

OLYMPIA VIAGGI



OLYMPIA GROUP– FACTS & FIGURES

- TURNOVER 2015: 70 Million Euro
- ROOMNIGHTS 2014: 300.000
- 3 offices:
Italy (Varese – H.O.) – London – Paris
- 1 software house partly owned
(Parsec in Madrid)

OUTLINE

- Olympia Viaggi is a company with over 20 years experience in the travel industry
- Our offices, based in key destinations in Europe (Paris and London), can provide all Travel Professionals with the best quality in service to their clients. Our strength is our ability to offer a very wide range of products as well as our reactivity on prices as well as availability.
- Besides our traditional set up and top level care for the client, we feature a state-of-the-art online booking engine, that allows our clients (b2b) to book hotels and services (excursions, transfers, cabarets, car rentals.....) in all European major cities as well as in smaller towns.

DISTRIBUTION

- Italian Market: Olympia distributes in the Italian Market to over 5.000 retail agencies, either through its b2b websites or through white labels
- Italian Market powered sites (just the major ones):
www.lastminutetour.com
www.bluvacanze.it
private websites of Cartasì and Cartasì business travel for members (Cartasì is the major credit card issuer)
- Worldwide distribution: Through XML connectivities with major b2b distributors and tour operators.

PARIS FOR OLYMPIA

- Olympia is one of the oldest city break tour operators for Paris from Italy.
We established our incoming agency in Paris back in the '80s.
- Olympia currently contracts around 150 hotels in static model and more than 300 in dynamic model in Paris, with different kind of direct connectivities.

PARIS – SOME FIGURES

TOTAL ROOMNIGHTS PRODUCTION

	2013	2014	2015
PARIS	69.595	71.504	56.832

ROOMNIGHTS - BOOKING DATES BETWEEN NOVEMBER 1ST AND MARCH 31ST

	2013/2014	2014/2015	2015/2016
PARIS	24.313	23.526	16.921

- We have had our first “hit” after Charlie Hebdo events (January 7 – 2015)
- We had seen a recovery from the Italian Market after the summer and bookings for winter 2015/2016 were good until the November terrorist attacks.

PARIS – AFTER THE ATTACKS

- Immediate reaction: cancellation of all travel to Paris in the first 10/15 days.
- Cancellation of almost all passengers for New Years trips.
- Other events have worsened the situation: any news related directly or indirectly to terrorists (police raids, arrests, Brussels attacks etc) are always sensibly impacted sales on Paris as well as other EU capitals.
- Hotels reaction: high category hotels that have quickly reacted reducing their rates have benefited with sales in the first period after the attacks. New reductions are less effective but helpful to gather the few sales that are happening.

PARIS – ITALIANS WILL COME BACK?

YES, they will, as long as:

- NEWS: the news reports especially in Italian papers and TV become more objective and less “sensationalist”.
- Some kind of heavy promotions are put in place (work in progress).
- Rates both for flights and accommodation do not raise. Before the attacks the price trend for Paris both in the accommodation and in the day to day expenses (restaurants etc) had risen to an unbearable level for Italian pockets.