

# 2014 ANNUAL TRENDS REPORT



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# About Travelplanet24 / Tripsta



### Mission Statement

“Our mission is to be the leading multimodal OTA globally.”

### Vision Statement

Our vision is to provide great experiences to online travelers anywhere in the world. Innovation is core to our DNA and we are constantly thinking about how we can add value to our passenger’s journey. We believe in the simple, not the complex. We never compromise on excellence. We know that great ideas can come from anyone and anywhere. We have the strength to admit when we are wrong and the courage and agility to evolve.

### Company Values



#### Restless

Never satisfied with the status quo. Perpetually driven to achieve more through innovation.



#### Agile

The ability to find clever ways to face any obstacle. Reacting quickly and positively.



#### Passionate

A strong desire to do what we do, and do it very well.



#### Accountable

Motivated to take ownership of our role. Always mindful of our customer’s positive experience.

# Corporate Profile

## Objectives

- ✔ Continue developing regional partnerships with more providers and focus on direct relationships with airline and train companies in key markets around the world.
- ✔ Work on personalization of our product, providing unique experience upon each user's requirement.
- ✔ Invest more in Big Data technology.
- ✔ Focus more on Mobile technology.
- ✔ Increase market share in South Eastern Europe via organic and acquisitive growth.

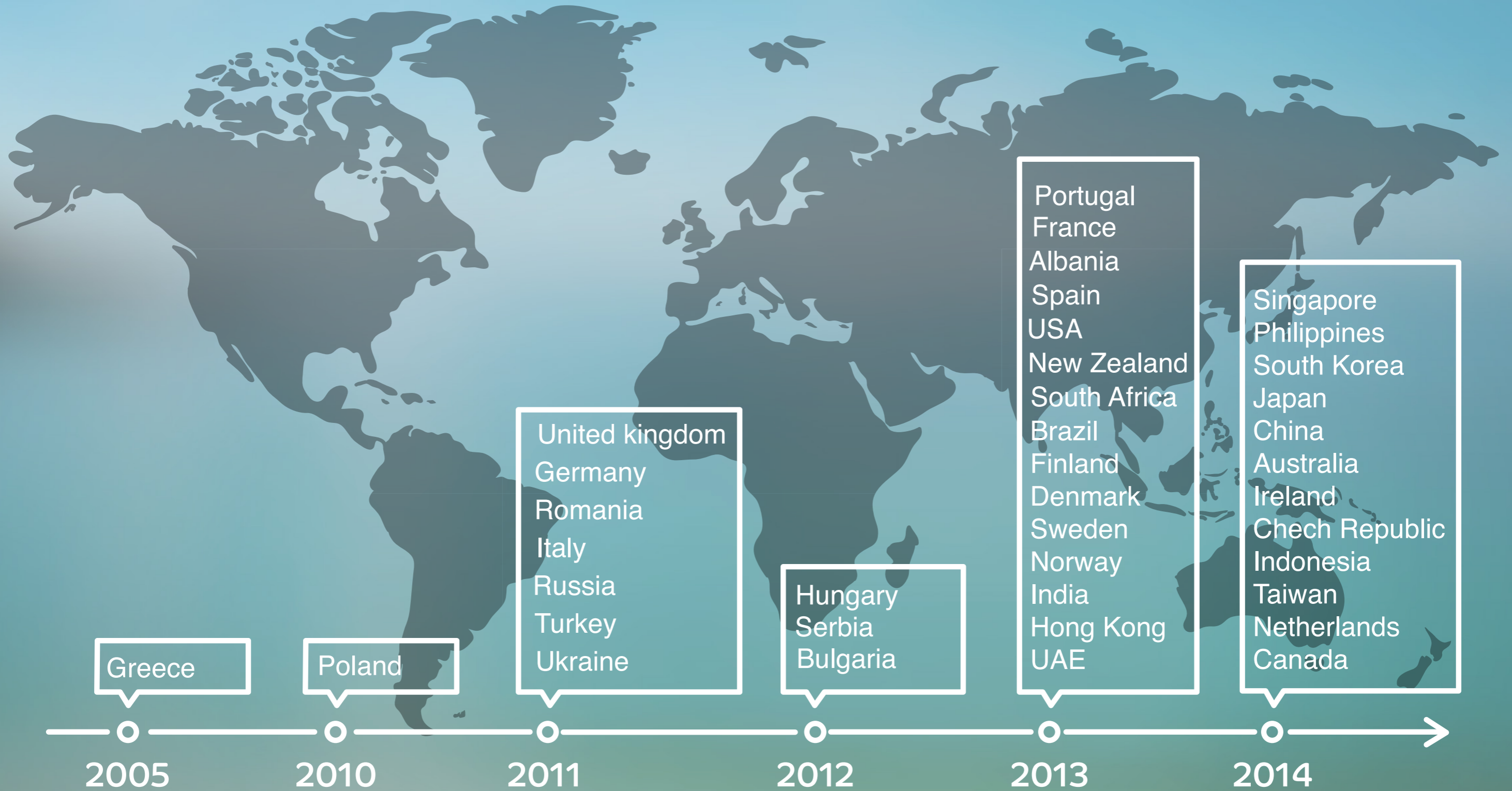


# Strategy

- ✔ Produce a differentiated offering to stand out of the OTA crowd and better serve online travelers.
- ✔ Retain our more than 1 million existing customers through implementing our new loyalty program to meet our customer's desires. We want to provide added value to our existing clients and of course help acquire new customers.
- ✔ Deliver a personalized experience to our customers. We want Tripsta to be the go-to brand when searching for flights and personalized offers is a way of positioning ourselves as experts in our field.
- ✔ Adopt a mobile first vision. We want to focus on delivering added value through our mobile app and our mobile site.



# Expansion History Map



# Letter from the CEO



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In 2014 we took the strategic decision to leave Hotels behind, and focus on Passenger's Transportation. Our core products are now flight and ferry tickets and in 2015 we are planning to launch train tickets.

Our main objective is to bring innovation in the way a customer thinks and feels about the booking process/experience. We want to focus on "where" the customer wants to go and on "how" he will get there by finding the best route, according to time & price that match the passenger's needs. This could be a train, a flight a bus or a ferry.

What we want to provide our travelers is all the different

means of transportation that are available to get from point a to point b. By offering a wide range of results and choices to our customers and by providing them with all the available routes and means of transportation we will create a new way of travel searching and booking.

We will definitely continue to invest and to focus on Big Data and Data Analysis because we believe that this is key to our success in the future. The challenges and the complexity around data and big data have increased dramatically over the last years and only companies which are excelling in these fields will be able to offer the personalized experience and

the right product at the right time which consumers expect.

From a product point of view, we will continue to invest in our mobile applications as well as the mobile webpage. We want to offer new services and products to our customers throughout their journey. Mobile bookings experienced a 115 % growth in 2014 and we expect this growth to continue even faster within 2015.



# 2014 Global Highlights

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## Top searched routes yearly

#	Domestic	International
1	Athens – Thessaloniki	Athens – Barcelona
2	Thessaloniki – Athens	Marseille – Tunis
3	Moscow – Saint Petersburg	Larnaca – Athens
4	Saint Petersburg – Moscow	Athens – London
5	Moscow – Adler/Sochi	Tunis – Paris

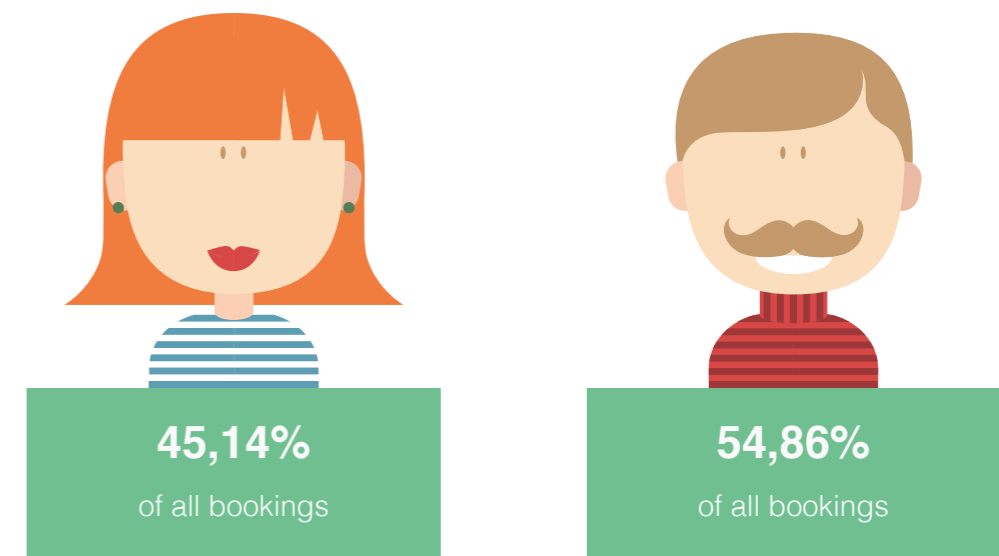
## Top booked routes yearly

#	Domestic	International
1	Moscow – Saint Petersburg	Larnaca – Athens
2	Saint Petersburg – Moscow	Athens – London
3	Thessaloniki – Athens	Athens – Larnaca
4	Athens – Thessaloniki	Moscow - Kiev
5	Moscow – Adler/Sochi	London – Athens

## Top routes for men & women

#	Women	Men
1	Moscow - Saint Petersburg	Moscow - Saint Petersburg
2	Athens - Thessaloniki	Saint Petersburg - Moscow
3	Thessaloniki - Athens	Thessaloniki - Athens
4	Saint Petersburg - Moscow	Athens - Thessaloniki
5	Larnaca – Athens	Larnaca – Athens

## Percentage of bookings made by men and percentage made by women





Top routes per age groups

Age group		Departure city	Arrival city
0-24	1	Sydney	Denpasar Bali
	2	Larnaca	Athens
	3	Vienna	Istanbul
	4	Sydney	Auckland
	5	Vienna	Athens
25-34	1	Larnaca	Athens
	2	Sydney	Denpasar Bali
	3	Vienna	Istanbul
	4	Brussels	Athens
	5	Bogota	Cartagena
35-44	1	Brussels	Athens
	2	Larnaca	Athens
	3	Vienna	Istanbul
	4	Vienna	Moscow
	5	Minsk	Moscow
45-54	1	Larnaca	Athens
	2	Brussels	Athens
	3	Vienna	Istanbul
	4	Vienna	Moscow
	5	Sofia	Athens
55-64	1	Larnaca	Athens
	2	Vienna	Istanbul
	3	Brussels	Athens
	4	Vienna	Moscow
	5	Sydney	Auckland
65+	1	Larnaca	Athens
	2	Larnaca	London
	3	Vienna	Istanbul
	4	Sydney	Auckland
	5	Brussels	Athens

Most popular booking period (Month)

Overall	One way	Roundtrip
November 2014	December 2014	March 2014

Least popular booking period (Month)

Overall	One way	Roundtrip
June 2014	April 2014	June 2014

\*More data in Appendix – 2014 Global Highlights



Most popular traveling period (Month)

Overall	One way	Roundtrip
December 2014	August 2014	December 2014

Least popular traveling period (Month)

Overall	One way	Roundtrip
February 2014	February 2014	January 2014



**Generation Y**

Generation Y consists of the 60.70% of people that book tickets from our websites. They are aged from 14 to 34 years old.



Least popular are the first months after New Year's Eve, February and January.

\*More data in Appendix – 2014 Global Highlights

\*More data in Appendix – 2014 Global Highlights

Most popular travel week for 2014

Month	Week	Departure date	Return date	Days of stay	Number of bookings
January	1	3/1/2015	10/1/2015	7	73
February	7	14/2/2015	21/2/2015	7	76
March	12	22/3/2014	29/3/2014	7	102
April	16	16/4/2014	23/4/2014	7	157
May	21	24/5/2014	31/5/2014	7	128
June	24	14/6/2014	21/6/2014	7	107
July	30	26/7/2014	2/8/2014	7	107
August	34	23/8/2014	30/8/2014	7	113
September	37	13/9/2014	20/9/2014	7	107
October	43	25/10/2014	1/11/2014	7	124
November	47	22/11/2014	29/11/2014	7	104
December	52	27/12/2014	3/1/2015	7	216

December, April and May have the most popular travel weeks because they contain some of the most important festivities and holidays (Christmas & Easter).

Average cost of flight tickets for most popular international routes

Departure country	Arrival country	Departure city	Arrival city	Price / Adult (including all fees and discounts)	Price / Adult (FaceValue + Tax)
CY	GR	Larnaca	Athens	€156	€156
RU	UA	Moscow	Simferopol	€241	€239
GR	GB	Athens	London	€243	€239
GR	CY	Athens	Larnaca	€148	€147
RU	UA	Moscow	Kiev	€144	€144
GB	GR	London	Athens	€353	€348
FR	GR	Paris	Athens	€275	€269
RU	DE	Moscow	Berlin	€192	€191
TR	GB	Istanbul	London	€201	€198
GR	TR	Athens	Istanbul	€146	€144
RU	LV	Moscow	Riga	€204	€204



The average price for the top 10 international routes is

**203€**

(FaceValue + Tax)

**205€**

(including all fees and discounts)

\*More data in Appendix – 2014 Global Highlights

Average cost of flight tickets for most popular domestic routes

Departure country	Arrival country	Departure city	Arrival city	Price / Adult (including all fees and discounts)	Price / Adult (FaceValue + Tax)
RU	RU	Moscow	Saint Petersburg	€99	€99
RU	RU	Saint Petersburg	Moscow	€93	€93
GR	GR	Thessaloniki	Athens	€72	€69
GR	GR	Athens	Thessaloniki	€85	€81
RU	RU	Moscow	Adler/Sochi	€233	€232
GR	GR	Athens	Heraklion	€104	€102
GR	GR	Athens	Thira	€124	€121
RU	RU	Moscow	Mineralnye Vody	€136	€136
RU	RU	Moscow	Krasnodar	€163	€163
GR	GR	Heraklion	Athens	€80	€79



The average price for the top 10 domestic routes is

**116€**

(FaceValue + Tax)

**117€**

(including all fees and discounts)

\*More data in Appendix – 2014 Global Highlights

Top 10 low cost airlines and percentage

Airline name	Percentage 100.00%
Ryanair	48,20%
easyJet	7,87%
Norwegian	7,79%
Vueling	6,89%
Wizzair	5,17%
Germanwings	3,13%
Pegasus Airlines	2,57%
JetStar Asia	1,76%
Transavia Airlines	1,02%
JetStar Asia	1,01%

\*More data in Appendix – 2014 Global Highlights

Most popular/favorite airline (top 10)

All bookings		
Airline name	Number of bookings	Percentage
Aegean Airlines	48.273	6,56%
Aeroflot	39.364	5,35%
Transaero Airlines	30.612	4,16%
Turkish Airlines	29.115	3,96%
Air France	27.745	3,77%
Air Berlin	20.850	2,83%
Delta Airlines	19.186	2,61%
SAS	18.961	2,58%
Iberia	16.462	2,24%
British Airways	15.818	2,15%



Percentage booked on desktop and mobile

Device	2013		2014	
	Number of bookings	Percentage	Number of bookings	Percentage
Desktop	447.979	89.15%	585.908	83.28%
Mobile	54.504	10.85%	117.632	16.72%
<b>Total</b>	<b>502.483</b>	<b>100.00%</b>	<b>703.540</b>	<b>100.00%</b>

International		
Airline name	Number of bookings	Percentage
Turkish Airlines	29.038	5,30%
Aegean Airlines	25.542	4,67%
Aeroflot	20.145	3,68%
Air France	17.895	3,27%
SAS	17.799	3,25%
Air Berlin	16.560	3,02%
British Airways	14.287	2,61%
Iberia	12.190	2,23%
Transaero Airlines	12.088	2,21%
TAP Air Portugal	11.799	2,16%

Domestic		
Airline name	Number of bookings	Percentage
Aegean Airlines	22.731	12,06%
Aeroflot	19.219	10,19%
Transaero Airlines	18.524	9,82%
Delta Airlines	13.402	7,11%
Air France	9.850	5,22%
US Airways	5.809	3,08%
Hahn Air	5.568	2,95%
LOT Polish Airlines	5.313	2,82%
South African Airways	4.808	2,55%
Siberia S7 Airlines	4.658	2,47%



**Mobile bookings experienced a 115% growth in 2014 and we expect this growth to continue even faster within 2015.**

Philipp Brinkmann, CEO

\*More data in Appendix – 2014 Global Highlights

# 2014 <sup>Year</sup> in Review

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## Performance at a glance

Sales breakdown by product



98,70%  
256.974.960 €  
Flight tickets



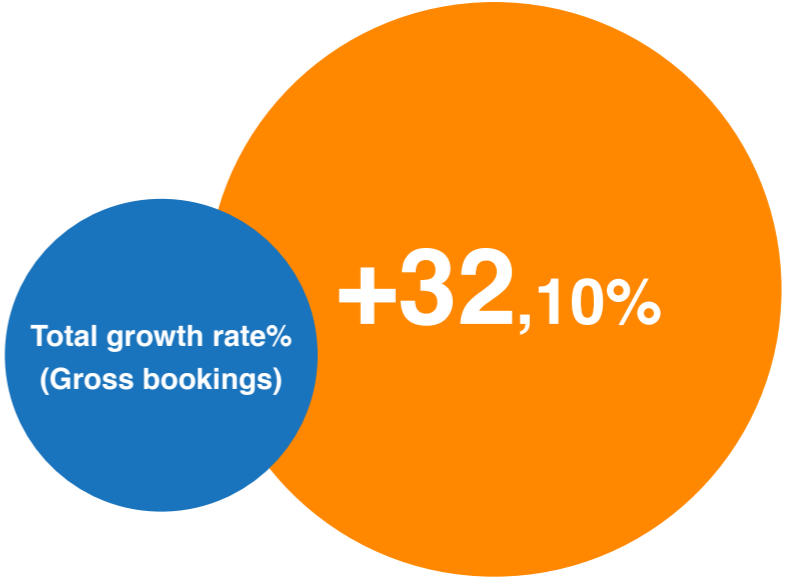
1,21%  
3.157.037 €  
Ferry tickets



0,09%  
225.913 €  
Hotels

Total amount of sales for the whole year  
**260.387.910€**

Growth within last year



Number of tickets & bookings, booked for the whole year

	Number of tickets/ Number of room nights	Number of bookings
<b>Flight tickets</b>	1.009.543	703.540
<b>Ferry tickets</b>	95.581	23.666
<b>Hotels</b>	2.275	853
<b>Total</b>	1.107.399	728.059

\*More data in Appendix – 2014 Global Highlights

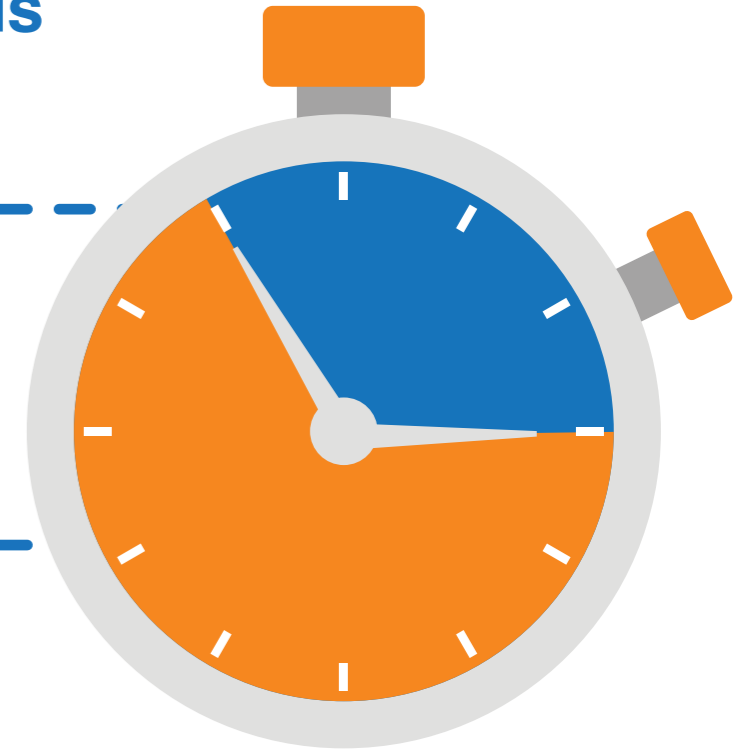
## 2014 Sales Records



**4.299**  
most tickets  
sold in a day!\*

\*on 21/01/2014

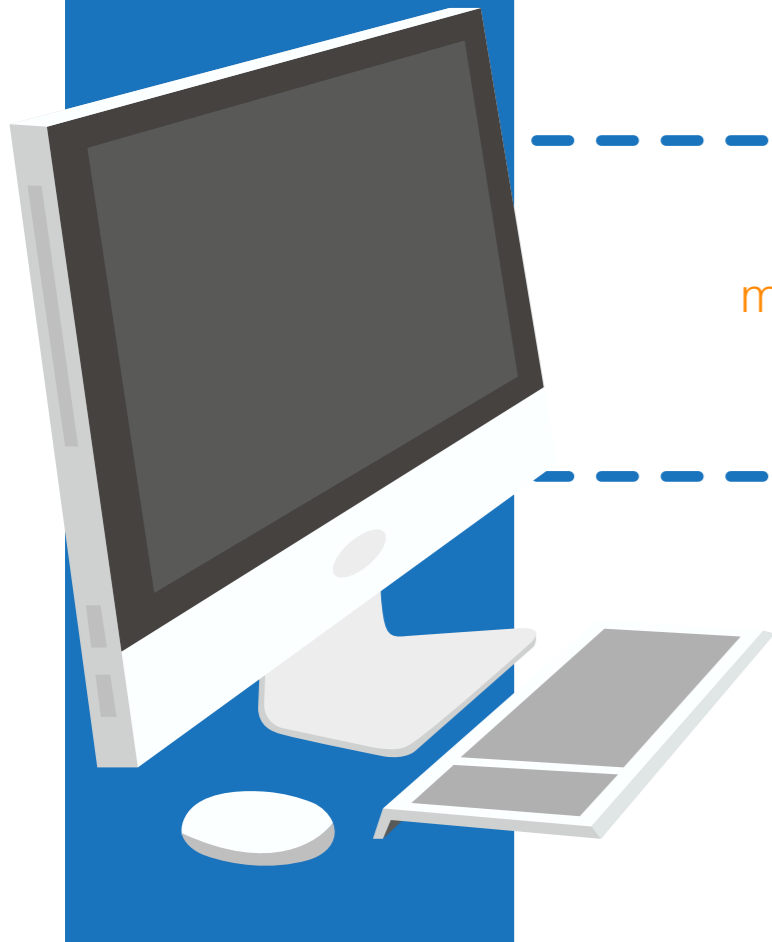
## 2014 Sales Records



**1.376**

highest number of tickets sold  
in an hour!\*

\*on 9/01/2014



**2.997**  
most bookings done in a  
day!\*

\*on 21/01/2014



**960**

most bookings  
made in an hour!\*

\*on 9/01/2014

\*More data in Appendix – 2014 Global Highlights

Type of services that saw the biggest growth

Type of services that saw the biggest growth	2013	2014	var%
SMS Service	89.629	301.684	236,59%
Assistance Services*	70.382	111.247	58,06%

In Assistance Services we compare the amounts of December 13 – December 14, as in 2013 that was the 1st month selling this product.

Largest contributing markets

Top contributing markets	Market / Total%
UK	16,44%
RU	10,66%
DE	9,45%

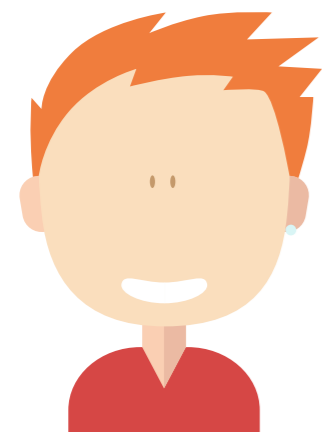
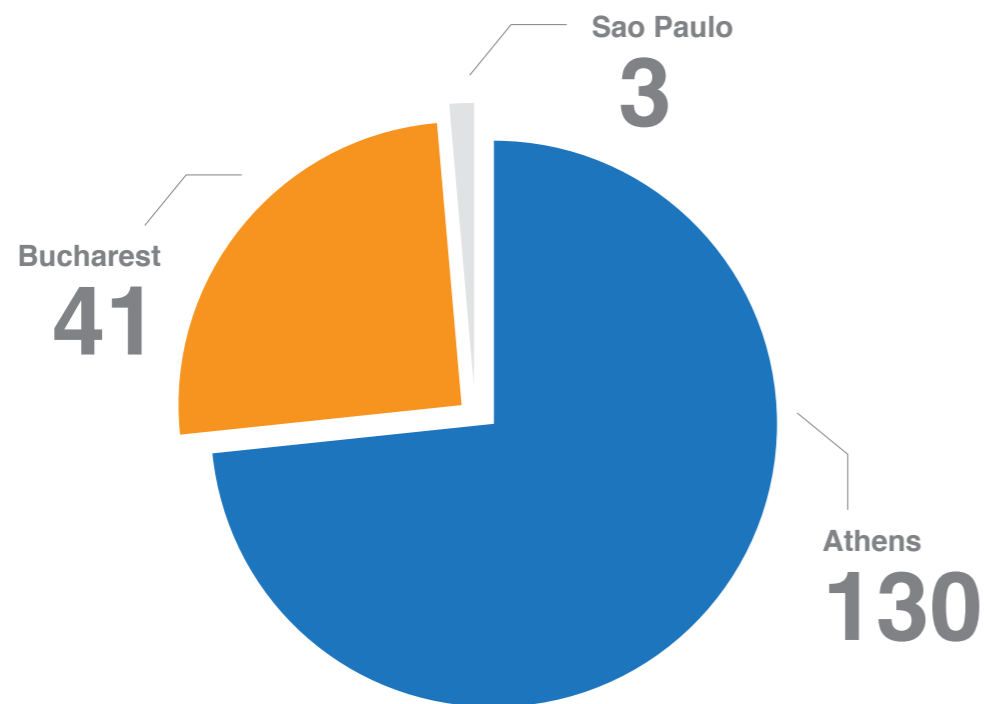
Top 3 emerged markets

Market with biggest growth	Gross bookings 2014 (€)
UK	42.260.461

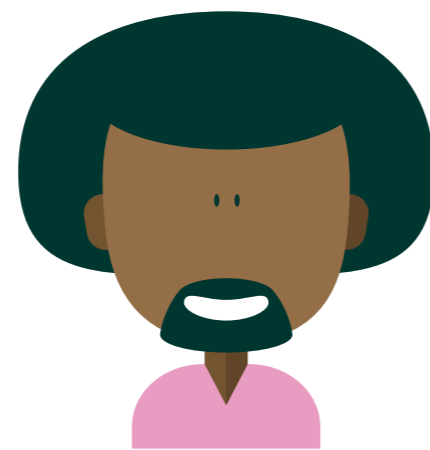
Market with biggest growth	Gross bookings 2013 (€)
ZA	5.946.196
AE	4.635.615



HR Results for 2014  
Our current number of employees is **174**



**29**  
Average age



**18**  
Nationalities



### HR Plans for 2015

- ✓ Further improve our High Performance Culture by introducing new tools, such a performance management process directly connected to our strategy.
- ✓ Enhance the leadership skills of all managerial levels and develop a more proactive development strategy.
- ✓ Introduce new Compensation & Benefits tools and practices to drive motivation and engagement

# Appendix

# 6

## 2014 Global Highlights

### Top routes per age groups

Age group		Departure city	Arrival city
0-24	1	Sydney	Denpasar Bali
	2	Larnaca	Athens
	3	Vienna	Istanbul
	4	Sydney	Auckland
	5	Vienna	Athens
	6	Brussels	Athens
	7	Prague	Paris
	8	Sofia	Athens
	9	Vienna	Paris
	10	Vienna	Antalya
25-34	1	Larnaca	Athens
	2	Sydney	Denpasar Bali
	3	Vienna	Istanbul
	4	Brussels	Athens
	5	Bogota	Cartagena
	6	Minsk	Moscow
	7	Baku	Istanbul
	8	Vienna	Moscow
	9	Sydney	Auckland
	10	Prague	Paris
35-44	1	Brussels	Athens
	2	Larnaca	Athens
	3	Vienna	Istanbul
	4	Vienna	Moscow
	5	Minsk	Moscow
	6	Sofia	Athens
	7	Baku	Istanbul
	8	Vienna	Antalya
	9	Vienna	Milan
	10	Sydney	Auckland
45-54	1	Larnaca	Athens
	2	Brussels	Athens
	3	Vienna	Istanbul
	4	Vienna	Moscow
	5	Sofia	Athens
	6	Sydney	Denpasar Bali
	7	Vienna	Antalya
	8	Baku	Istanbul
	9	Sydney	Auckland
	10	Vienna	Rome



Top routes per age groups

Age group		Departure city	Arrival city
55-64	1	Larnaca	Denpasar Bali
	2	Vienna	Athens
	3	Brussels	Istanbul
	4	Vienna	Auckland
	5	Sydney	Athens
	6	Larnaca	Athens
	7	Sofia	Paris
	8	Prague	Athens
	9	Sofia	Paris
	10	Vienna	Antalya
65+	1	Larnaca	Athens
	2	Larnaca	London
	3	Vienna	Istanbul
	4	Sydney	Auckland
	5	Brussels	Athens
	6	Sofia	Athens
	7	Brisbane	Auckland
	8	Vienna	Moscow
	9	Tirana	Athens
	10	Bourgas	Moscow

Most popular booking period (Month)

All bookings			Oneway		Roundtrip	
	Booking month	Number of bookings	Departure month	Number of bookings	Departure month	Number of bookings
1	November	63.465	December	32.723	March	33.493
2	March	62.602	November	32.649	January	32.457
3	October	62.163	August	32.122	February	31.344
4	December	60.759	July	32.077	November	30.816
5	September	59.878	October	31.626	October	30.537
6	January	59.659	September	30.488	September	29.390
7	May	58.881	May	30.113	May	28.768
8	February	58.611	March	29.109	December	28.036
9	July	55.969	June	28.224	April	27.984
10	August	55.822	February	27.267	July	23.892
11	April	54.710	January	27.202	August	23.700
12	June	51.081	April	26.726	June	22.857

Least popular booking period (Month)

All bookings			Oneway		Roundtrip	
	Booking month	Number of bookings	Departure month	Number of bookings	Departure month	Number of bookings
12	June	51.081	April	26.726	June	22.857
11	April	54.710	January	27.202	August	23.700
10	August	55.822	February	27.267	July	23.892
9	July	55.969	June	28.224	April	27.984
8	February	58.611	March	29.109	December	28.036
7	May	58.881	May	30.113	May	28.768
6	January	59.659	September	30.488	September	29.390
5	September	59.878	October	31.626	October	30.537
4	December	60.759	July	32.077	November	30.816
3	October	62.163	August	32.122	February	31.344
2	March	62.602	November	32.649	January	32.457
1	November	63.465	December	32.723	March	33.493

Most popular traveling period (Month)

	All bookings			Oneway			Roundtrip	
	Departure month	Number of bookings		Departure month	Number of bookings		Departure month	Number of bookings
1	December	72.332		August	38.827		December	38.501
2	August	67.526		September	34.106		April	31.526
3	July	64.304		July	34.018		July	30.286
4	September	60.087		December	33.831		August	28.699
5	October	57.911		January	31.275		March	28.549
6	April	57.242		October	30.676		May	27.966
7	June	55.799		June	28.646		October	27.235
8	January	55.762		November	27.297		June	27.153
9	March	54.198		May	26.016		February	27.152
10	May	53.982		April	25.716		September	25.981
11	November	52.998		March	25.649		November	25.701
12	February	51.399		February	24.247		January	24.487

Least popular traveling period (Month)

	All bookings			Oneway			Roundtrip	
	Departure month	Number of bookings		Departure month	Number of bookings		Departure month	Number of bookings
12	February	51.399		February	24.247		January	24.487
11	November	52.998		March	25.649		November	25.701
10	May	53.982		April	25.716		September	25.981
9	March	54.198		May	26.016		February	27.152
8	January	55.762		November	27.297		June	27.153
7	June	55.799		June	28.646		October	27.235
6	April	57.242		October	30.676		May	27.966
5	October	57.911		January	31.275		March	28.549
4	September	60.087		December	33.831		August	28.699
3	July	64.304		July	34.018		July	30.286
2	August	67.526		September	34.106		April	31.526
1	December	72.332		August	38.827		December	38.501

Average cost of flight tickets for most popular international routes (Top 50)

Departure country	Arrival country	Departure city	Arrival city	Price / Adult (including all fees and discounts)	Price / Adult (FaceValue + Tax)
CY	GR	Larnaca	Athens	€156	€156
RU	UA	Moscow	Simferopol	€241	€239
GR	GB	Athens	London	€243	€239
GR	CY	Athens	Larnaca	€148	€147
RU	UA	Moscow	Kiev	€144	€144
GB	GR	London	Athens	€353	€348
FR	GR	Paris	Athens	€275	€269
RU	DE	Moscow	Berlin	€192	€191
TR	GB	Istanbul	London	€201	€198
GR	TR	Athens	Istanbul	€146	€144
UA	RU	Kiev	Moscow	€162	€159
RU	LV	Moscow	Riga	€204	€204
GB	TR	London	Istanbul	€272	€267
TR	GR	Istanbul	Athens	€134	€132
AE	GB	Dubai	London	€540	€529
GB	FR	London	Paris	€148	€144
GR	FR	Athens	Paris	€208	€206
GB	AE	London	Dubai	€571	€561
RU	GB	Moscow	London	€226	€225
PT	GB	Lisbon	London	€141	€138
CZ	FR	Prague	Paris	€128	€124
LV	RU	Riga	Moscow	€172	€172
RU	TR	Moscow	Istanbul	€240	€239
FR	PT	Paris	Lisbon	€159	€153
CH	DE	Zurich	Berlin	€193	€185
RU	FR	Moscow	Paris	€277	€274
GB	US	London	New York	€684	€676

Average cost of flight tickets for most popular international routes (Top 50)

Departure country	Arrival country	Departure city	Arrival city	Price / Adult (including all fees and discounts)	Price / Adult (FaceValue + Tax)
RU	AT	Moscow	Vienna	€223	€222
TN	FR	Tunis	Paris	€148	€143
FR	PT	Paris	Porto	€160	€154
CY	GR	Larnaca	Thessaloniki	€152	€152
FR	DE	Paris	Berlin	€150	€145
GR	IT	Athens	Rome	€160	€155
RU	IL	Moscow	Tel Aviv	€285	€284
NZ	AU	Auckland	Sydney	€253	€246
GR	CY	Thessaloniki	Larnaca	€127	€127
PT	FR	Porto	Paris	€124	€119
NZ	ID	Auckland	Denpasar Bali	€689	€672
PT	FR	Lisbon	Paris	€127	€122
RU	AZ	Moscow	Baku	€299	€299
PT	ES	Lisbon	Madrid	€104	€101
RU	DE	Moscow	Munich	€225	€224
RU	ES	Moscow	Barcelona	€295	€293
GR	DE	Athens	Munich	€195	€193
DE	GR	Munich	Athens	€232	€227
RU	MD	Moscow	Chisinau	€263	€262
GB	ES	London	Madrid	€206	€201
RU	BY	Moscow	Minsk	€147	€147
PL	GR	Warsaw	Athens	€201	€198

Average cost of flight tickets for most popular domestic routes

Departure country	Arrival country	Departure city	Arrival city	Price / Adult (including all fees and discounts)	Price / Adult (FaceValue + Tax)
RU	RU	Moscow	Sankt Petersburg	€99	€99
RU	RU	Sankt Petersburg	Moscow	€93	€93
GR	GR	Thessaloniki	Athens	€72	€69
GR	GR	Athens	Thessaloniki	€85	€81
RU	RU	Moscow	Adler/Sochi	€233	€232
GR	GR	Athens	Heraklion	€104	€102
GR	GR	Athens	Thira	€124	€121
RU	RU	Moscow	Mineralnye Vody	€136	€136
RU	RU	Moscow	Krasnodar	€163	€163
GR	GR	Heraklion	Athens	€80	€79
GR	GR	Athens	Rhodes	€106	€103
RU	RU	Moscow	Rostov	€139	€140
RU	RU	Krasnodar	Moscow	€140	€140
GR	GR	Athens	Chania	€104	€100
GR	GR	Rhodes	Athens	€83	€80
GR	GR	Thira	Athens	€100	€97
RU	RU	Mineralnye Vody	Moscow	€110	€110
RU	RU	Rostov	Moscow	€133	€134
PE	PE	Lima	Cuzco	€180	€174
RU	RU	Adler/Sochi	Moscow	€131	€131
RU	RU	Moscow	Ekaterinburg	€209	€208
RU	RU	Ekaterinburg	Moscow	€182	€182
RU	RU	Moscow	Kaliningrad	€211	€211
PL	PL	Wroclaw	Warsaw	€108	€106
FR	FR	Paris	Nice	€153	€148
RU	RU	Simferopol	Moscow	€131	€132
GR	GR	Athens	Mytilene	€112	€112
GR	GR	Athens	Alexandroupolis	€113	€112
GB	GB	London	Edinburgh	€174	€169
GR	GR	Athens	Kerkyra	€110	€109
RU	RU	Novosibirsk	Moscow	€230	€230
TH	TH	Bangkok	Koh Samui	€182	€177
FR	FR	Nice	Paris	€136	€130
RU	RU	Moscow	Stavropol	€174	€174
RU	RU	Moscow	Novosibirsk	€256	€255

Average cost of flight tickets for most popular domestic routes

Departure country	Arrival country	Departure city	Arrival city	Price / Adult (including all fees and discounts)	Price / Adult (FaceValue + Tax)
HR	HR	Dubrovnik	Zagreb	€77	€74
PE	PE	Cuzco	Lima	€119	€115
GR	GR	Chania	Athens	€79	€77
PL	PL	Gdansk	Warsaw	€89	€88
ZA	ZA	Johannesburg	Cape Town	€178	€172
GR	GR	Thessaloniki	Heraklion	€103	€103
GR	GR	Alexandroupolis	Athens	€100	€99
GR	GR	Kerkyra	Athens	€90	€89
RU	RU	Moscow	Kazan	€148	€148
FR	FR	Paris	Toulouse	€133	€128
PL	PL	Warsaw	Wroclaw	€100	€99
RU	RU	Moscow	Samara	€190	€189
GB	GB	Edinburgh	London	€124	€121
GR	GR	Heraklion	Thessaloniki	€101	€100

Top 50 low cost airlines and booking made with each in percentage

Airline name	Percentage 100.00%
Ryanair	48,20%
easyJet	7,87%
Norwegian	7,79%
Vueling	6,89%
Wizzair	5,17%
Germanwings	3,13%
Pegasus Airlines	2,57%
JetStar Asia	1,76%
Transavia Airlines	1,02%
JetStar Asia	1,01%
Blue Air	0,93%
transavia.com	0,93%
Tiger Airways Singapore	0,80%
Pegasus Airlines	0,75%
Transavia Airlines	0,71%
Air Berlin	0,56%
Blu-Express	0,55%
JetStar	0,55%
Air One	0,46%
flybe.com	0,45%
JetStar Asia	0,42%
Monarch	0,42%
Mango Airlines	0,40%
Tiger Airways Singapore	0,39%
jetBlue Airways	0,30%
Eurolot	0,30%
Air Arabia	0,29%
Meridiana	0,27%
Aer Lingus	0,26%
VAustralia	0,26%
Spirit Airlines	0,24%
Sky Express	0,17%
ABC Aerolineas	0,16%
Tiger Airways Australia	0,16%
Condor	0,15%
Niki	0,15%
Air Italy	0,15%
Volotea	0,15%
Aer Lingus	0,14%
Air New Zealand	0,13%
flythomascook.com	0,12%
Czech Airlines	0,12%
WOW Air	0,11%

Top 50 low cost airlines and booking made with each in percentage

Airline name	Percentage 100.00%
VietJet Aviation	0,11%
TUIfly.com	0,11%
Allegiant Air	0,10%
Wizzair	0,10%
Eurowings	0,09%
Thomsonfly	0,08%
Mango Airlines	0,08%

Most popular/favorite airline (top 50)

All Bookings		
Airline name	Number of bookings	Percentage
Aegean Airlines	48.273	6,56%
Aeroflot	39.364	5,35%
Transaero Airlines	30.612	4,16%
Turkish Airlines	29.115	3,96%
Air France	27.745	3,77%
Air Berlin	20.850	2,83%
Delta Air Lines	19.186	2,61%
SAS	18.961	2,58%
Iberia	16.462	2,24%
British Airways	15.818	2,15%
TAP Air Portugal	12.537	1,70%
LOT Polish Airlines	11.785	1,60%
Finnair	10.497	1,43%
Air Serbia	10.299	1,40%
Lufthansa	10.285	1,40%
Alitalia	10.176	1,38%
Hahn Air	9.711	1,32%
Brussels Airlines	9.618	1,31%
Emirates Airlines	9.551	1,30%
Siberia S7 Airlines	9.185	1,25%
KLM	9.012	1,22%
US Airways	8.797	1,20%
Ukraine Int. Airlines	8.465	1,15%
Air Europa	7.711	1,05%
South African Airways	7.662	1,04%
Philippine Airlines	7.571	1,03%
United Airlines	7.536	1,02%
Air Baltic	7.073	0,96%
Qatar Airways	6.783	0,92%
Malaysian Airlines	6.567	0,89%

All Bookings		
Airline name	Number of bookings	Percentage
Swiss International Airlines	6.199	0,84%
Jet Airways	5.957	0,81%
Ryanair	5.902	0,80%
Pegasus Airlines	5.568	0,76%
Etihad Airways	5.437	0,74%
UTair Aviation	5.054	0,69%
Ava Avianca	4.779	0,65%
Tunis Air	4.682	0,64%
Icelandair	4.665	0,63%
China Southern Airlines	4.501	0,61%
Bulgaria Air	4.361	0,59%
Austrian Airlines	4.351	0,59%
Egyptair	4.348	0,59%
Croatia Airlines	4.290	0,58%
Cyprus Airways	4.197	0,57%
Air Malta	4.080	0,55%
Tarom Romanian Air	3.783	0,51%
TAM Linhas Aereas	3.304	0,45%
Air China	3.173	0,43%
Virgin Atlantic	2.898	0,39%

International		
Airline name	Number of bookings	Percentage
Turkish Airlines	29.038	5,30%
Aegean Airlines	25.542	4,67%
Aeroflot	20.145	3,68%
Air France	17.895	3,27%
SAS	17.799	3,25%
Air Berlin	16.560	3,02%
British Airways	14.287	2,61%
Iberia	12.190	2,23%
Transaero Airlines	12.088	2,21%
TAP Air Portugal	11.799	2,16%
Air Serbia	10.299	1,88%
Lufthansa	10.175	1,86%
Finnair	9.785	1,79%
Brussels Airlines	9.617	1,76%
Emirates Airlines	9.551	1,74%
KLM	9.009	1,65%

International		
Airline name	Number of bookings	Percentage
Ukraine Int. Airlines	8.204	1,50%
Air Baltic	7.073	1,29%
Alitalia	6.898	1,26%
Qatar Airways	6.783	1,24%
LOT Polish Airlines	6.472	1,18%
Philippine Airlines	6.451	1,18%
Swiss International Airlines	6.197	1,13%
Malaysian Airlines	5.871	1,07%
Delta Air Lines	5.784	1,06%
Etihad Airways	5.435	0,99%
Pegasus Airlines	5.340	0,98%
Tunis Air	4.682	0,86%
Icelandair	4.665	0,85%
Siberia S7 Airlines	4.527	0,83%
Austrian Airlines	4.340	0,79%
Jet Airways	4.222	0,77%
Cyprus Airways	4.197	0,77%
Hahn Air	4.143	0,76%
China Southern Airlines	4.138	0,76%
Air Malta	4.078	0,74%
Egyptair	3.943	0,72%
Air Europa	3.814	0,70%
Bulgaria Air	3.797	0,69%
United Airlines	3.680	0,67%
Tarom Romanian Air	3.528	0,64%
US Airways	2.988	0,55%
Croatia Airlines	2.912	0,53%
South African Airways	2.854	0,52%
Air China	2.815	0,51%
Aigle Azur	2.715	0,50%
Icelandair	2.644	0,48%
Adria Airways	2.644	0,48%
Belavia	2.624	0,48%
Heli Air Monaco	2.537	0,46%

Domestic		
Airline name	Number of bookings	Percentage
Aegean Airlines	22.731	12,06%
Aeroflot	19.219	10,19%
Transaero Airlines	18.524	9,82%
Delta Air Lines	13.402	7,11%
Air France	9.850	5,22%
US Airways	5.809	3,08%
Hahn Air	5.568	2,95%
LOT Polish Airlines	5.313	2,82%
South African Airways	4.808	2,55%
Siberia S7 Airlines	4.658	2,47%
Air Berlin	4.290	2,28%
Iberia	4.272	2,27%
Ryanair	3.905	2,07%
Air Europa	3.897	2,07%
United Airlines	3.856	2,04%
UTair Aviation	3.782	2,01%
Alitalia	3.278	1,74%
Ava Avianca	2.402	1,27%
TAM Linhas Aereas	2.370	1,26%
Rossiya Airlines	1.960	1,04%
Jet Airways	1.735	0,92%
Virgin Atlantic	1.682	0,89%
British Airways	1.531	0,81%
Hahn Air	1.414	0,75%
TAM Linhas Aereas	1.382	0,73%
Croatia Airlines	1.378	0,73%
Heli Air Monaco	1.228	0,65%
SAS	1.162	0,62%
Hahn Air	1.122	0,60%
Philippine Airlines	1.120	0,59%
Air France	1.034	0,55%
Olympic Air	1.024	0,54%
Thai Airways	1.015	0,54%
Hahn Air	1.008	0,53%
Air Canada	965	0,51%
Hahn Air	849	0,45%
American Airlines	784	0,42%
Hahn Air	769	0,41%
Aeromexico	759	0,40%
TAP Air Portugal	738	0,39%
Hahn Air	729	0,39%
Finnair	712	0,38%

Domestic		
Airline name	Number of bookings	Percentage
Malaysian Airlines	696	0,37%
Hahn Air	664	0,35%
Heli Air Monaco	637	0,34%
Hahn Air	611	0,32%
Hahn Air	580	0,31%
Hahn Air	568	0,30%
Bulgaria Air	564	0,30%
Meridiana	477	0,25%

Percentage booked on desktop and mobile (per market)

Market	Device	Number of bookings	Percentage
AE	desktop	7.834	83,02%
AE	mobile	1.601	16,97%
AE	mobile-ios	1	0,01%
AL	desktop	1.106	92,71%
AL	mobile	87	7,29%
AU	desktop	3.898	72,52%
AU	mobile	1.472	27,39%
AU	mobile-ios	5	0,09%
BG	desktop	1.150	84,43%
BG	mobile	212	15,57%
BR	desktop	2.209	86,76%
BR	mobile	337	13,24%
CA	desktop	48	94,12%
CA	mobile	3	5,88%
CN	desktop	2.845	85,03%
CN	mobile	501	14,97%
CZ	desktop	10.433	92,35%
CZ	mobile	864	7,65%
DE	desktop	57.011	85,30%
DE	mobile	9.758	14,60%
DE	mobile-ios	65	0,10%
DK	desktop	6.719	91,37%
DK	mobile	635	8,63%
ES	desktop	26.917	86,37%
ES	mobile	4.224	13,55%
ES	mobile-ios	22	0,07%
FI	desktop	2.892	87,56%
FI	mobile	411	12,44%
FR	desktop	52.045	87,75%
FR	mobile	7.235	12,20%
FR	mobile-ios	30	0,05%

Percentage booked on desktop and mobile (per market)

Market	Device	Number of bookings	Percentage
GR	desktop	49.314	89,44%
GR	mobile	4.025	7,30%
GR	mobile-ios	1.795	3,26%
HK	desktop	3.635	84,87%
HK	mobile	648	15,13%
HU	desktop	3.599	92,02%
HU	mobile	312	7,98%
ID	desktop	623	79,16%
ID	mobile	164	20,84%
IE	desktop	7.293	80,54%
IE	mobile	1.760	19,44%
IE	mobile-ios	2	0,02%
IN	desktop	2.780	87,72%
IN	mobile	389	12,28%
IT	desktop	10.384	89,59%
IT	mobile	1.129	9,74%
IT	mobile-ios	77	0,66%
JP	desktop	7.070	67,86%
JP	mobile	3.349	32,14%
KR	desktop	12.827	77,78%
KR	mobile	3.664	22,22%
NL	desktop	193	89,35%
NL	mobile	23	10,65%
NO	desktop	2.260	89,15%
NO	mobile	275	10,85%
NZ	desktop	7.848	79,64%
NZ	mobile	2.004	20,34%
NZ	mobile-ios	2	0,02%
PH	desktop	1.195	78,00%
PH	mobile	337	22,00%
PL	desktop	20.559	93,00%
PL	mobile	1.457	6,59%
PL	mobile-ios	91	0,41%
PT	desktop	11.267	90,24%
PT	mobile	1.218	9,76%
RO	desktop	3.612	88,64%
RO	mobile	444	10,90%
RO	mobile-ios	19	0,47%
RS	desktop	1.509	82,28%
RS	mobile	325	17,72%

## 2014 Year in Review

Percentage booked on desktop and mobile (per market)

Market	Device	Number of bookings	Percentage
RU	desktop	74.758	77,21%
RU	mobile	21.793	22,51%
RU	mobile-ios	278	0,29%
SE	desktop	3.868	84,38%
SE	mobile	716	15,62%
SG	desktop	6.061	83,18%
SG	mobile	1.226	16,82%
TP	desktop	49.718	82,71%
TP	mobile	10.283	17,11%
TP	mobile-ios	107	0,18%
TR	desktop	17.653	85,23%
TR	mobile	2.999	14,48%
TR	mobile-ios	61	0,29%
TW	desktop	2.625	80,30%
TW	mobile	644	19,70%
UA	desktop	3.631	82,09%
UA	mobile	792	17,91%
UK	desktop	82.937	80,25%
UK	mobile	20.306	19,65%
UK	mobile-ios	109	0,11%
US	desktop	13.994	72,40%
US	mobile	5.319	27,52%
US	mobile-ios	16	0,08%
ZA	desktop	9.588	82,66%
ZA	mobile	2.000	17,24%
ZA	mobile-ios	11	0,09%

Number of tickets & bookings, booked for the whole year (divided in domestic and international flights)

Domestic - With booking and departure date in 2014

Market	Number of tickets	Percentage	Market	Number of bookings	Percentage
	277.235	100,00%		165.581	100,00%
RU	86.928	31,36%	RU	45.161	27,27%
GR	35.791	12,91%	GR	21.537	13,01%
UK	31.051	11,20%	UK	18.429	11,13%
FR	21.303	7,68%	FR	14.419	8,71%
US	12.911	4,66%	DE	8.632	5,21%
ES	12.654	4,56%	ES	8.482	5,12%
DE	12.404	4,47%	US	7.955	4,80%
TP	11.491	4,14%	TP	6.886	4,16%
PL	7.792	2,81%	PL	5.942	3,59%
ZA	7.158	2,58%	ZA	4.510	2,72%
KR	4.551	1,64%	KR	2.828	1,71%
IT	4.400	1,59%	IT	2.740	1,65%
AU	3.151	1,14%	AU	2.269	1,37%
TR	2.944	1,06%	JP	1.936	1,17%
JP	2.911	1,05%	TR	1.808	1,09%
NZ	2.104	0,76%	IE	1.353	0,82%
IE	2.074	0,75%	NZ	1.332	0,80%
PT	1.899	0,68%	PT	1.326	0,80%
BR	1.619	0,58%	SE	875	0,53%
SE	1.445	0,52%	IN	750	0,45%
IN	1.360	0,49%	SG	692	0,42%
SG	1.216	0,44%	BR	691	0,42%
AE	1.018	0,37%	AE	616	0,37%
CZ	1.010	0,36%	CZ	518	0,31%
HK	840	0,30%	DK	502	0,30%
CN	756	0,27%	HK	493	0,30%
DK	651	0,23%	FI	433	0,26%
TW	581	0,21%	CN	380	0,23%
FI	539	0,19%	TW	356	0,22%
PH	457	0,16%	NO	274	0,17%
NO	410	0,15%	PH	266	0,16%
HU	356	0,13%	HU	230	0,14%
UA	353	0,13%	UA	226	0,14%
RO	343	0,12%	RO	213	0,13%
BG	267	0,10%	BG	201	0,12%



Number of tickets & bookings, booked for the whole year (divided in domestic and international flights)

Domestic - With booking and departure date in 2014

Market	Number of tickets	Percentage	Market	Number of bookings	Percentage
ID	179	0,06%	AL	130	0,08%
AL	167	0,06%	ID	104	0,06%
RS	99	0,04%	RS	63	0,04%
NL	29	0,01%	NL	15	0,01%
CA	23	0,01%	CA	8	0,00%

Domestic - With booking date in 2014 and departure date in 2014 or 2015

Market	Number of tickets	Percentage	Market	Number of bookings	Percentage
	298.836	100,00%		177.406	100,00%
RU	88.155	29,50%	RU	45.760	25,79%
GR	38.021	12,72%	GR	22.700	12,80%
UK	34.294	11,48%	UK	20.196	11,38%
FR	22.078	7,39%	FR	14.852	8,37%
US	15.746	5,27%	US	9.827	5,54%
ES	13.522	4,52%	DE	9.272	5,23%
DE	13.395	4,48%	ES	8.943	5,04%
TP	12.265	4,10%	TP	7.325	4,13%
PL	8.097	2,71%	PL	6.110	3,44%
ZA	7.900	2,64%	ZA	4.883	2,75%
KR	5.496	1,84%	KR	3.361	1,89%
AU	4.503	1,51%	AU	2.929	1,65%
IT	4.471	1,50%	IT	2.772	1,56%
JP	3.567	1,19%	JP	2.352	1,33%
TR	3.132	1,05%	TR	1.922	1,08%
NZ	2.453	0,82%	NZ	1.530	0,86%
IE	2.187	0,73%	IE	1.430	0,81%
BR	2.090	0,70%	PT	1.372	0,77%
SE	1.972	0,66%	SE	1.090	0,61%
PT	1.965	0,66%	BR	853	0,48%
IN	1.467	0,49%	IN	804	0,45%
CN	1.388	0,46%	SG	789	0,44%
SG	1.376	0,46%	AE	673	0,38%
CZ	1.111	0,37%	FI	665	0,37%
AE	1.110	0,37%	DK	651	0,37%
DK	1.004	0,34%	CN	633	0,36%
HK	947	0,32%	CZ	567	0,32%
TW	904	0,30%	HK	546	0,31%
FI	897	0,30%	TW	538	0,30%
NO	850	0,28%	NO	484	0,27%
PH	472	0,16%	PH	274	0,15%

Domestic - With booking date in 2014 and departure date in 2014 or 2015

Market	Number of tickets	Percentage	Market	Number of bookings	Percentage
UA	408	0,14%	UA	262	0,15%
HU	385	0,13%	HU	244	0,14%
RO	376	0,13%	RO	230	0,13%
BG	273	0,09%	BG	207	0,12%
ID	198	0,07%	AL	131	0,07%
AL	168	0,06%	ID	115	0,06%
RS	109	0,04%	RS	70	0,04%
NL	56	0,02%	NL	33	0,02%
CA	28	0,01%	CA	11	0,01%

International - With booking and departure date in 2014

Market	Number of tickets	Percentage	Market	Number of bookings	Percentage
	766.296	100,00%		481.822	100,00%
UK	123.535	16,12%	UK	77.047	15,99%
RU	93.822	12,24%	DE	54.535	11,32%
DE	82.143	10,72%	TP	49.559	10,29%
TP	79.708	10,40%	RU	49.149	10,20%
FR	59.616	7,78%	FR	41.175	8,55%
GR	51.083	6,67%	GR	29.729	6,17%
ES	28.879	3,77%	ES	20.752	4,31%
TR	26.929	3,51%	TR	17.910	3,72%
PL	21.972	2,87%	PL	15.080	3,13%
CZ	18.378	2,40%	PT	10.671	2,21%
NZ	15.727	2,05%	KR	10.643	2,21%
KR	15.197	1,98%	CZ	9.796	2,03%
PT	14.176	1,85%	IT	8.571	1,78%
IT	13.454	1,76%	AE	8.192	1,70%
AE	12.737	1,66%	US	7.570	1,57%
US	12.064	1,57%	IE	7.363	1,53%
IE	10.592	1,38%	NZ	7.335	1,52%
ZA	9.510	1,24%	JP	6.716	1,39%
JP	9.002	1,17%	ZA	5.998	1,24%
SG	8.752	1,14%	SG	5.755	1,19%
UA	6.905	0,90%	DK	4.956	1,03%
DK	6.636	0,87%	UA	3.793	0,79%
HK	5.549	0,72%	RO	3.507	0,73%
RO	5.545	0,72%	HK	3.442	0,71%
HU	4.787	0,62%	HU	3.220	0,67%
SE	3.978	0,52%	SE	2.446	0,51%
IN	3.324	0,43%	IN	2.119	0,44%
CN	2.585	0,34%	TW	1.860	0,39%
AU	2.558	0,33%	FI	1.848	0,38%
FI	2.508	0,33%	CN	1.702	0,35%

International - With booking and departure date in 2014

Market	Number of tickets	Percentage	Market	Number of bookings	Percentage
TW	2.398	0,31%	RS	1.682	0,35%
RS	2.334	0,30%	BR	1.272	0,26%
BR	2.129	0,28%	AU	1.265	0,26%
PH	2.066	0,27%	PH	1.180	0,24%
BG	1.597	0,21%	NO	1.136	0,24%
NO	1.576	0,21%	BG	1.102	0,23%
AL	1.454	0,19%	AL	1.050	0,22%
ID	950	0,12%	ID	596	0,12%
NL	113	0,01%	NL	81	0,02%
CA	28	0,00%	CA	19	0,00%

International - With booking date in 2014 and departure date in 2014 or 2015

Market	Number of tickets	Percentage	Market	Number of bookings	Percentage
	850.026	100,00%		526.134	100,00%
UK	135.589	15,95%	UK	83.156	15,81%
RU	97.566	11,48%	DE	57.562	10,94%
DE	87.414	10,28%	TP	52.783	10,03%
TP	85.203	10,02%	RU	51.069	9,71%
FR	64.664	7,61%	FR	44.458	8,45%
GR	57.111	6,72%	GR	32.434	6,16%
ES	31.390	3,69%	ES	22.220	4,22%
TR	28.385	3,34%	TR	18.791	3,57%
PL	23.717	2,79%	PL	15.997	3,04%
CZ	20.208	2,38%	KR	13.130	2,50%
KR	19.025	2,24%	PT	11.113	2,11%
NZ	17.529	2,06%	CZ	10.730	2,04%
US	15.066	1,77%	US	9.502	1,81%
PT	14.790	1,74%	IT	8.818	1,68%
IT	13.925	1,64%	AE	8.763	1,67%
AE	13.578	1,60%	NZ	8.324	1,58%
DK	11.564	1,36%	JP	8.067	1,53%
IE	10.984	1,29%	IE	7.625	1,45%
JP	10.947	1,29%	ZA	6.716	1,28%
ZA	10.739	1,26%	DK	6.703	1,27%
SG	9.923	1,17%	SG	6.498	1,24%
SE	8.392	0,99%	UA	4.161	0,79%
UA	7.745	0,91%	RO	3.845	0,73%
RO	6.071	0,71%	HK	3.737	0,71%
HK	6.059	0,71%	HU	3.667	0,70%
HU	5.557	0,65%	SE	3.494	0,66%
AU	5.039	0,59%	TW	2.731	0,52%
CN	4.485	0,53%	CN	2.713	0,52%
NO	3.954	0,47%	FI	2.638	0,50%

International - With booking date in 2014 and departure date in 2014 or 2015

Market	Number of tickets	Percentage	Market	Number of bookings	Percentage
FI	3.804	0,45%	AU	2.446	0,46%
TW	3.779	0,44%	IN	2.365	0,45%
IN	3.695	0,43%	NO	2.051	0,39%
BR	2.879	0,34%	RS	1.764	0,34%
RS	2.468	0,29%	BR	1.693	0,32%
PH	2.186	0,26%	PH	1.258	0,24%
BG	1.685	0,20%	BG	1.155	0,22%
AL	1.471	0,17%	AL	1.062	0,20%
ID	1.082	0,13%	ID	672	0,13%
NL	297	0,03%	NL	183	0,03%
CA	61	0,01%	CA	40	0,01%

Most tickets sold in a day

	Date	Number of tickets
1	21/1/2014	4,299
2	13/5/2014	4,014
3	18/2/2014	3,951
4	05/9/2014	3,945
5	22/12/2014	3,917
6	19/12/2014	3,881
7	21/3/2014	3,871
8	17/2/2014	3,854
9	27/5/2014	3,800
10	07/2/2014	3,797

Most bookings made in a day

	Date	Number of bookings
1	21/1/2014	2,997
2	12/11/2014	2,804
3	05/9/2014	2,794
4	23/10/2014	2,773
5	04/11/2014	2,759
6	21/10/2014	2,723
7	13/5/2014	2,722
8	15/10/2014	2,711
9	09/10/2014	2,696
10	18/2/2014	2,674

Most tickets sold in an hour

	Date	Hour	Number of tickets
1	21/01/2014	9:00	1,376
2	02/05/14	16:00	902
3	03/07/14	10:00	471
4	11/12/14	11:00	451
5	21/01/2014	10:00	442
6	03/07/14	11:00	416
7	22/04/2014	16:00	410
8	27/01/2014	16:00	369
9	22/04/2014	12:00	342
10	09/08/14	11:00	325

Most bookings made in an hour

	Date	Hour	Number of bookings
1	21/01/2014	9:00	2,997
2	02/05/14	16:00	2,804
3	11/12/14	11:00	2,794
4	03/07/14	10:00	2,773
5	21/01/2014	10:00	2,759
6	03/07/14	11:00	2,723
7	27/01/2014	16:00	2,722
8	22/04/2014	16:00	2,711
9	22/04/2014	12:00	2,696
10	14/01/2014	19:00	2,674

All the above data are taken from: Flights booked throughout 2014 (including those pre-booked for the end of the year). Specifically for bookings made in 2014 (01.01.14-31.12.14), but filtered out bookings with returning (inbound) date in 2015.

## 2014 ANNUAL TRENDS REPORT

