

# Annual Trends 2016





**About  
tripsta**



**Mission Statement**

**Our Mission is to be the Leading 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.



# Letter from the CEO

Tripsta's strong performance year after year is a result of our diversified business and multiple engines of growth, disciplined strategy and excellent execution. We are always striving to exceed the expectations of our customers through continuous innovation and investment in technology.

During 2016, we set the basis for major projects, such as the Customer Experience (CX) culture implementation throughout all departments and the launch of dynamic pricing. As part of our Customer Experience strategy, we have placed our customers at the core of our business following our four CX Principles: Personalized Experience, Responsiveness, Innovation and Positive Attitude. Major CX milestones from a product perspective included the successful launch of user authentication and the user dashboard.

Furthermore, we acquired new IATA licenses to offer more content to our customers and we introduced our cooperation with Deutsche Bahn as part of our mission to be the leading multimodal OTA globally.

As for 2017, apart from increasing the EBITDA, tripsta's priority is to focus on two strategic objectives:

1. Transform Airtickets into a marketplace that will show both our prices and prices from competitors and airlines directly.
2. Introduce the combination of multiple means of transportation (air, rail and ferries) within our search results.

To create better alignment, transparency and faster execution we also implemented a new goal setting framework for 2017.

We will continue to focus on mobile, since it is continuously growing. In Q4 2016, approximately one third of our total sales came from mobile devices. For the first time ever, searches for our brands were initiated on more mobile devices than desktops.

Moving forward, we will continue to invest in our people and to strive for the best customer experience. Our main target is High Performance—this is how we position our business for sustainable long-term growth.

**Philipp Brinkmann,**  
Co-Founder & CEO

**Tripsta – travelplanet24 - airtickets®**



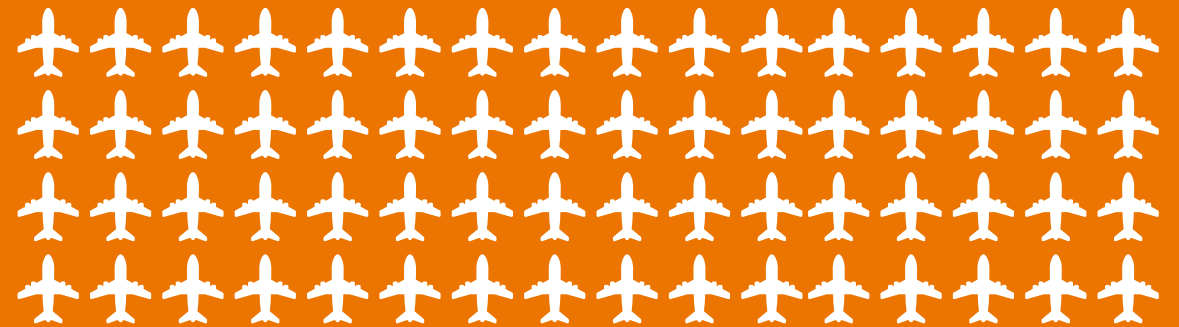
# tripsta by the numbers

# 3



**202.000**  
tickets sold / month (average)

which means we are filling



**1.347** airbuses A320 / month  
or **45** EVERY day!



**40.000**  
website searches / minute (peak)

if



=



each search

1 click

that's



**3 times the speed**  
at which a bee flaps its wings!



**6,4 billion**  
HTTP requests in 2016

to put that into perspective



**7,4 billion**  
is the earth's population!



**4,8 Terabyte**  
of data generated per day for  
responding to API requests

which means we saved (by not printing!)



**240.000 trees!**

During 2016 we had about



**680.000**  
incoming calls



**316.000**  
outgoing calls

with an average  
**duration of**



**5' / call**

and an average  
**pace of**



**/ minute**

that's like one person



BLABLABLA  
BLABLABLA  
BLABLABLA



**spending 10 years  
talking non-stop!**



**1 booking  
per second**  
on peak time

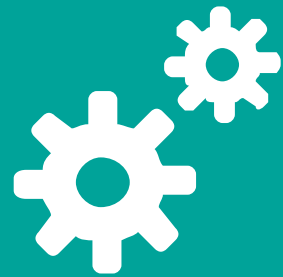
during 2016 we have read & stored



**1,9 million SSRs**

SSRS refers to Special Service Requests from customers for their flights, such as: pet transportation, special meals, wheelchair requests, sport equipment, etc.

of which



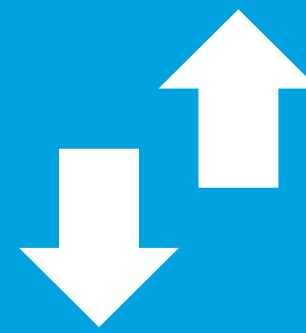
**1,2 million  
were handled  
automatically**

we had



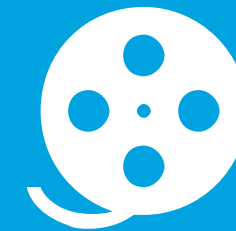
**107  
passengers  
over 100 years old!**

we've had over



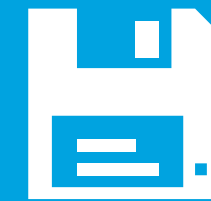
**0,5 Petabytes**  
of internet traffic  
from all departments in 2 countries

if



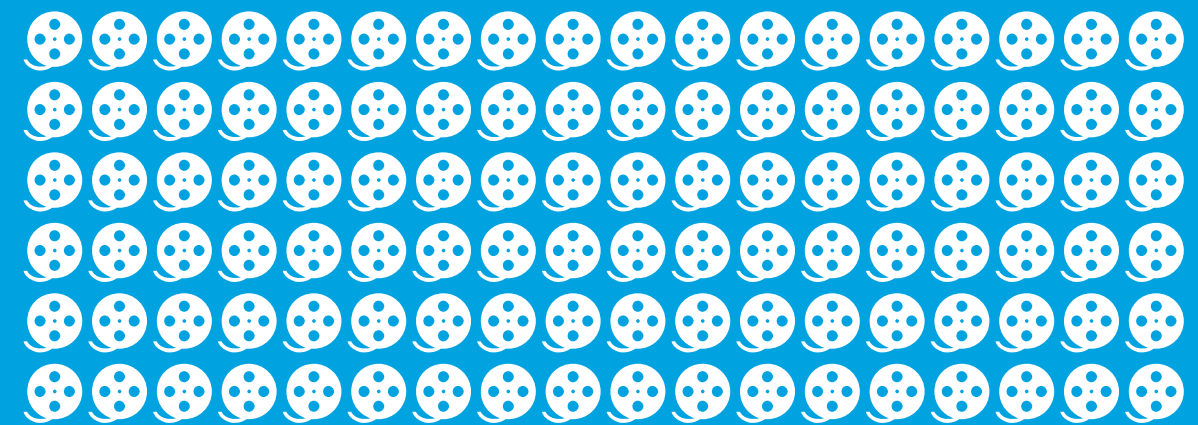
**1 movie**

=



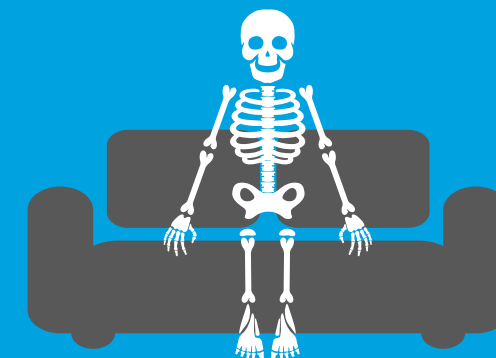
**1 GB**

that's



**500.000 movies!**

which would take a single person



**114 years  
to watch!**





# 2016 Financial Highlights

## Sales Breakdown by Product

flight tickets



**+12,7%**

€573.821.422

ferries tickets



**+53%**

€8.211.484

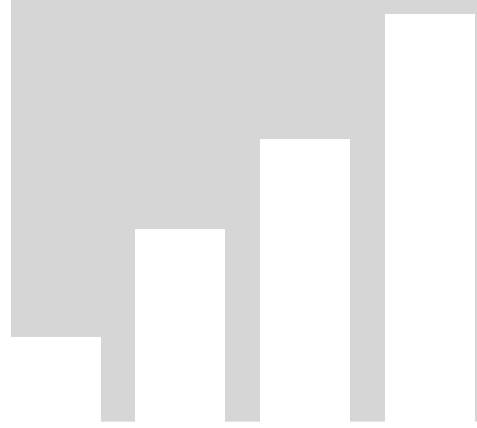
total sales



**+13,1%**

€582.032.906

## Growth within the Last Year



**+21%**

number of bookings

## Key Records



**11.716**  
tickets sold in a day

on 15.11.16



**8.025 bookings**

day with maximum  
bookings within 2016



**818**  
highest number of  
tickets sold in an hour

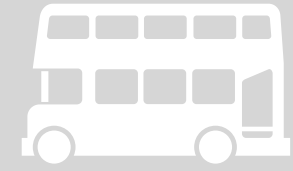


**604**  
highest number of  
bookings made in an hour

## Largest Contributing Markets



Greece



United Kingdom



Germany



Republic of Korea



France

## Top 3 Markets that have Emerged in 2016



Italy



Republic of  
Korea



Germany



# 2016 Global Trends

# 5



## Top Booked Routes in 2016



From	To
Prague	London
Tokyo	Seoul
Auckland	Sydney



From	To
Thessaloniki	Athens
Athens	Thessaloniki
Athens	Heraklion



From	To
Athens	Thessaloniki
Thessaloniki	Athens
Larnaca	Athens



## Percentage of Bookings Made by Men and Women



**59,84%** of bookings made by **men**



**40,16%** of bookings made by **women**

**Prague** ➤ **London**  
tripsta top route for men

**Tokyo** ➤ **Seoul**  
tripsta top route for women





## Percentage Booked on Desktop & Mobile Devices



## Most vs. Least Popular Booking Period



**February**

**167.777**  
bookings



**July**

**138.849**  
bookings



## Most vs. Least Popular Traveling Period



**December**

**180.432**  
trips



**February**

**136.008**  
trips



**19<sup>th</sup>-25<sup>th</sup> Dec**

**50.351**  
trips



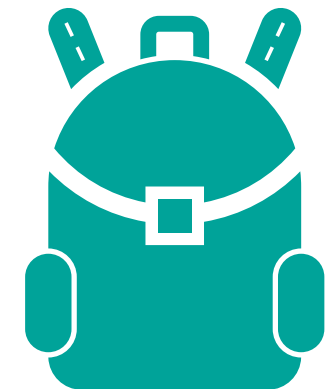
## Top searched routes yearly

From	To	From	To	From	To
Taiwan	Tokyo	Athens	Thessaloniki	Athens	Barcelona
Taiwan	Hong-Kong	Thessaloniki	Athens	Athens	Thessaloniki
Seoul	Tokyo	Athens	Chania	Thessaloniki	Athens



## Top 5 Low Cost Airlines and Bookings

Airline	Airline Name
FR	Ryanair
3K	JetStar Asia
OB	Blue Air
U2	easyJet
GQ	Sky Express



#ryanair



## Top 5 Most Popular / Favorite Airlines

Airline	Airline Name
A3	Aegean Airlines
TK	Turkish Airlines
FR	Ryanair
AZ	Alitalia
SK	SAS



#aegeanair





## Average Cost of Flight Tickets for Most Popular Routes



From	To	Average cost (€)
Prague	London	120
Tokyo	Seoul	372
Auckland	Sydney	252
London	Prague	122
Prague	Paris	141



From	To	Average cost (€)
Thessaloniki	Athens	90
Athens	Thessaloniki	99
Athens	Heraklion	142
Heraklion	Athens	121
Athens	Rhodes	118



From	To	Average cost (€)
Athens	Thessaloniki	100
Thessaloniki	Athens	92
Larnaca	Athens	182
Athens	Larnaca	158
Athens	Heraklion	147



## Top routes per age groups



From	To	Age - Group
Auckland	Sydney	13 - 17
London	Prague	18 - 24
Prague	London	25 - 34
Tokyo	Seoul	35 - 44
Tokyo	Seoul	45 - 54
Auckland	Sydney	55 - 64



From	To	Age - Group
Thessaloniki	Athens	13 - 17
Thessaloniki	Athens	18 - 24
Athens	Thessaloniki	25 - 34
Athens	Thessaloniki	35 - 44
Thessaloniki	Athens	45 - 54
Thessaloniki	Athens	55 - 64



From	To	Age - Group
Athens	Thessaloniki	13 - 17
Thessaloniki	Athens	18 - 24
Athens	Thessaloniki	25 - 34
Athens	Thessaloniki	35 - 44
Thessaloniki	Athens	45 - 54
Thessaloniki	Athens	55 - 64

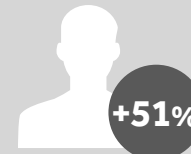




# Tripsta's people

## HR results

total number of employees



**300**

by 31.12.16

number of new hires



**122**

normal hiring + trainees

number of trainees



**15**

nationalities



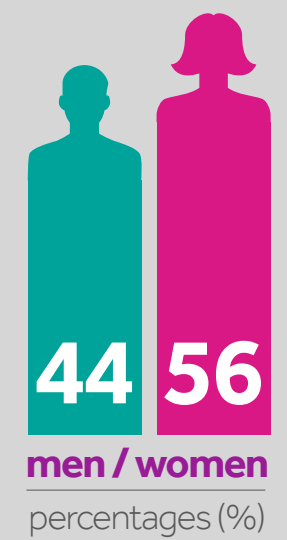
**20**

employee average

**32**  
age

average tenure

**3**  
years



we invest in training!



**19.063** hrs  
training



## HR plans for 2016

2016 was a fascinating year with a heavy focus on Customer Experience initiatives. Since Customer Experience is a culture for us, and not a project, we will continue these efforts in the upcoming year.

Other items that are on the top of our agenda for 2017 include empowering a high-performance culture by introducing new methodologies like Object Key Results (OKRs), working on projects that will improve the employee Net Promoter Score (NPS) and engagement, as well as strengthening our recruitment strategy.



**Insider Lab** is one of our annual internal business conferences that allows us the opportunity to come together to share knowledge, learn and discuss new trends and opportunities for the upcoming year that pertain to the business.

["Insider Lab 2017"](#) was held for the third year in a row on Saturday, December 17th, at Eleon Loft in Athens, Greece. The theme was **"the WOW customer effect!"** and had the generous support of Travelport, Singapore Airlines, Goldstar Aviation and Ellinair.

**Three internal speakers and eight great spokespersons "WOWed" us** by sharing their stories and expertise on this valuable day! It began with **John Stockdale** (Master Coach & Leadership Consultant) who inspired us with his "Flip Your Thinking" presentation. **Jan Paul Ephithite**, (Senior Product Manager- Open Platform, Travelport) and **Ralph Bullock** (Product Sales and Development Specialist, Travelport) took the stage in a joint presentation on "How to WOW with Branded Fares", while also joining were **Tamas Lengyel** (Customer Experience Engagement Lead, Deutsche Telekom Headquarter) engaging us with "Design Thinking Doing" and **Minttu Oramma** (Head of Markets Eastern Europe, Russia and Asia, momondo) presenting a moving campaign "The DNA Journey: purpose marketing: a new way to WOW customers". **Christina Aivalikli** (Complex Director of Housekeeping, Hotel Grande Bretagne and King George) delivered a hospitality case study "Achieving Loyalty" while **Spyros Photopoulos** (Director, Solutions Consulting EMEA, Persado) showed us how to "Inspire Consumers to Act – Emotionally Driven Cognitive Content". The day ended with the motivating **Peter Economides** (Brand Strategist) and his amazing presentation "I know how you feel...".

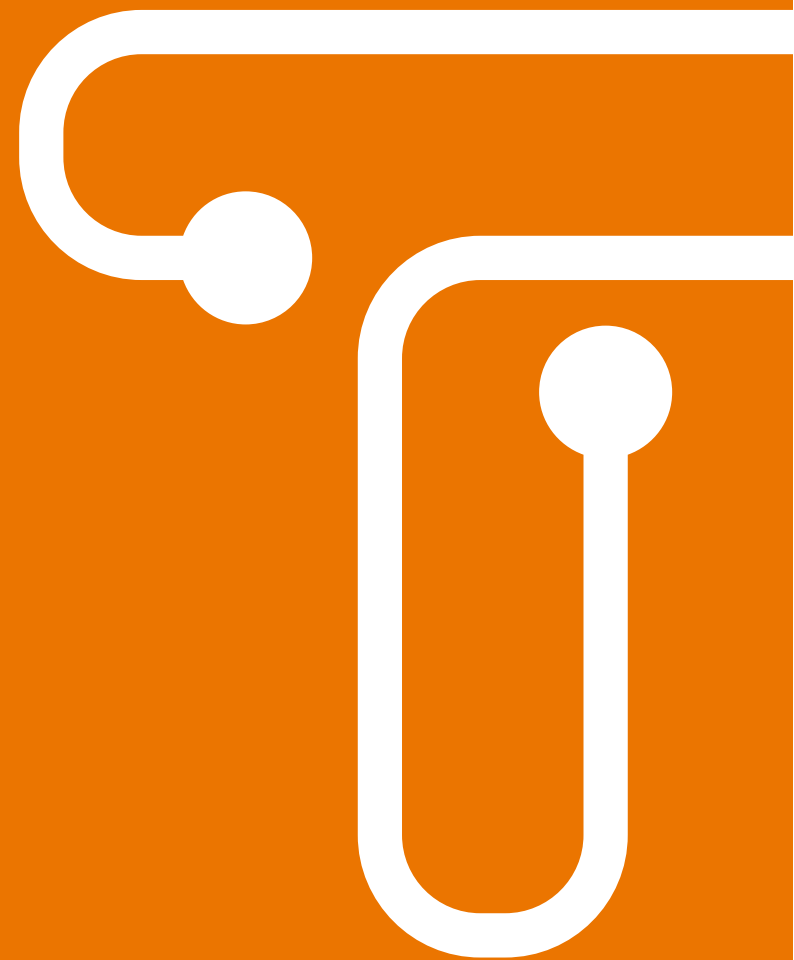


Tripsta organized a new, original and creative corporate program called **"Working Nomads"**, which gives our employees the opportunity to **work remotely from a Greek Island for a few days**. The first Working Nomads event - inspired and implemented by the tripsta Communications Department - was called "The Greek Summer Edition" and took place in a magnificent and luxurious villa on Mykonos island! The program promotes telecommuting, one of the newest and most popular trend in all modern technology companies.

As a participant of the program, a Working Nomad is a powerful ambassador for the company. The employee succeeds in cultivating the spirit of teamwork and enhancing their own efficiency within their team. Our Working Nomad is given the chance to work more creatively, to solve problems in a different and more relaxed environment and, of course, to increase their motivation to work. At the same time, it helps to strengthen the corporate image of tripsta, enhancing our friendly working environment.

"The Greek Summer Edition" of Working Nomads, ran for two weeks in June and two weeks in October, with a total of 80 employees from 6 different departments of the company participating. Each group consisted 10 employees and spent 3 working days in Mykonos island. The program will continue throughout 2017 with more adventures awaiting.





## 2016 Annual trends report

All the above data are taken from: Flights booked throughout 2016 (including those pre-booked for the end of the year).  
Specifically for bookings made in 2016 (01.01.16-31.12.16), but filtered out bookings with returning (inbound) date in 2017.