

# Elba Island

## *No Man is an Island*

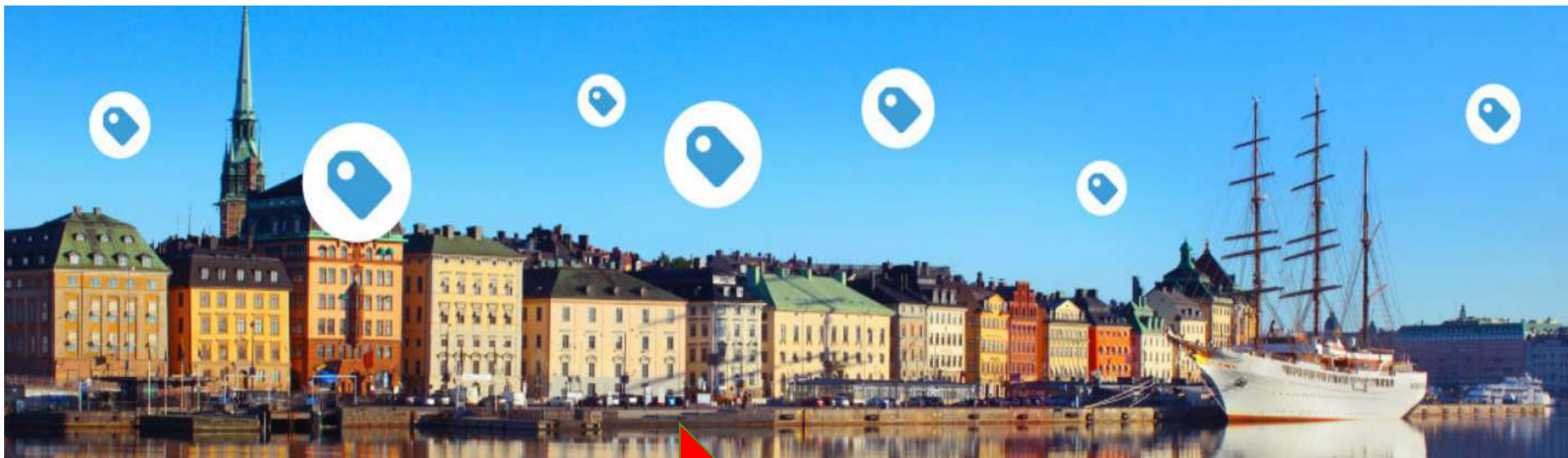
*"[...] every man is a piece of the Continent, a part of the main."*

*by John Donne (1624)*

**Claudio Cara**  
Market Manager

# Coming soon... Play and Win

[www.kahoot.it](http://www.kahoot.it)



in palio  
**UN BUONO SCONTO**  
di 220 EURO!



Hotels.com

# Agenda

2019 - Season Snapshot



2019 - Wrap up



2019 - Our Customer Base



2020 - Ideas for Success



Where Did It Go?



Join Expedia Group



# 2019 - Season Snapshot



Room Nights

**-0.2% yoy**



Gross Revenue

**+6% yoy**



ADR

**+6% yoy**



Length of Stay

**+3% yoy**



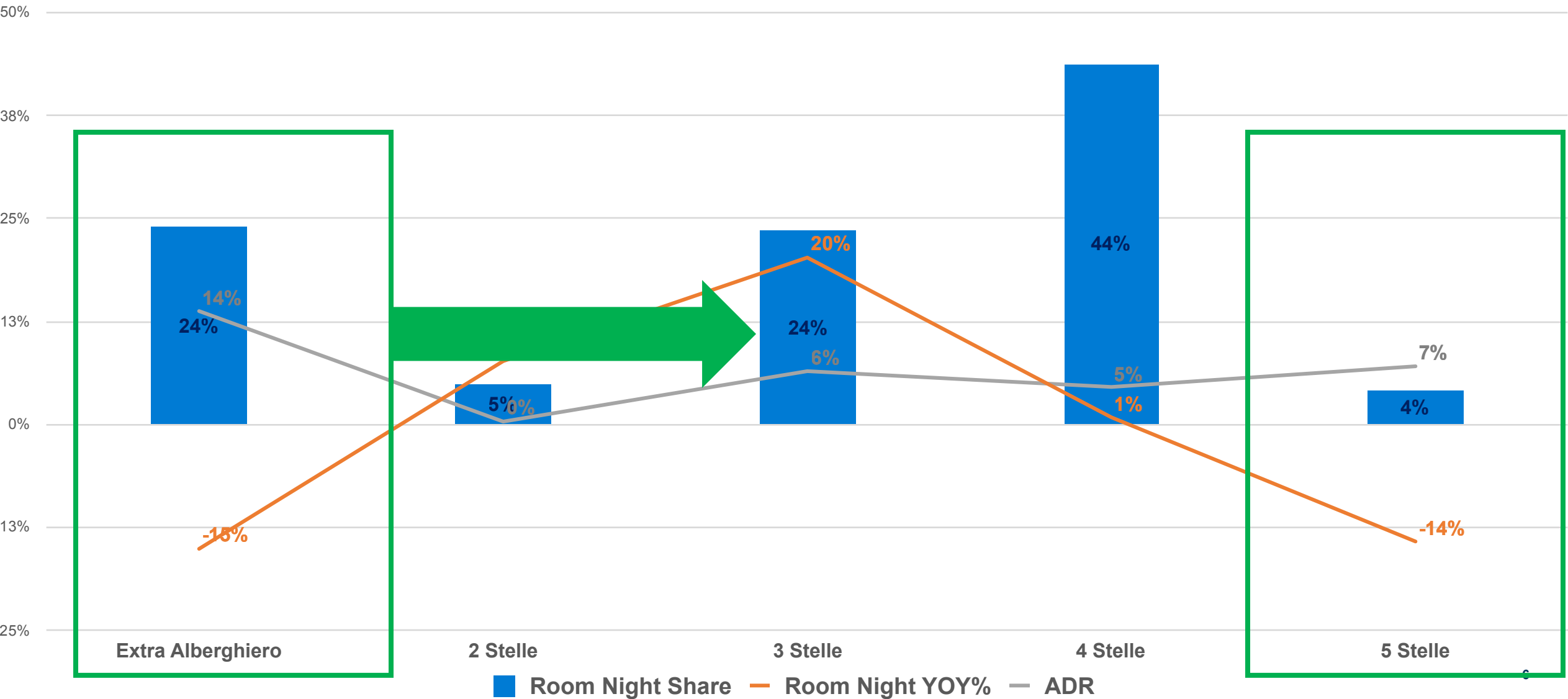
Booking W.

**+3% yoy**

# 2019 - Season Snapshot



# 2019 - Season Snapshot by Star Rating



# 2019 – Our Customer Base



|                |          |
|----------------|----------|
| Night Share %: | 42%      |
| Nights YOY%    | +1%      |
| Rev. Share %:  | 46%      |
| Rev. YOY%:     | +7%      |
| ADR (+6%):     | EURO 146 |
| LOS (+7%):     | 4.1      |
| Av. BW (-2%):  | 33       |



|                |          |
|----------------|----------|
| Night Share %: | 12%      |
| Nights YOY%    | -17%     |
| Rev. Share %:  | 4%       |
| Rev. YOY%:     | +18%     |
| ADR (-2%):     | EURO 174 |
| LOS (-9%):     | 3.6      |
| Av. BW (0%):   | 72       |

|                |          |
|----------------|----------|
| Night Share %: | 10%      |
| Nights YOY%    | +14%     |
| Rev. Share %:  | 9%       |
| Rev. YOY%:     | +28%     |
| ADR (+13%):    | EURO 153 |
| LOS (+9%):     | 5.7      |
| Av. BW (+3%):  | 68       |



|                |          |
|----------------|----------|
| Night Share %: | 9%       |
| Nights YOY%    | +14%     |
| Rev. Share %:  | 7%       |
| Rev. YOY%:     | +16%     |
| ADR (+1%):     | EURO 164 |
| LOS (+2%):     | 5.5      |
| Av. BW (-10%): | 59       |



|                |          |
|----------------|----------|
| Night Share %: | 8%       |
| Nights YOY%    | -21%     |
| Rev. Share %:  | 10%      |
| Rev. YOY%:     | -10%     |
| ADR (+14%):    | EURO 179 |
| LOS (-6%):     | 3        |
| Av. BW (+34%): | 50       |

International travellers: -1.5%

Domestic travellers: +1%

# 2019 - Where did our Customer Base Go?



Malta (+10%)

Mallorca (+24%)

Ibiza (+16%)

Santorini (+23%)

Rodi (+31%)



Mallorca (+15%)

Algarve (+8%)

Costa del Sol (+12%)

Tenerife (+14%)

Malta (+3%)

Mallorca (+40%)

Algarve (+12%)

Malta (+15%)

Gran Canaria (+10%)

Ibiza (+26%)



Mallorca (+54%)

Malta (+8%)

Tenerife (-6%)

Gran Canaria (+4%)

Ibiza (+9%)



Santorini (+8%)

Mallorca (+15%)

Malta (+17%)

Ibiza (+16%)

Tenerife (+2%)



# 2019 – Where did our Customer Base go?

| Destinations | Room Nights YOY% | Revenue YOY% | ADR YOY% | LOS YOY% | BW YOY% |
|--------------|------------------|--------------|----------|----------|---------|
| Elba Island  | -0.2%            | +6%          | +6%      | +3%      | +3%     |
| 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
- 2 **LOS & BW metrics in good shape** resulting from our customer base change
- 3 **Higher ADR** reduces competitiveness VS other destinations while **compensating RNs' stagnation**.

# 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, geolocalisation, 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

# Play and Win

collegati al sito [www.kahoot.it](http://www.kahoot.it)



**Gioca con noi adesso e vinci  
UN BUONO SCONTO di  
220 EURO!**



 **Affrettati! 204 viaggiatori stanno cercando camere nella tua zona**

# Iscriviti a Expedia Group oggi stesso

L'iscrizione è semplice e gratuita e ti offre visibilità sui nostri siti, che ricevono oltre 675 milioni di visite al mese.

Registra la tua struttura

**Contattaci direttamente!**

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A scenic view of a beach with mountains in the background. The water is clear blue, and the sand is light-colored. In the foreground, the words "I LOVE BBA" are written in the sand. A heart is drawn above the word "LOVE".

**Thank You**