

RESERVATIONS IN THE MIDDLE EAST GROW BY 140% WITH SAUDIS LEADING IN HIGHEST AVERAGE PURCHASE

International markets account for 30% of Destinia's sales in 2014

Passengers travelling with children grow by 17%, and flight+hotel is the star product with reservations climbing by 21%

London, the trendiest European city

Madrid, February 18, 2015. The online travel agency Destinia's gamble on internationalisation is starting to pay off. Spain's share of the company's reservations has dropped from 87% in 2013 to 75% in 2014, due to the pull of international markets. In terms of revenue, foreign sales represented 30% of the total as compared to 17% for the previous year. 'Destinia sells in 25 countries, and our website has been translated into 32 languages, including Arabic, Farsi, Japanese and Finnish. This trend is unstoppable', asserts **Destinia Sales Director Mónica Prieto**. The company is one of the top five online agencies in Spain.

Top 10 International Markets

By reservations		By sales		By average purchase (€)*	
1	France	France	1	Saudi Arabia	493
2	Portugal	Portugal	2	Argentina	467
3	United Kingdom	United Kingdom	3	Brazil	423
4	Italy	Italy	4	United Arab Emirates	421
5	Germany	Saudi Arabia	5	Denmark	421
6	Japan	Brazil	6	Mexico	410
7	Saudi Arabia	Germany	7	Switzerland	407
8	United States	Japan	8	France	407
9	Brazil	Mexico	9	Belgium	379
10	Holland	United States	10	Sweden	366
			13	United States	333
			20	Spain	290
			21	United Kingdom	289

*Note: For countries with +1,000 reservations. 2014 data.

Destinia has focused its expansion efforts on the **Middle East**, and a year has now passed since the opening of its offices in Dubai. 'The results have exceeded our expectations', affirms the Sales Director. **France** remains the leading foreign market, both in number of reservations (+17%) and total revenue (+24%), while **British** reservations have increased six-fold; **Russian** reservations, five-fold and reservations from the **USA**, three-fold.

MENA Market behaviour

	2014 vs. 2013
Reservations	+140%
Sales	+141%
Travellers	+112%

Average reservation (€)		
	2014	2013
Hotels	280	256
Flights	390	420
Flight+hotel	885	838
Trips	2.400	2.300

Although Destinia is increasingly less dependent on domestic sales, **Spain** continues to be its core market. In 2014, national tourism also yielded positive results, as there was an increase in both the number of reservations (+6%) and the purchase price (+7%), which rose to an average of €290. “After several years of staying home, Spaniards have begun travelling again, and when they do, they’re spending more”, affirms Prieto.

2014 data.

Flight+hotel, the star product

The highest-performing products have been **flights** and **flight+hotel**, exhibiting increases in reservations of 30% and 21%, respectively. ‘The success of this product is due to clients’ growing desire to custom combine their travel arrangements. There has been an irrepressible trend toward dynamic packages, which we are working to improve’, explains Mónica Prieto. **Hotels**, another product that has enjoyed double-digit growth, have exhibited a 9% increase in the average reservation price, reaching €280.

Best-selling destinations

Madrid is once again the top destination in Spain, followed by **Benidorm**, which retains its second-place status for another year. **London** was the trendiest city in 2014. In the flight+hotel category, the most popular destinations were the **Balearic** and **Canary Islands**, with six locations among the top 10.

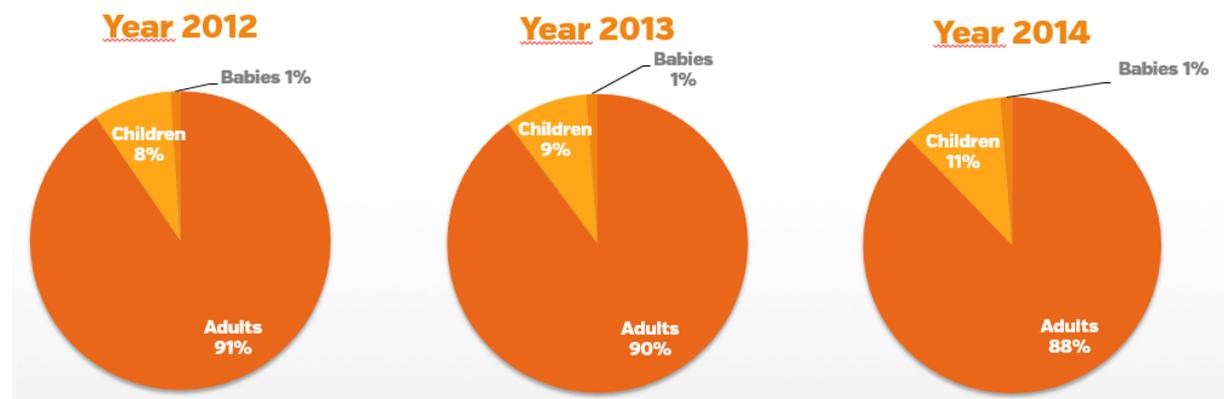
Top 10 Best-Selling Destinations			
By country	By Spanish city	By European city	For flight+hotel
Spain	Madrid	London	Rome
Portugal	Benidorm	Lisbon	London
Italy	Barcelona	Rome	Santa Cruz
United Kingdom	Salou	Paris	Paris
France	Lloret de Mar	Brussels	Mahón
Andorra	Seville	Andorra la Vella	Palma de Mallorca
Germany	Granada	Milan	Lisbon
United States	Valencia	Amsterdam	Las Palmas
Belgium	Torremolinos	Berlin	Ibiza Town
Morocco	Benalmádena	Prague	Puerto de la Cruz

*2014 data.

A more family-oriented traveller

Travellers with children and babies grew by 17% in 2014, which is evidence that our clients are increasingly family-oriented. The share of children has been growing over the past three years, representing 11% of all travellers.

Traveller distribution by age group



Multidevice user

Country			
Spain	72%	21%	8%
Italy	61%	30%	9%
Saudi Arabia	36%	56%	8%
Mexico	50%	41%	9%
France	84%	9%	7%
United States	44%	48%	9%
Brazil	65%	26%	10%
Argentina	72%	21%	7%
Portugal	76%	15%	9%
United Kingdom	69%	19%	12%
Colombia	58%	34%	8%
Netherlands	67%	19%	15%
Germany	71%	20%	9%
Egypt	52%	40%	8%
Israel	56%	35%	9%
Japan	54%	39%	7%
Chile	54%	40%	6%
Sweden	53%	30%	16%
Belgium	67%	16%	17%
United Arab Emirates	39%	53%	8%
GLOBAL	64%	28%	8%

Web traffic data from Analytics in 2014.

Clients use multiple devices

Although mobile devices have been gaining prominence, **desktop** computers still predominate, representing 64% of all traffic in comparison with 28% via mobile phones. Portugal leads in web traffic with 76%.

However, in countries in the MENA area, **mobile phone use** prevails (50%). Following closely behind is the US market (48% of traffic).

The percentage of visits to the online agency via **tablets** is still relatively small (8%). These users are led by the Belgians, Swiss and Dutch, with approximately 15%.

Media contact

Amaia Arteta
 Director of Communications
 Cell: +34 619 61 00 95 / from USA: +1.877-823-3454
comunicacion@destinia.com
 Visit our [press room](#)

About Destinia

[Destinia.com](#) is one of the five largest online travel agencies in Spain, with 63 million unique users in 2013 according to ComsCore. Founded in 2001, the company has nearly 2 million clients, as well as a selection of 300,000 hotels and close to 600 airlines. With a hundred employees in Spain, the company is in the midst of an intense internationalisation process in Europe and the Middle East. The website is available in 32 idioms.

