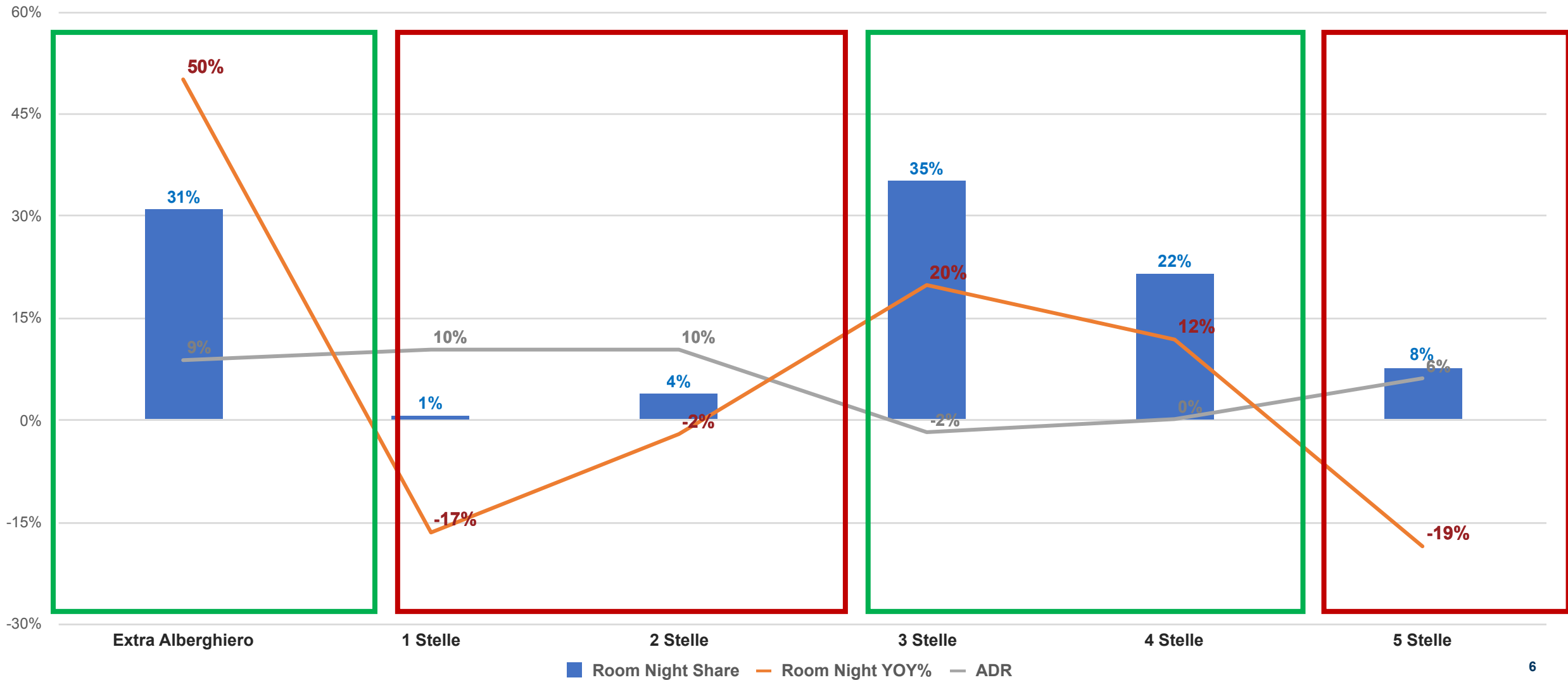
Booking W.

+5% yoy

# 2019 - Season Snapshot



# 2019 - Season Snapshot by Star Rating



# 2019 – Our Customer Base



<b>Night Share %:</b>	<b>36%</b>
<b>Nights YOY%:</b>	<b>+10%</b>
<b>Rev. Share %:</b>	<b>33%</b>
<b>Rev. YOY%:</b>	<b>+13%</b>
<b>ADR (+3%):</b>	<b>EURO 108</b>
<b>LOS (+8%):</b>	<b>2.1</b>
<b>Av. BW (+4%):</b>	<b>18</b>



<b>Night Share %:</b>	<b>13%</b>
<b>Nights YOY%:</b>	<b>+29%</b>
<b>Rev. Share %:</b>	<b>14%</b>
<b>Rev. YOY%:</b>	<b>+24%</b>
<b>ADR (-20%):</b>	<b>EURO 125</b>
<b>LOS (-3%):</b>	<b>2.05</b>
<b>Av. BW (+10%):</b>	<b>35</b>

<b>Night Share %:</b>	<b>10%</b>
<b>Nights YOY%:</b>	<b>+29%</b>
<b>Rev. Share %:</b>	<b>11%</b>
<b>Rev. YOY%:</b>	<b>+39%</b>
<b>ADR (+7%):</b>	<b>EURO 123</b>
<b>LOS (+24%):</b>	<b>3.72</b>
<b>Av. BW (-4%):</b>	<b>56</b>



<b>Night Share %:</b>	<b>6%</b>
<b>Nights YOY%:</b>	<b>0%</b>
<b>Rev. Share %:</b>	<b>6%</b>
<b>Rev. YOY%:</b>	<b>+7%</b>
<b>ADR (+9%):</b>	<b>EURO 124</b>
<b>LOS (-10%):</b>	<b>2.46</b>
<b>Av. BW (-23%):</b>	<b>40</b>



<b>Night Share %:</b>	<b>5%</b>
<b>Nights YOY%:</b>	<b>+27%</b>
<b>Rev. Share %:</b>	<b>6%</b>
<b>Rev. YOY%:</b>	<b>+21%</b>
<b>ADR (+1%):</b>	<b>EURO 131</b>
<b>LOS (+1%):</b>	<b>3.26</b>
<b>Av. BW (+9%):</b>	<b>49</b>

**International travellers: +26%**

**Domestic travellers: +10%**

# 2019 - Where did our Customer Base Go?



Malta (+10%)

Mallorca (+24)

Ibiza (+16%)

Santorini (+23%)

Rodi (+31%)



Mallorca (+40%)

Algarve (+12%)

Malta (+15%)

Gran Canaria  
(+10%)

Ibiza (+26%)

Mallorca (+15%)

Algarve (+8%)

Costa del Sol  
(+12%)

Tenerife (+14%)

Malta (+3%)



Santorini (+8%)

Mallorca (+15%)

Malta (+17%)

Ibiza (+16%)

Tenerife (+2%)



Mallorca (+54%)

Malta (+8%)

Tenerife (-6%)

Gran Canaria  
(+4%)

Ibiza (+9%)



# 2019 – Where did our Customer Base go?

Destinations	Room Nights YOY%	Revenue YOY%	ADR YOY%	LOS YOY%	BW YOY%
Etruscan Coast	+20%	+22%	+2%	+9%	+5%
Mallorca	+20%	+16%	-3%	+0.36%	-0.4%
Malta	+15%	+8%	-6%	-2%	-2.15%
Rhodes	+11%	+11%	0%	-1%	+0.15%

- 1 Double digit growth is registered almost everywhere in top European seasonal markets
- 2 LOS & BW metrics in good shape resulting from more international customers
- 3 Higher ADR has an impact on 1, 2 & 5 stars properties

# 2020 - Ideas for Success (ADR)



“I don’t want a lower ADR!”

- 1 Promotions: the smaller the segment, the higher the discount %
- 2 Differentiation is key: different discounts according to the room category, geolocation, segmentation, etc.
- 3 Visibility boosters: TravelAds, Accelerator, VIP programme

# 2020 - Ideas for Success (Booking Window)

## A Strong Customer Base is Key

- 1 Drive your Booking Window: updated rates & availability as far out as we can
- 2 Advanced Booking Promotions as opposite to Last Minute Deals
- 3 Captivating pictures & descriptions because customers who book in advance look for the best!



# 2020 - Ideas for Success (Length of Stay)



## We Love High Length of Stay

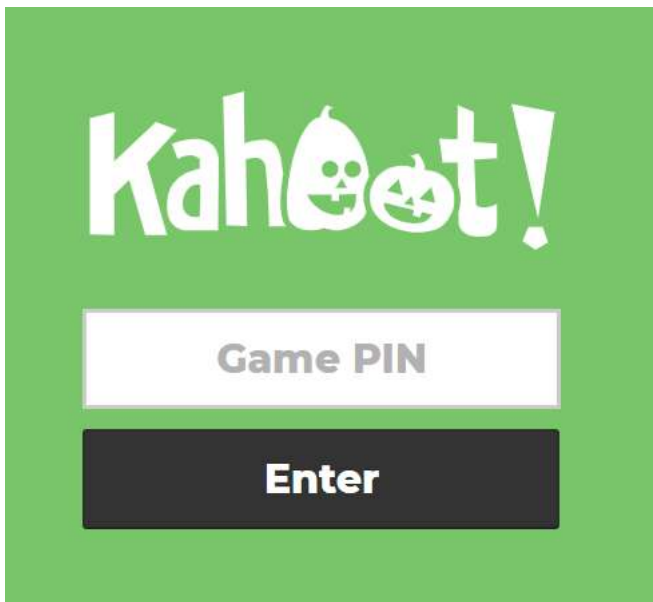
1 Package Rates: physiologically a LOS booster

2 Promotions with Increased discount %: we can drive up our average length of stay

3 VAP: customers want to feel at home

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# Expedia Group

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