

# Package tours vs. self-organised holidays to Madeira – from Northern Europe

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[www.crt.dk](http://www.crt.dk) - 23 Feb. 2004

# Summary

- selected slides

# Bednights by nationality at hotels in Madeira region (2002)

Market	Bednights	Bednights%	Guests	Guests%	Ave.nights
United Kingdom	1.561.278	29%	195.007	23%	8,0
Germany	1.236.455	23%	144.308	17%	8,6
Portugal	785.829	14%	202.982	24%	3,9
4 Nordic	696.375	13%	91.968	11%	7,6
France	274.446	5%	56.976	7%	4,8
Spain	137.209	3%	25.576	3%	5,4
Benelux	378.144	7%	53.153	6%	7,1
All others	398.970	7%	62.005	7%	6,4
Total	5.468.706	100%	831.975	100%	6,6

Source: Direcção Regional de Estatística da Madeira - Turismo

# Madeira's approximate share of typical European package tour markets 2002 – assuming all guest are package tour travellers

Market	Nights '02 Madeira	Guests '02 Madeira	Night/stay Madeira	2002 Pax*1000	Pax share Madeira%
Finland	235.734	30.876	7,6	871	<b>3,5%</b>
Denmark	134.930	18.465	7,3	887	<b>2,1%</b>
Sweden	226.581	30.346	7,5	1.714	<b>1,8%</b>
Norway	99.130	12.281	8,1	905	<b>1,4%</b>
UK	1.561.278	195.007	8,0	18.609	<b>1,0%</b>
Belgium	167.170	22.707	7,4	2.700	<b>0,8%</b>
Austria	99.589	13.138	7,6	2.200	<b>0,6%</b>
Germany	1.236.455	144.308	8,6	25.100	<b>0,6%</b>
Netherlands	199.281	29.079	6,9	5.800	<b>0,5%</b>
Switzerland	68.653	10.676	6,4	3.100	<b>0,3%</b>
Luxembourg	11.693	1.367	8,6	NA	NA
Ireland	29.431	4.434	6,6	NA	NA
Pax markets	4.069.925	512.684	7,9	61.886	0,8%

# The equation

Flight

F: price of seat only

(as opposed to price of full package)

+ Hotel

H: price of 7 nights

(per person in shared double room)

+ Transit

T: price of transit

(per person, airport-hotel, return )

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= Package

P: price of package

So, if consumers cannot purchase 7 nights of hotel accommodation cheaper than  $P - F - T$ , then the tour operator will keep the business.

# Comparing cheapest packages with seat-only holidays to Funchal – seen on 2/2 2004 go ASAP

	Package, EUR	Seat-only, EUR	Hotel/transfer
Germany	329 LTUR.de	268 hlf.de, Hap	61
Sweden	404 solresor.se	339 sol/sterling	65
Netherlands	499 aloha-travel.	340 Transavia.	159
Austria	448 neckermann	269 flyniki.com/	179
UK	591 FirstChoice.	263 BA.com	328
France	626 JetTours.fr	288 tap.pt	338
Average	483 package	295 seat-only	188

# The hotel and transfer elements of a self-organised holiday in - or near - Funchal

	<u>4* (1)</u>	<u>3* (2)</u>	<u>4* (3)</u>
Hotel*7 nights	140	136	305
Transfer*2 <sub>taxi</sub>	<u>20</u>	<u>32</u>	<u>32</u>
Hotel + transfer	<u>160</u>	<u>168</u>	<u>337</u>

(1) Pestana Atalaia (15 km east) at Pestana.com, promotional offer.

(2) Residencial Vila Camacho, 3\*

(3) Special Internet Rate for Eden Mar at Hotels.com: EUR (80\*7) + service fee 49.70 = EUR 610, i.e. EUR 305 p.p.. – The writer asked hotels.com (travelnow) if there was a service charge on top of the listed price per night (80 EUR), which they wrote there is not, but there is!!

# Overview

1. Tourism statistics of Madeira
  - Flights, arriving persons
  - Hotel bed-nights - by nationality
2. Package tours and flights (seat-only) to Madeira
  - UK, Germany, Nordic, Other
3. Hotels
  - Hotel accommodation
  - electronic distribution
4. Conclusions and implications
  - Summary



# **1. Tourism statistics of Madeira**

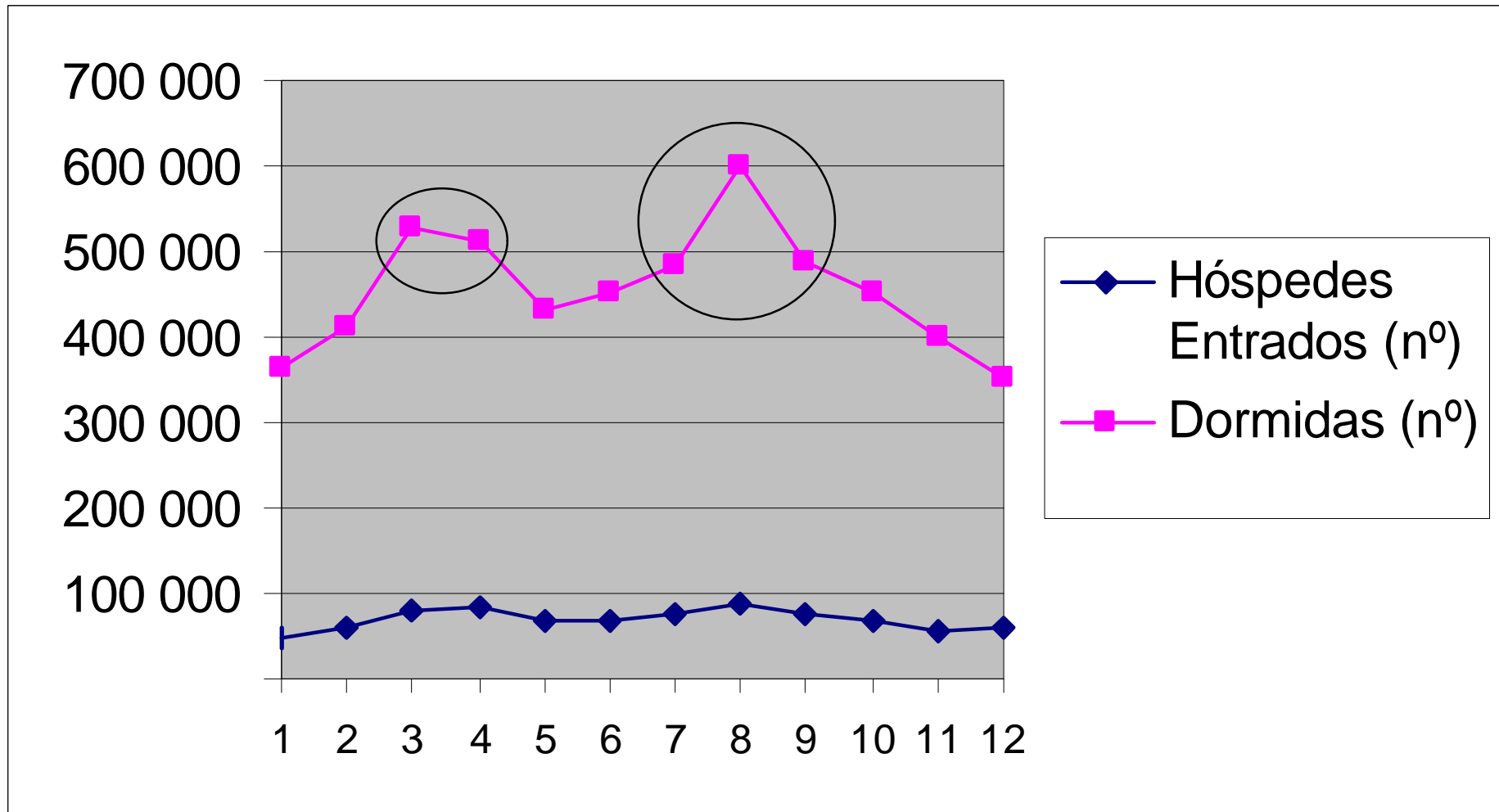
- Flights, arriving persons
- Hotel bed-nights, guests

# Passengers and thereby no. of arrivals by air 2003

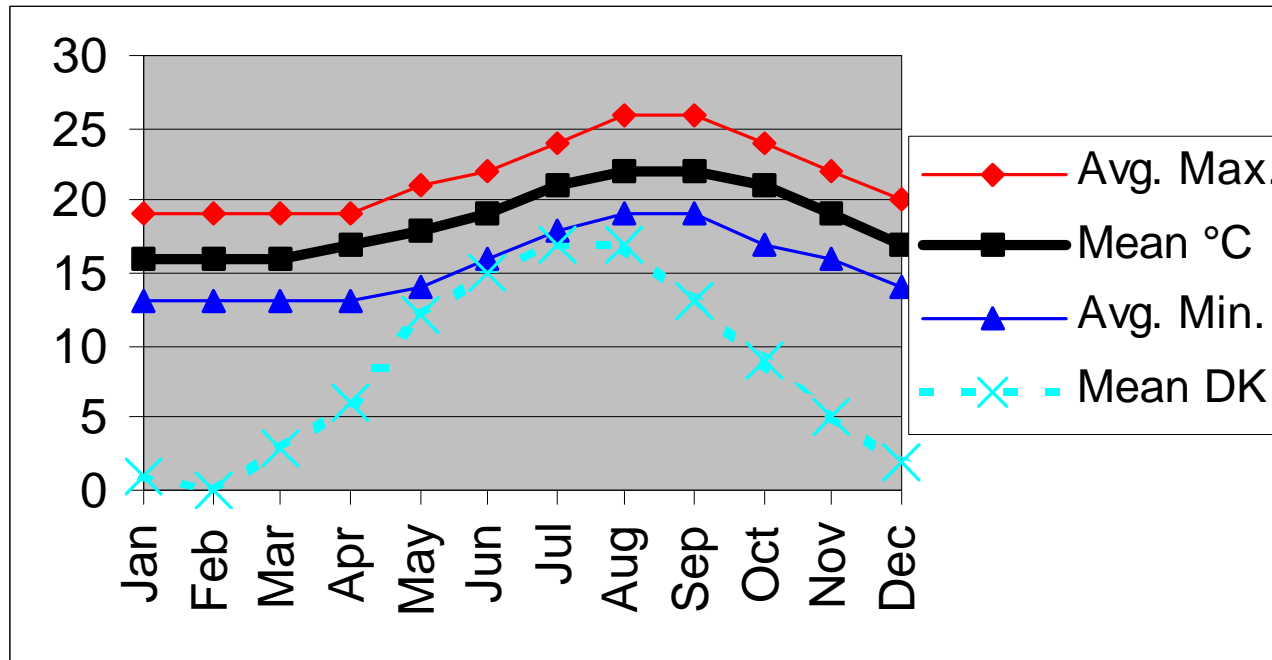
2003	<u>Passengers</u>	<u>Arrivals</u>
Lisboa	9.6 mill.	4.8 mill.
Faro	<u>4.8 mill.</u>	<u>2.348 mill.</u>
Mainland Portugal	18 mill.	9 mill.
<b>Madeira</b>	2.26 mill.	<b>1.129.812</b>
Porto Santo	0.182	91.090

Note: 74% of those who arrived to Madeira back in 2002 checked into hotels. The rest are residents and (mainly Portuguese) people who stay with friends and relatives – or in other non-paid for accommodation (maybe including hotel staff who get free accommodation at the hotel).

# Seasonality in the accommodation sector in Madeira - 2002



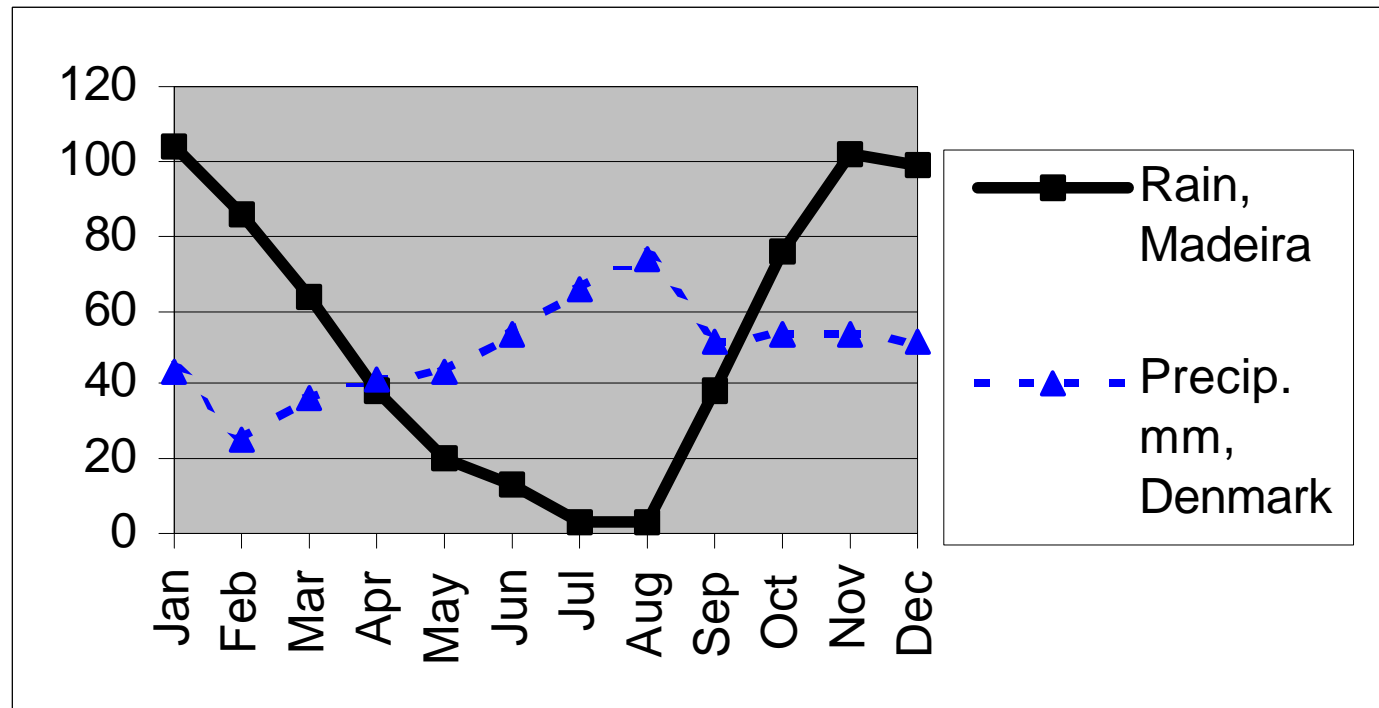
Source: <http://www.dre.srpc.pt/IETurismo.htm>



What's the weather like in Madeira, by the way?

Nice temp. all year. A lot warmer than in Denmark during winter, which is a rainy season in Madeira, though.

Source:  
uk.weather.com



# Hotel accomodation statistics for the Madeira region

	2002	01-02 %
No. of guests	831.975	-1,3%
No. of bednights	5.468.706	-0,9%
No. of hotels	184	4,0%
No. of beds	26.762	4,0%
Occupancy rate, beds (%)	56,9%	-3,5 p.p.
Total hotel revenue, mill. EUR	237	2,8%
Accommodation revenue, mill.	153	1,5%

Source:<http://www.dre.srpc.pt/IETurismo.htm>

Direccao Regional de Estatistica da Madeira – Turismo

Note:  $(26.762 \times 365) / 5.456.706 = 56.0\%$ , not 56.9%, but never mind.

Please note, that it's the bed-occupancy rate, not the room occupancy rate.

# Some details about the hotel accommodation stats for Madeira

Accommodation revenue per bed-night	<b>28</b> EUR
Other hotel revenue per bed night	15
Total hotel revenue per bed night	43 EUR
Per room night, if two persons share	<b>56</b> EUR
Average no. of nights per guest	6,6 nights
7 nights, accom. revenue per person	<b>196</b> EUR
(this is what the hotellier gets, in average, after tour operator's cut off. )	
Beds per hotel	145
Beds per room, average (~mainland)	2,3
Rooms per hotel, approx.	63

Note: based on previous slide

# Some comparative hotel statistic, 2002

	Hotels	Beds	Rooms	Beds/hotel	Rooms/hotel	Beds/room
Madeira	184	26.762	13.090	145	71	2,04
Portugal, main	1.786	228.665	99.120	128	55	2,3
W.Europe	205.141	10.087.030	5.266.452	49	26	1,9
USA	49.000	7.560.000	4.200.000	139	86	1,8

Sources: For Madeira, 2002: Local statistical authorities, for no. of hotels and no. of beds. No. of rooms and beds/room is based on maisturismo.pt, the Madeira section of Hotel Guide Portugal, which generally seems to assume 2 beds per room for all hotels. For mainland Portugal 2002 (and USA 2001) the source is WTO 2003. Since the sources are different, the average number of beds per room is not necessarily (read: probably not really) smaller in Madeira than in mainland Portugal.

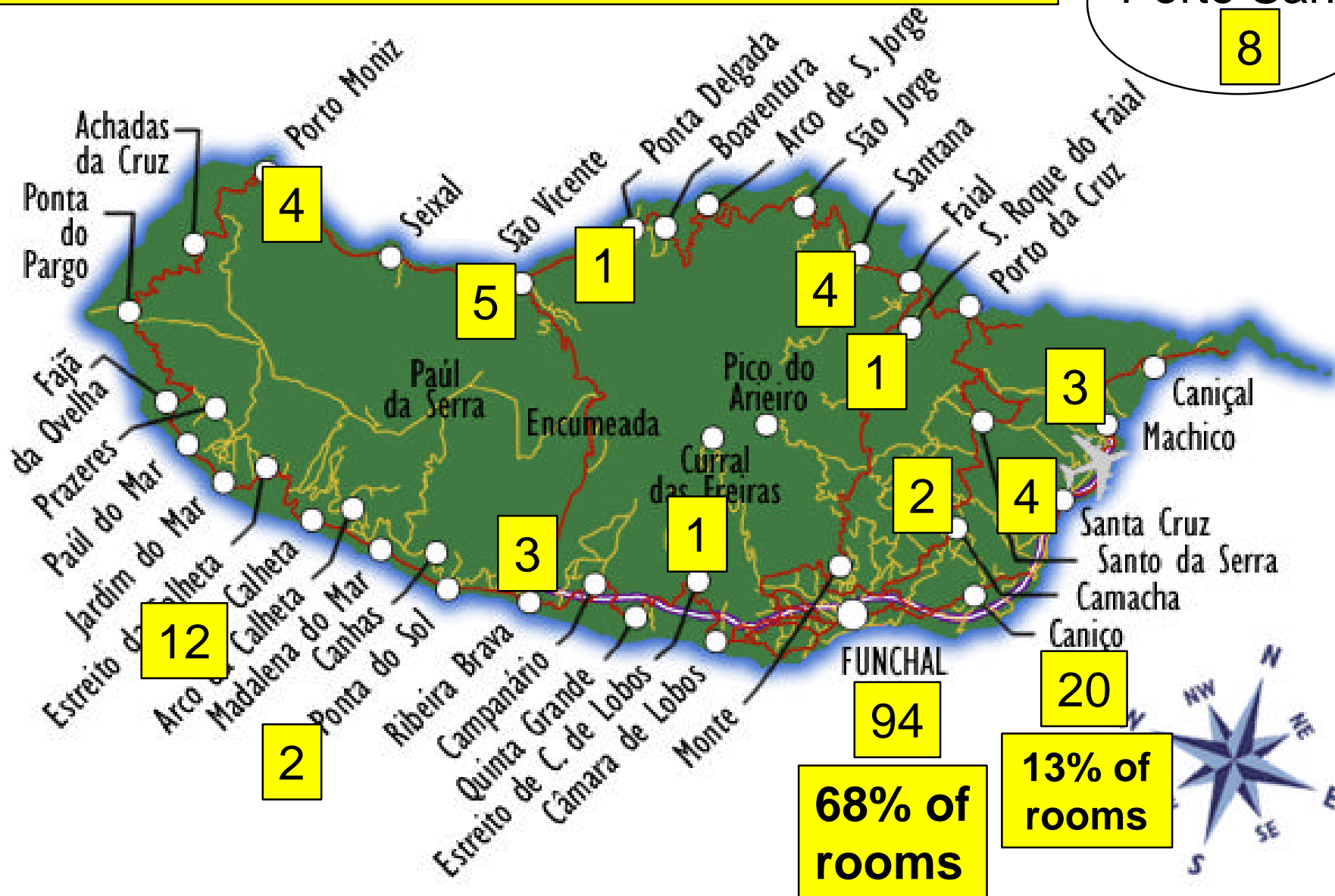
165 of the 184 hotels in Madeira



Porto Santo

8

8



Source (for map): <http://home.online.no/~nancys/portugal/madeira/stay/map.html>  
 Note: the number of hotels is own counting, mostly based on [hotelguide.pt/](http://hotelguide.pt/)

Funchal: 57% of the 165 known hotels.

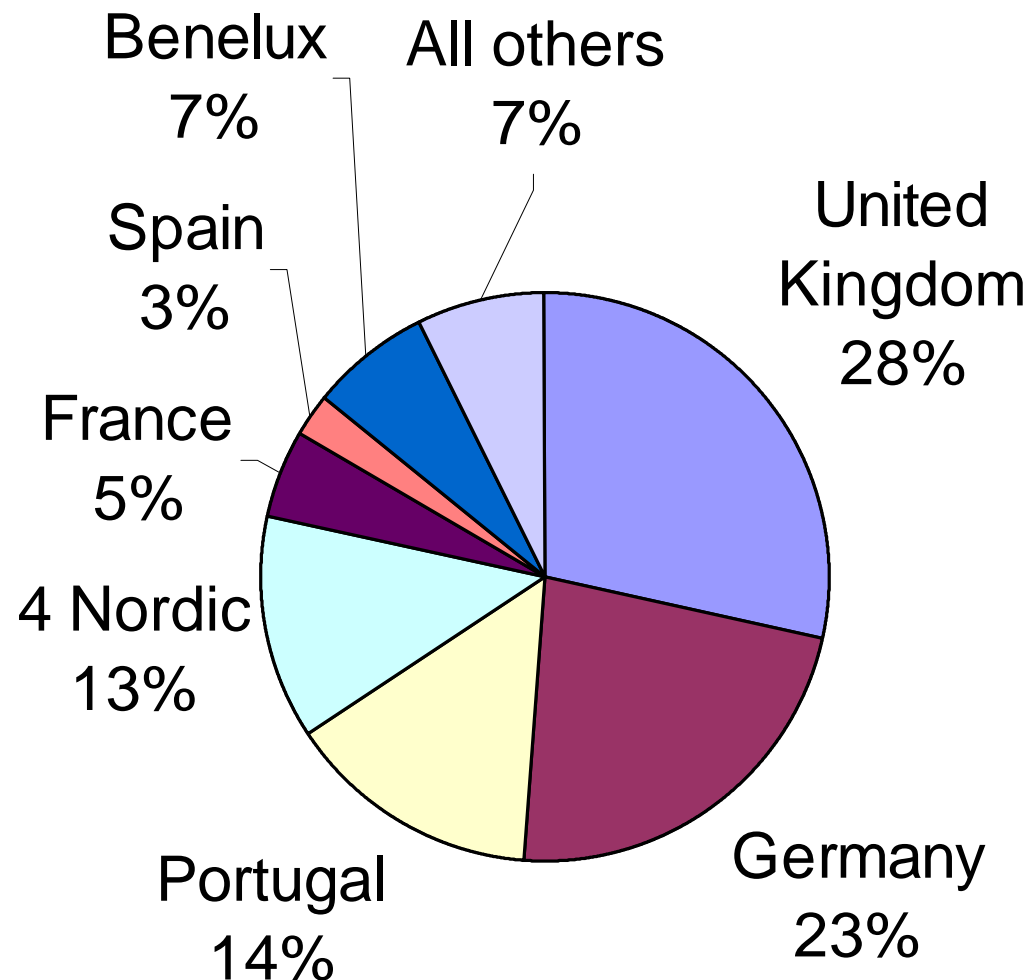


The hotel capacity in 2004 is about 13500 room, 27600 beds, which is about 900 beds or 3.3% higher in 2004.

	Hotels	Beds	Rooms	OL
Named hotels	164	27.442	13.434	52
Unidentified B&B's	20	200	100	0
Total, 2004	184	27.642	13.534	52

	Beds per room	Beds	Rooms
Per named hotel	2,0	167	82
Per unidentified B&B	2,0	10	5
Per hotel, total	2,0	150	74

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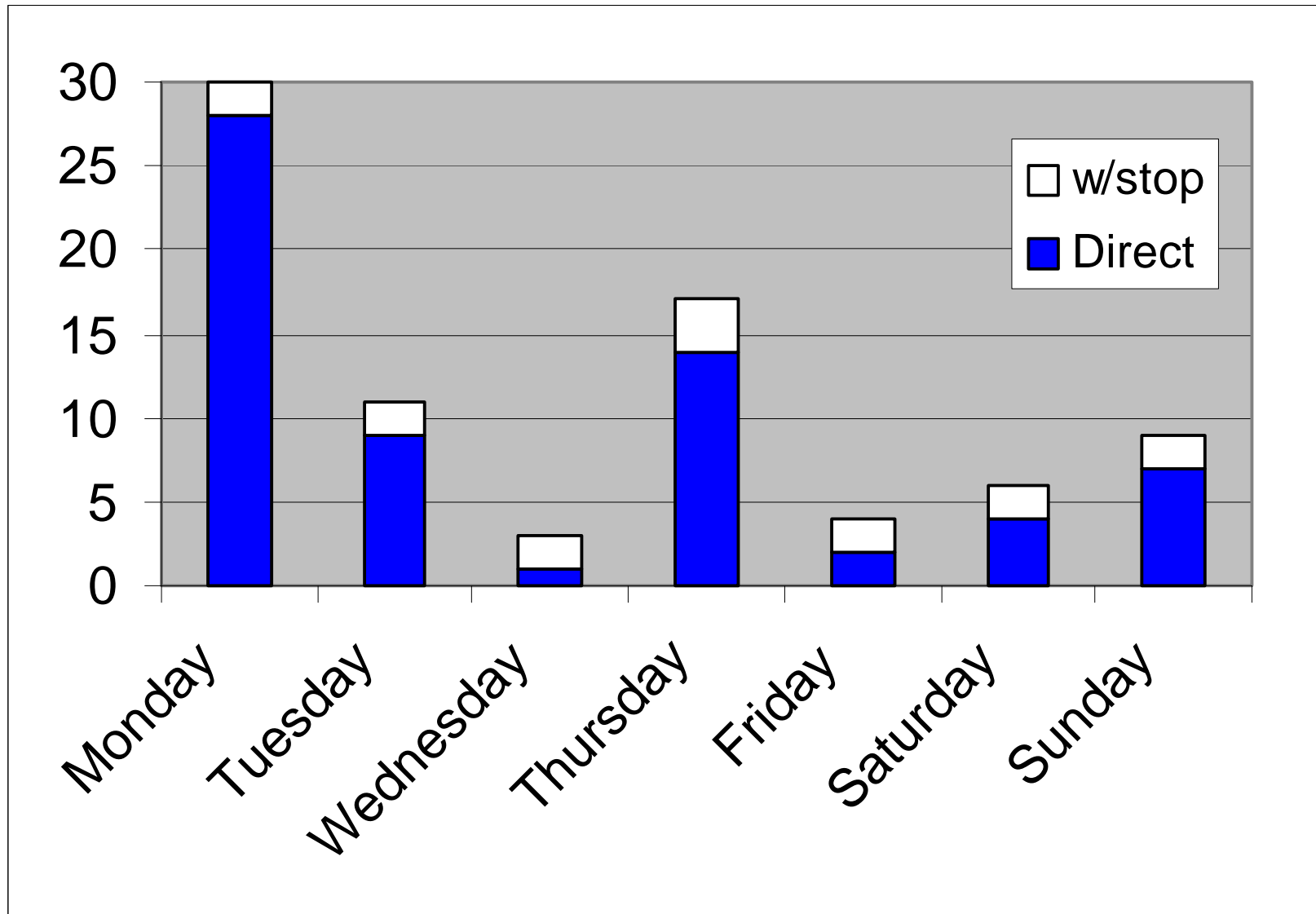
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Sweden	226.581	4,1%	30.346	4%	7,5
Denmark	134.930	2,5%	18.465	2%	7,3
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Netherlands	199.281	3,6%	29.079	3,5%	6,9
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Luxembourg	11.693	0,2%	1.367	0,2%	8,6
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# Incoming flights per day – middle of January 2004: 65 direct international + 15 with stop



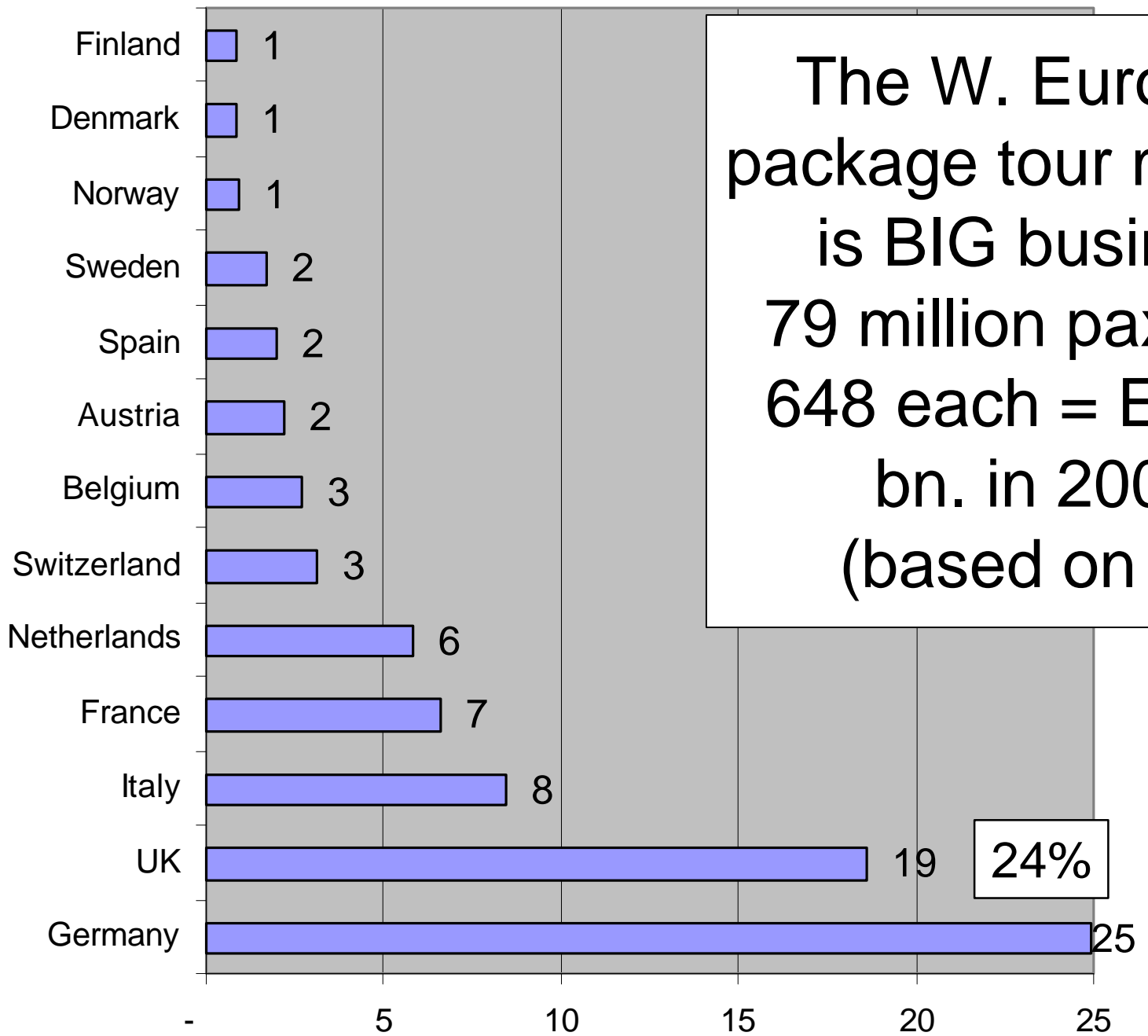
# Flights arriving to FNC per week (one week in the middle of January '04)

Type of flight	No.	
International direct flights	65	per week
Int. flights via mainland	15	do.
Intercont.: Venezuela	1	do.
Domestic flights	119	do.
Total	200	per week
Per year, estimate	10400	p.a.
Seasonality	The difference	
Actually, arriving flights	11900	p.a.

Note: Own counting based on [www.anam.pt/](http://www.anam.pt/) + annual stats.

Incoming  
international  
flights during  
a week in the  
middle of  
January 2004:  
65 direct  
international  
flights + 15  
w/stop = 80

UK	28
Germany	15
France/pt	14
4 Nordic	13
Benelux	5
Other	5
Total	80



The W. European  
package tour market –  
is BIG business:  
79 million pax, EUR  
648 each = EUR 51  
bn. in 2002!!  
(based on fvw)



# Madeira's approximate share of typical European package tour markets 2002 – assuming all guest are package tour travellers

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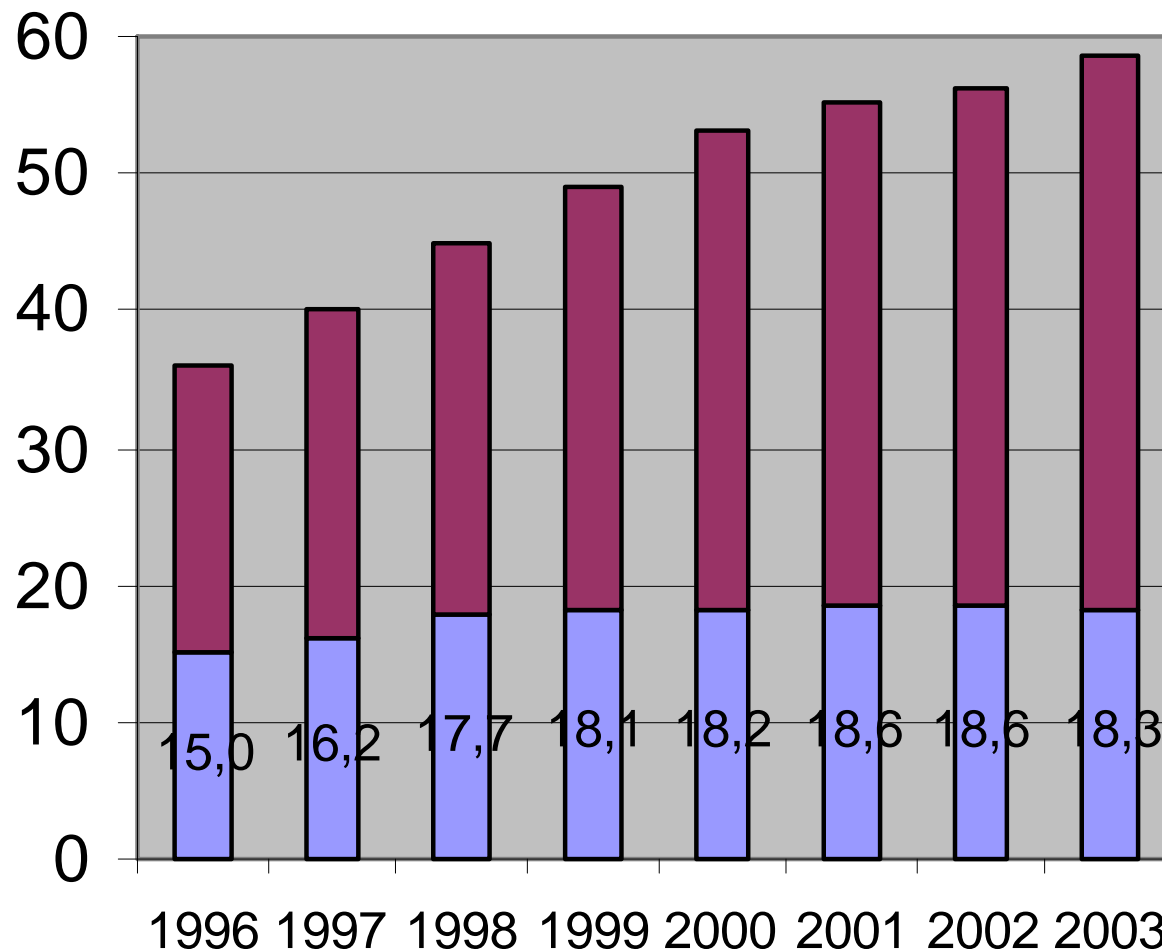
## 2. Package tours to Madeira

Last minute tours (late deals)  
and "seat only" (flight) from

- UK
- Germany
- Nordic
- Benelux
- Other markets

UK

# UK residents have increased their international travel by air

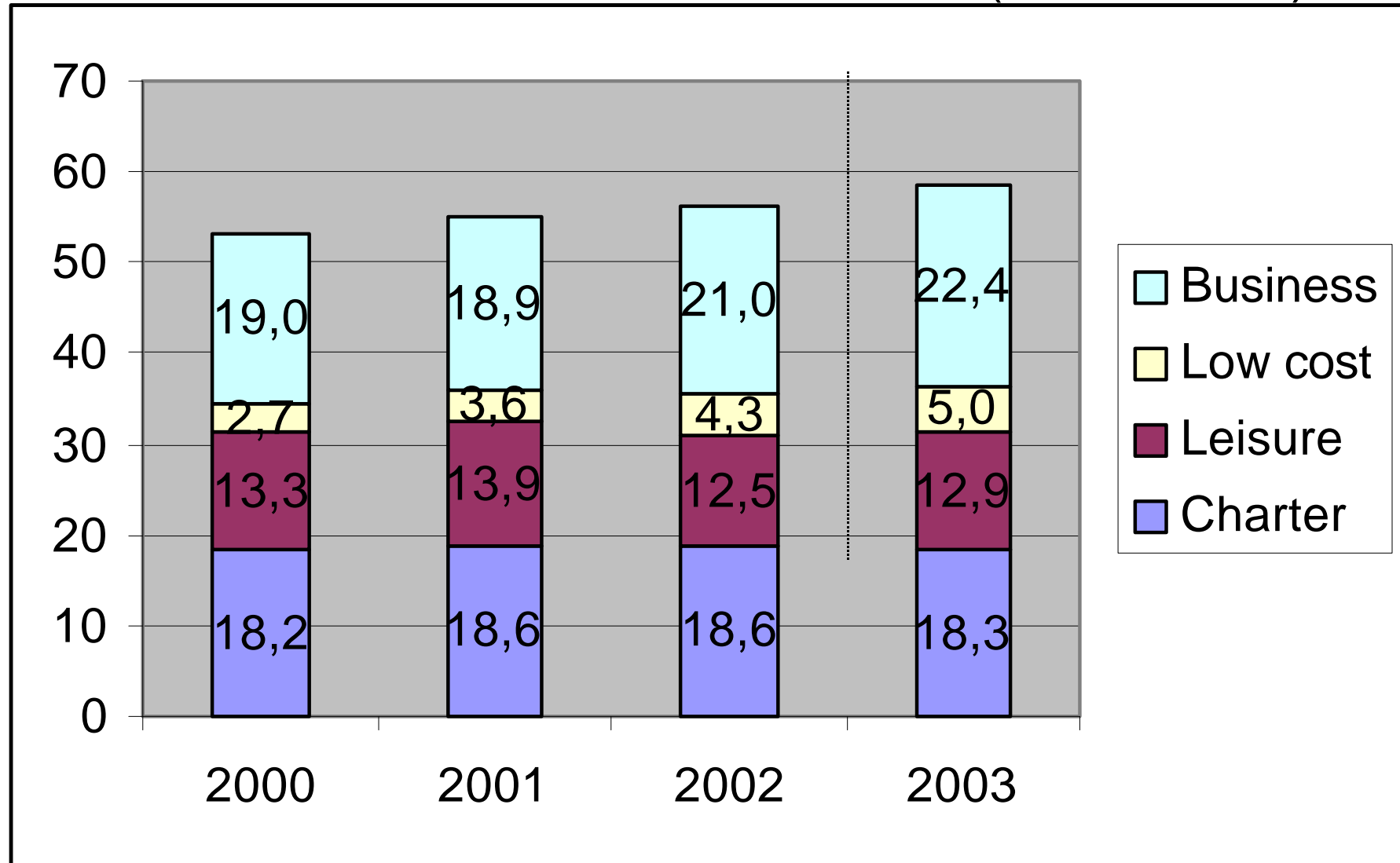


Note: Numbers are millions of (return) trips out of the UK by UK residents.

■ Scheduled  
■ Charter, ex oil

Sources: CAA, for charter, all years. Nos. for "scheduled" are a combination of CAA, WTO (until 2001), and own calculations and estimates.

# Outgoing trips by UK residents by air: Charter and scheduled airlines (3 elements)



Sources: Charter: CAA, actual, for all years. 2000-2002 for leisure scheduled and low cost: International passenger survey. 2003: Own estimate. Business trips are the difference between a total published by CAA, minus charter trips as published by CAA, minus "leisure scheduled" and "low cost" as mentioned.

# The major players in the UK tour operator market, 2002

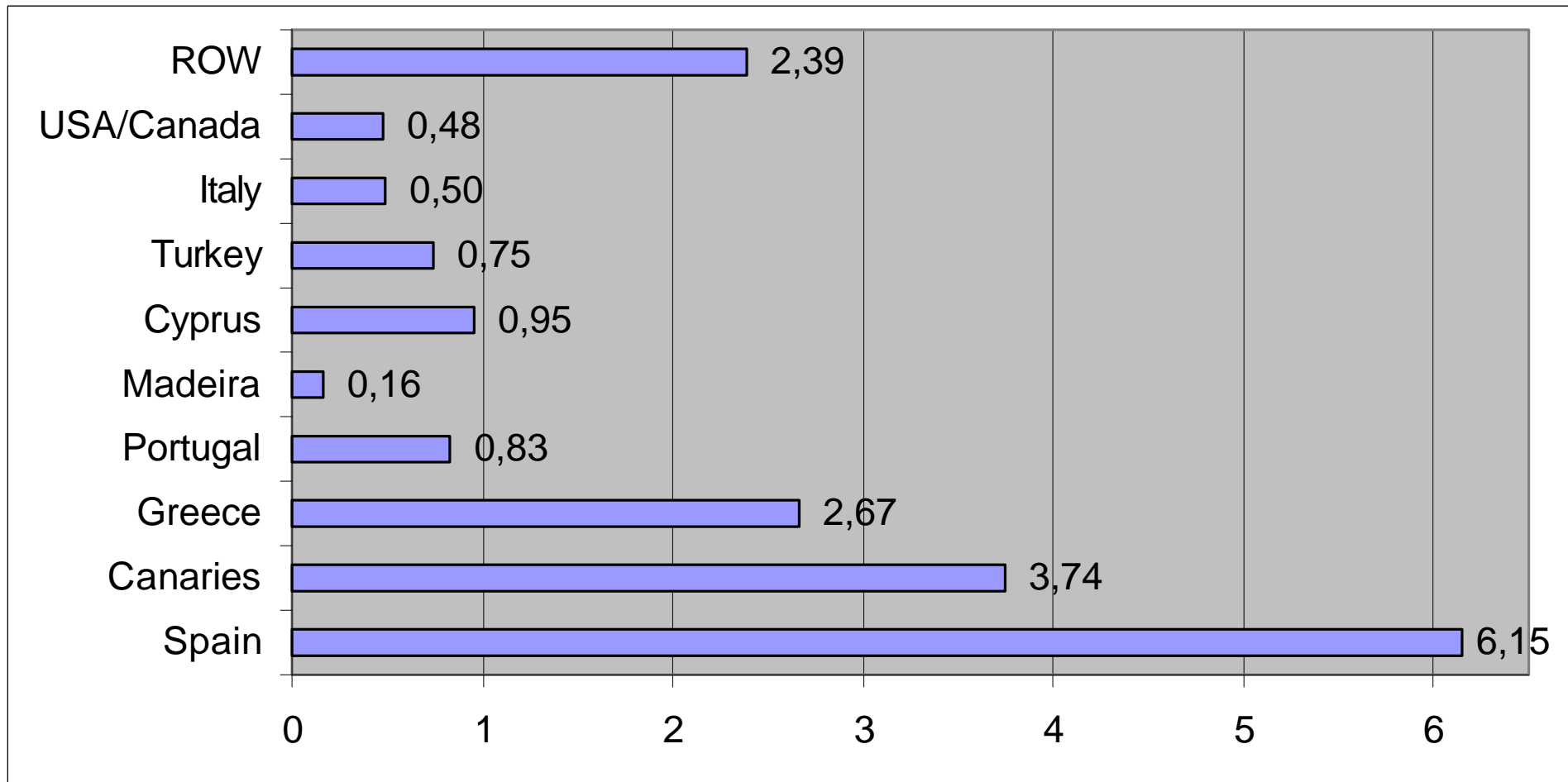
	Mill. EUR 02	Clients 02 %
MyTravel UK	28%	24%
TUI UK	25%	22%
Thomas Cook UK	19%	22%
First Choice UK	16%	18%
Others	13%	13%
Total (%)	100%	100%
Total	14.258	19.900.000

Note: based on data from fvw 13/2003, who used 1£=1.59 EUR.

ps: There must have been  $19.9 - 18.6 = 1.3$  million non-air tours.

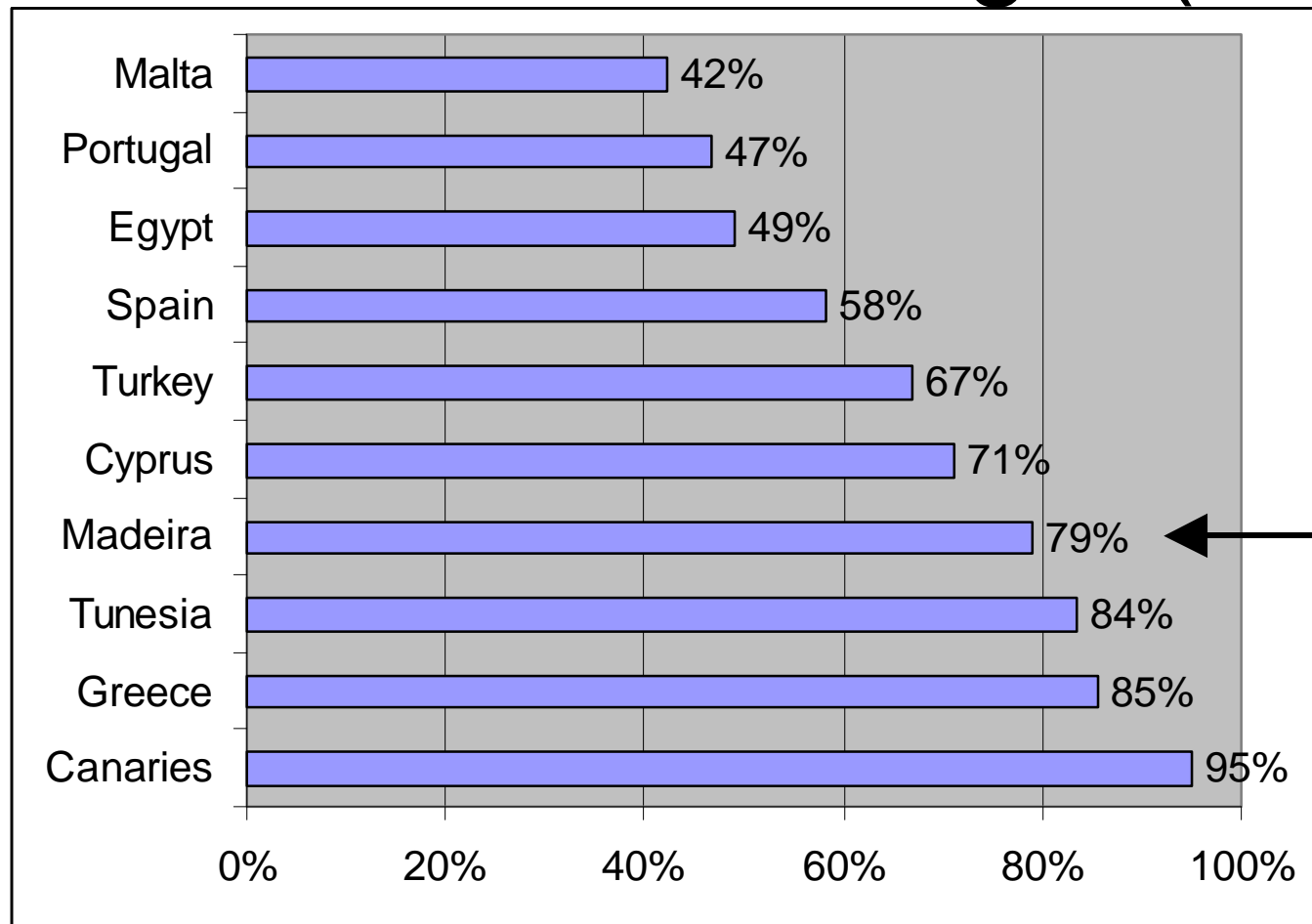
"Others" include: Cosmos; Kuoni UK; Hotelplan UK; Holidaybreak UK + more.

# Persons going by charter flights from the UK, millions (2002) – 18.6 million.



Note: The total is 18.6 million charter trips (= 37.2 mill. passengers / 2)  
These CAA air-travel stats. may include some people who have visited the UK, from ROW.

Around 80% of the persons  
going from the UK to Madeira  
went on a charter flight ('02)





Around 80% of the persons  
going from the UK to Madeira  
went on a charter flight ('02)

But when the residents of Madeira are  
excluded from those going from the  
UK to Madeira, the charter-  
percentage is about 5 points higher:

$$79\% + 5\% = 84\%!!$$

# 79% charter in 2002 – dropped to 78% in 2003: UK-FNC

UK-FNC	Split '02	Split '03	Change
Charter	79%	78%	down 1
Scheduled	21%	22%	up 1
Total	100%	100%	

Arrivals	2002	2003	Change
Charter	161.304	169.796	5%
Scheduled	43.195	48.500	12%
Total	204.499	218.296	7%

Note: based on own adding of monthly stats from the UK Civil Aviation Authority, CAA, [www.caa.co.uk/](http://www.caa.co.uk/)

# Scheduled and charter airlines serving Madeira – direct flights per week from the UK

British Airways (Scheduled)	7	MyTravel
First Choice Airways (Air 2000)	5	Airways UK
TAP Air Portugal (Scheduled)	4	appear not to
Britannia Airways (Thomson/TUI)	3	be flying to
SATA International, Portugal	3	Madeira.
Air Luxor, Portugal	2	MyTravel
Excel Airways	2	uses Britannia
European Aviation Air Charter	1	Airways (of
Thomas Cook Airlines	1	Thomson/TUI
Total	28	from Gatwick).

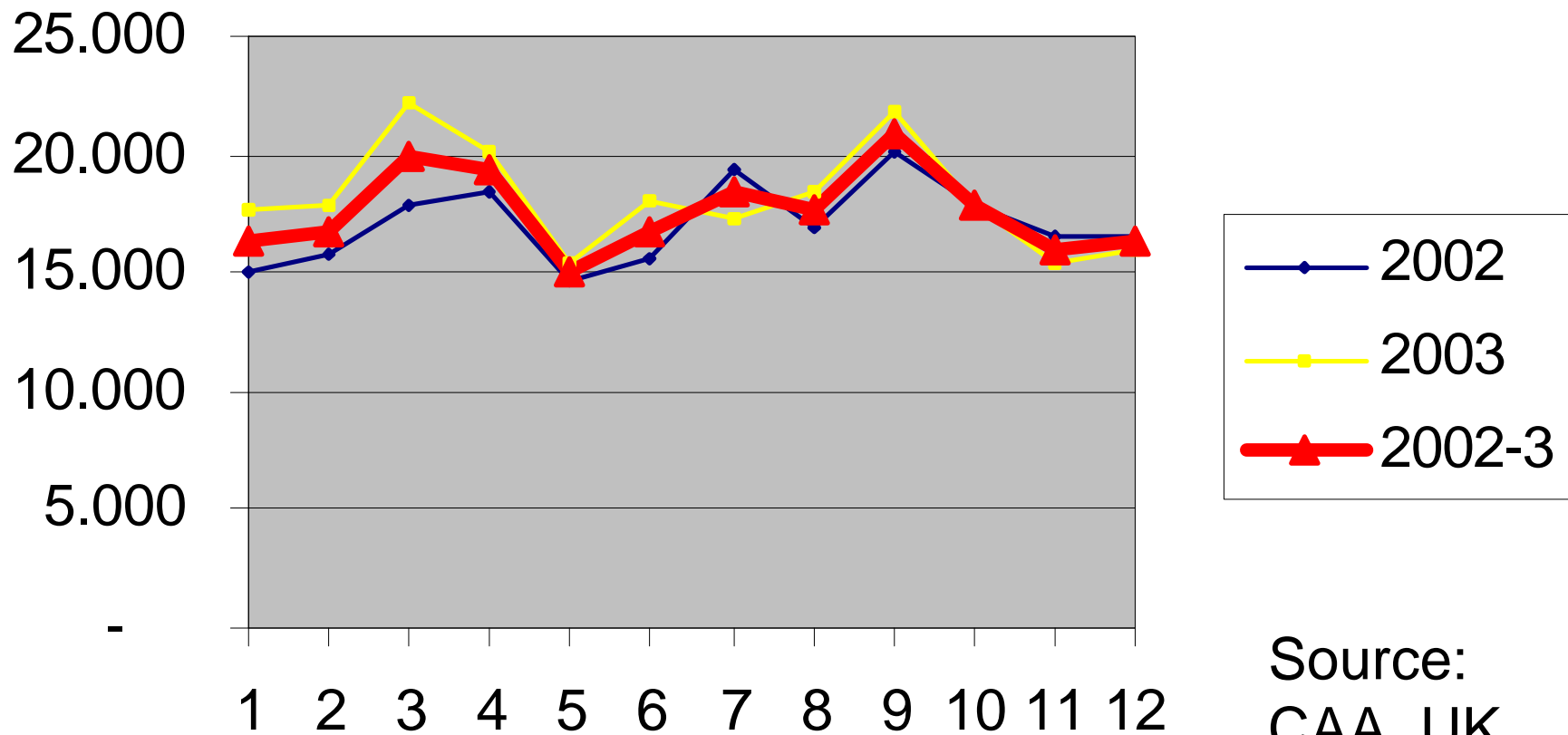
Note: Based on online data at [www.anam.pt](http://www.anam.pt), 8-14/1 2004

# Monday is the main change day for British charter holiday-makers in Madeira

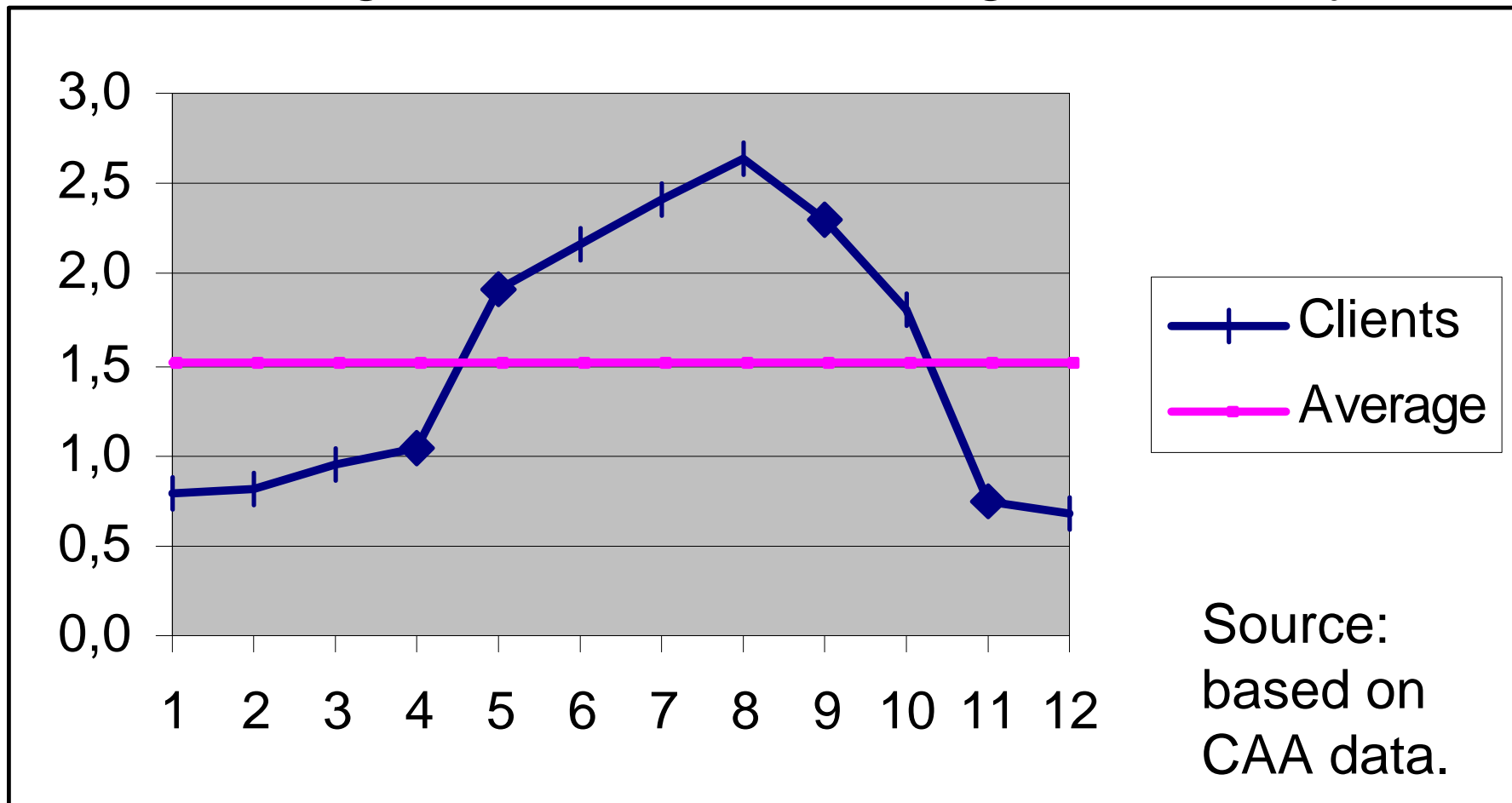
Day of week	BA	TAP	Charter	Total
<b>Monday</b>	1		<b>15</b>	16
Tuesday	1	1	1	3
Wednesday	1			1
Thursday	1	1		2
Friday	1			1
Saturday	1	1		2
Sunday	1	1	1	3
Flights / week	7	4	17	28

# Seasonality in arrivals by air from the UK to Madeira

– 95% tourists, 5% residents



Persons departing by charter flights from UK airports month by month, 2003 (36.54 million passengers = 18.27 million holiday-makers, including those who have bought "seat-only").



Note: CAA's monthly passenger stats for charter, minus Oil Rigs, divided by 2.

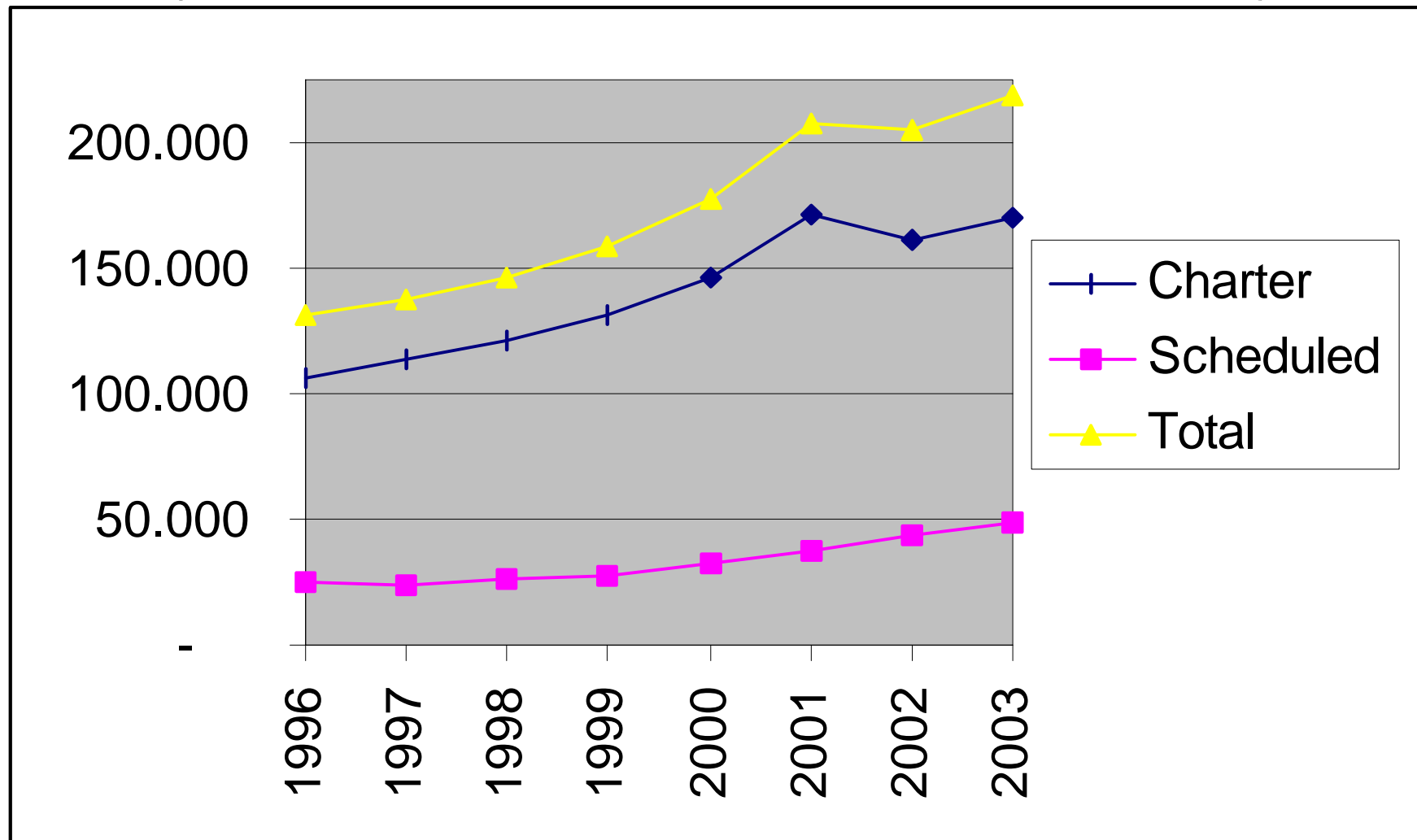
# The UK market for package tours + "seat only" trips by charter flights

Year	UK holiday-makers going by charter air	All UK charter passengers (excl. oil rigs)
1996	15,0	30,0
1997	16,2	32,3
1998	17,7	35,4
1999	18,1	36,1
2000	18,2	36,5
2001	18,6	37,3
2002	18,6	37,2
2003	18,3	36,5
Average increase p.a.:		2,9%

.... was unchanged from 2001 to 2002 – but decreased by 2% from 2002 to 2003 (although UK travel by charter flight to Madeira increased 5% from 2002 to 2003).  
Source: CAA.

# Persons arriving to FNC from the UK p.a. 1996-2003

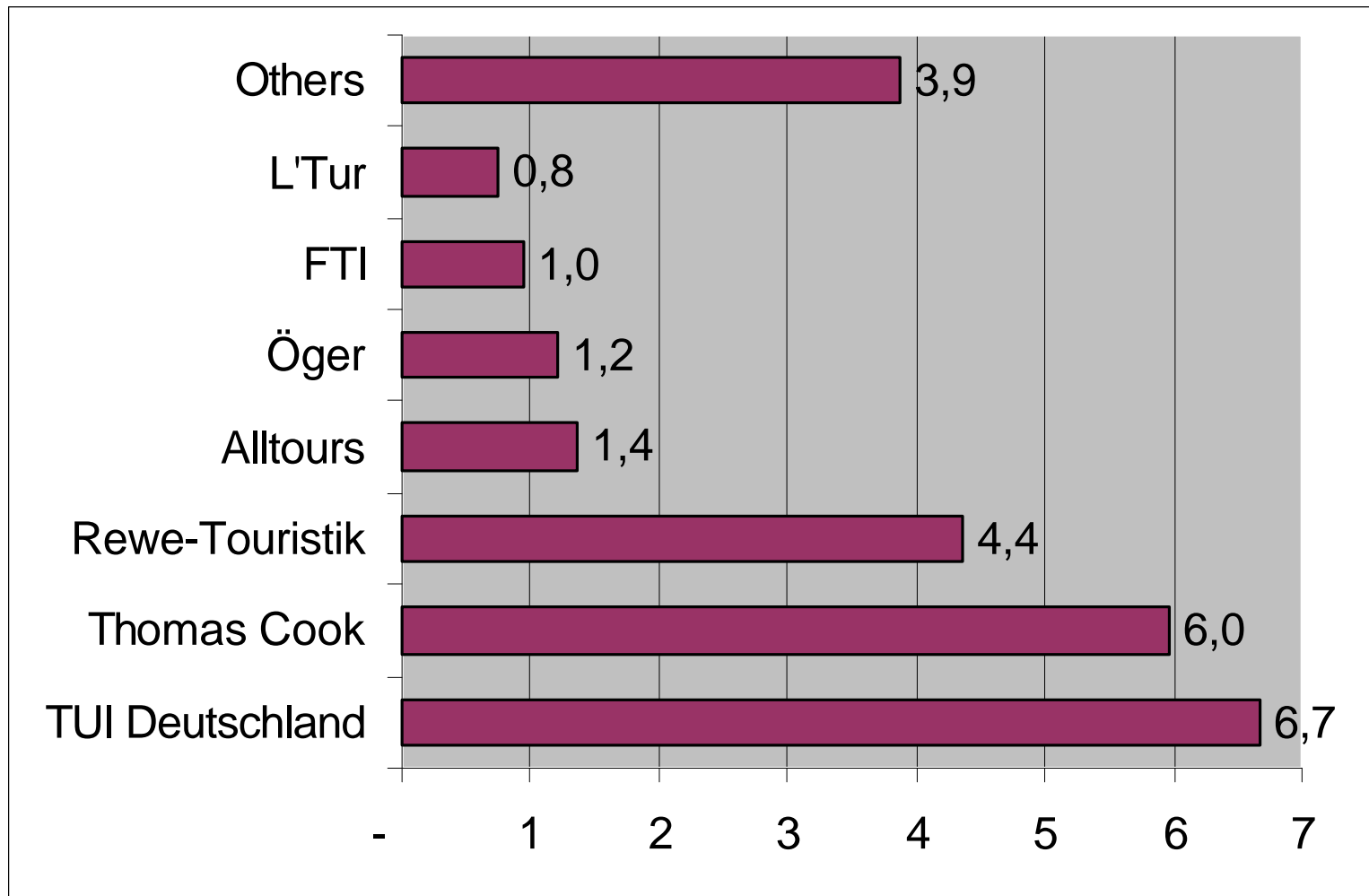
(95% tourists, 5% residents – of the total)





Germany

# Germany: 25.1 million tour operator holidays in 2003



2. Th.Cook:  
Neckermann

...  
3. Rewe-  
Touristik:  
ITS...

Source:  
FVW  
31/'03

# German tour operators with Madeira in their programme

## Major tour operators:

1. TUI.de	15 accommodations
2. Th.Cook: Neckermann	41 --
3. Rewe: ITS.de	15 --
4. Alltours.de	
7. L'Tur: Itur.de	

## Others:

17. Schauinslandreisen.de	25 accommodations
19. Olimar.de (Portugal specialist)	6 accommocations
11. Studiosus.de (flights via LIS!)	
24. WikingerReisen.de (both charter flight and via LIS)	

**Thursday** is the main change day for German charter holiday-makers in Madeira

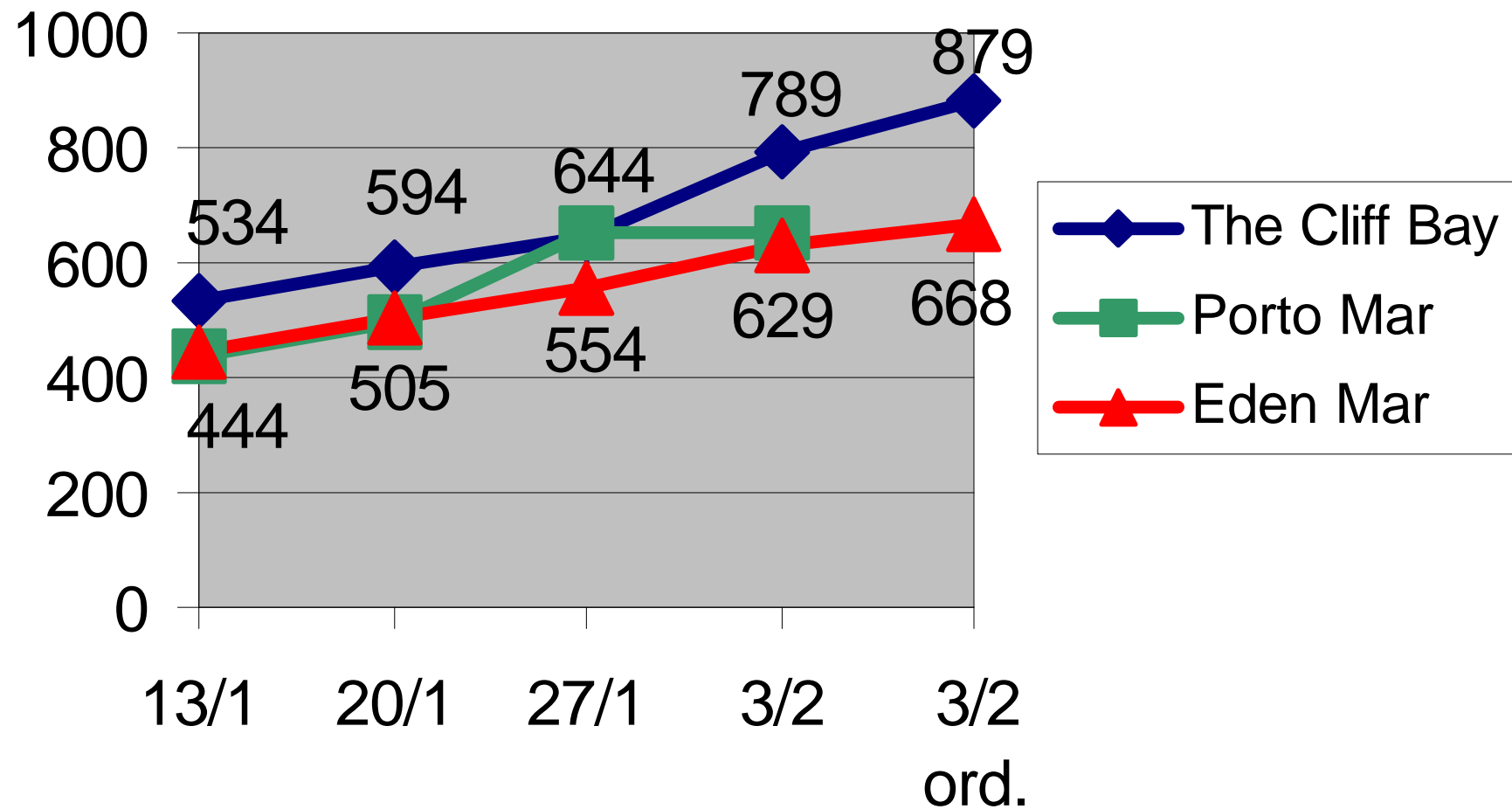
Day of week	No.
Monday	1
Tuesday	4
<b>Thursday</b>	10
Flights/week	15

Note: Number of flights per week from Germany to Madeira (actually 8-14/1 2004)

# Number of flights per week to Madeira by German charter airlines (end Jan. '04)

Condor	6
(Thomas Cook, w/Neckermann Reisen)	
LTU	3
(Rewe-Touristik)	
Hapag-Lloyd	3
(TUI Group)	
Air Berlin	3
Total	15

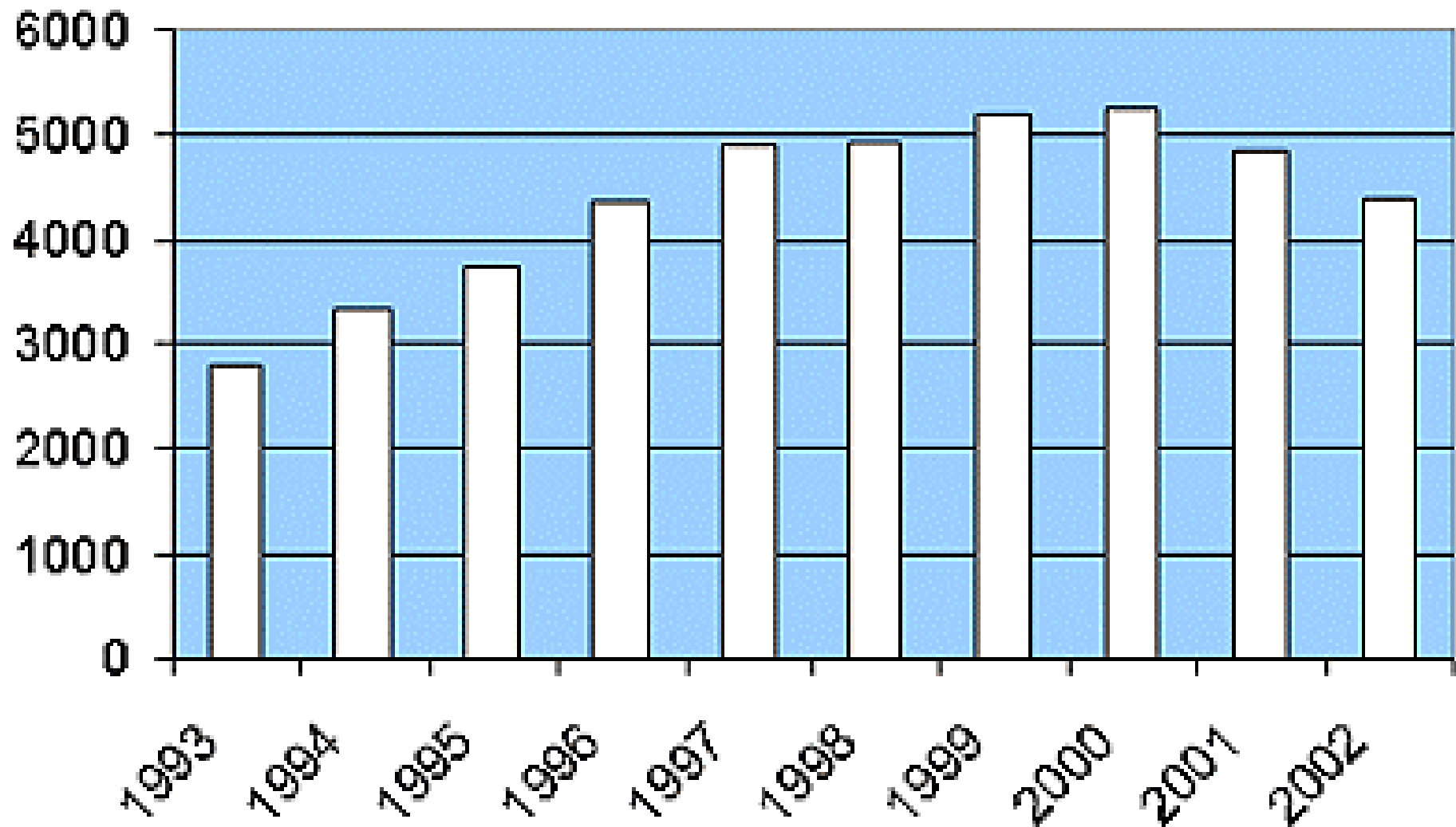
The shorter time to departure – the cheaper the package tour: [www.neckermann-reisen.de](http://www.neckermann-reisen.de)  
(Thomas Cook), 9/1 2004 - last minute offers



# Nordic countries

- Sweden
- Denmark
- Finland
- Norway

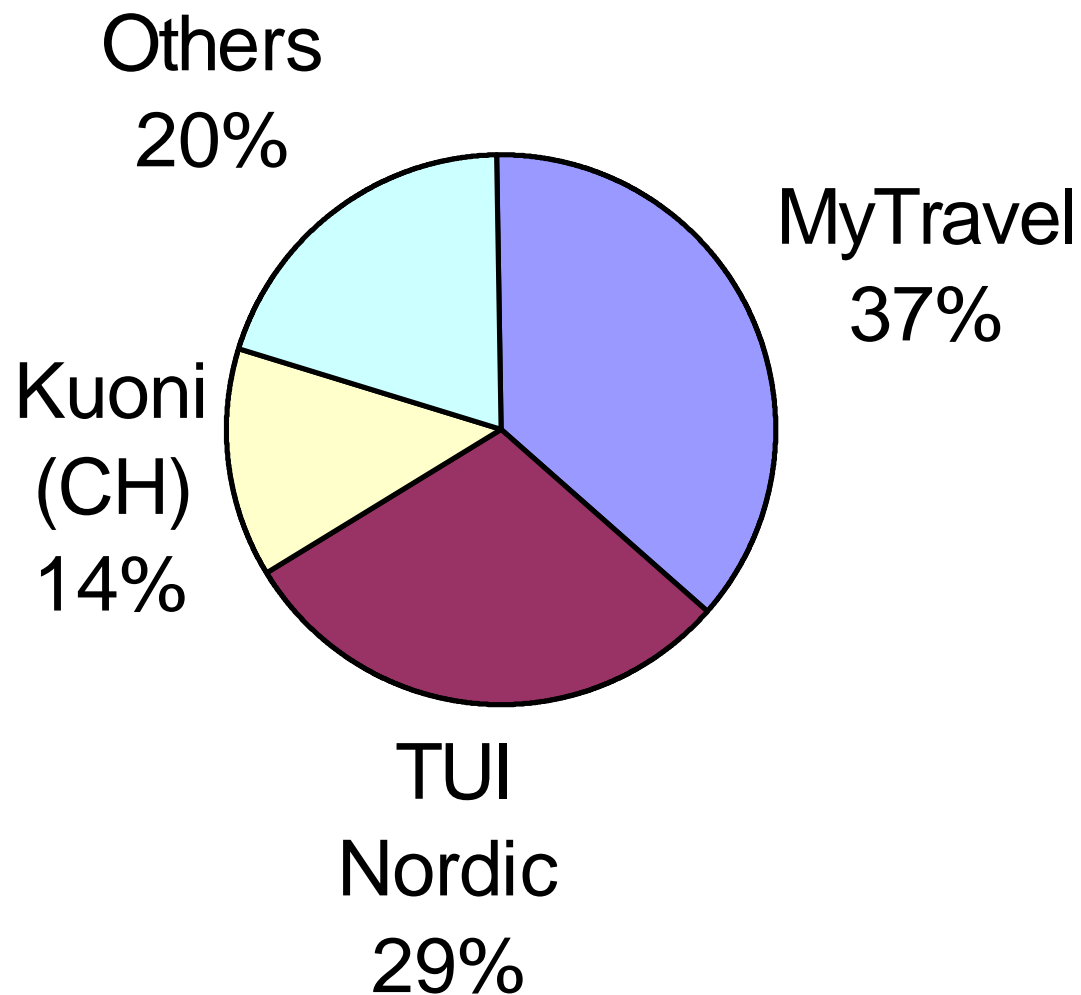
## Development in the Nordic package tour market (\*1000) 1993-2002



Source: [www.fritidsresor.se/](http://www.fritidsresor.se/)

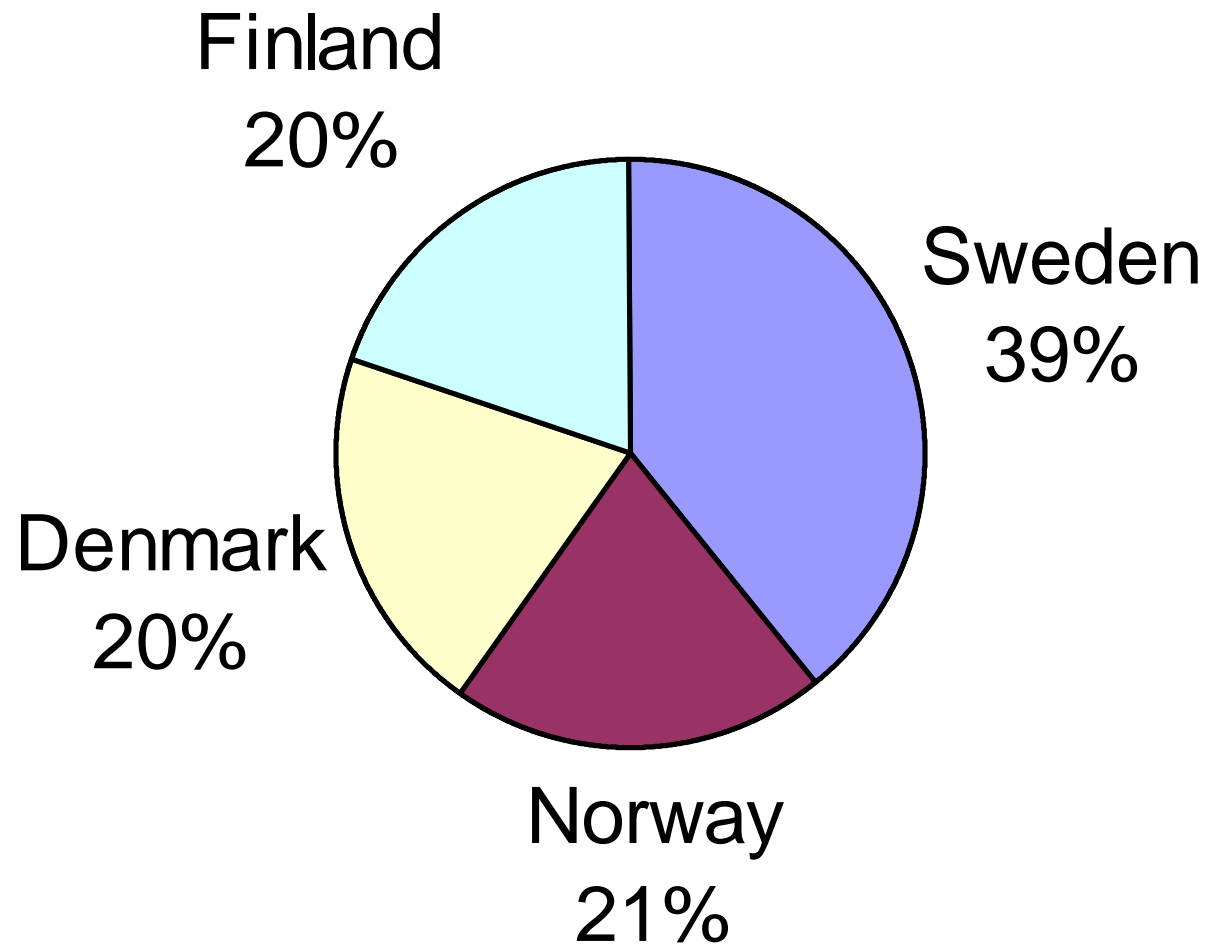


# The Nordic package tour market 2002



Source: Based on data from [www.fritidsresor.se/](http://www.fritidsresor.se/)

# The Nordic package tour market 2002



Source: Based on data from [www.fritidsresor.se/](http://www.fritidsresor.se/)

# 13 direct flights per week from the Nordic countries to FNC

- at least in the winter half of the year 2003/4

Finland 5	Saturdays	1	Finnair: Aurinkomatkat
	Sundays	1	Finnair: Fritidsresor
	Mondays	3	Finnair, MyTravel, Air Finland

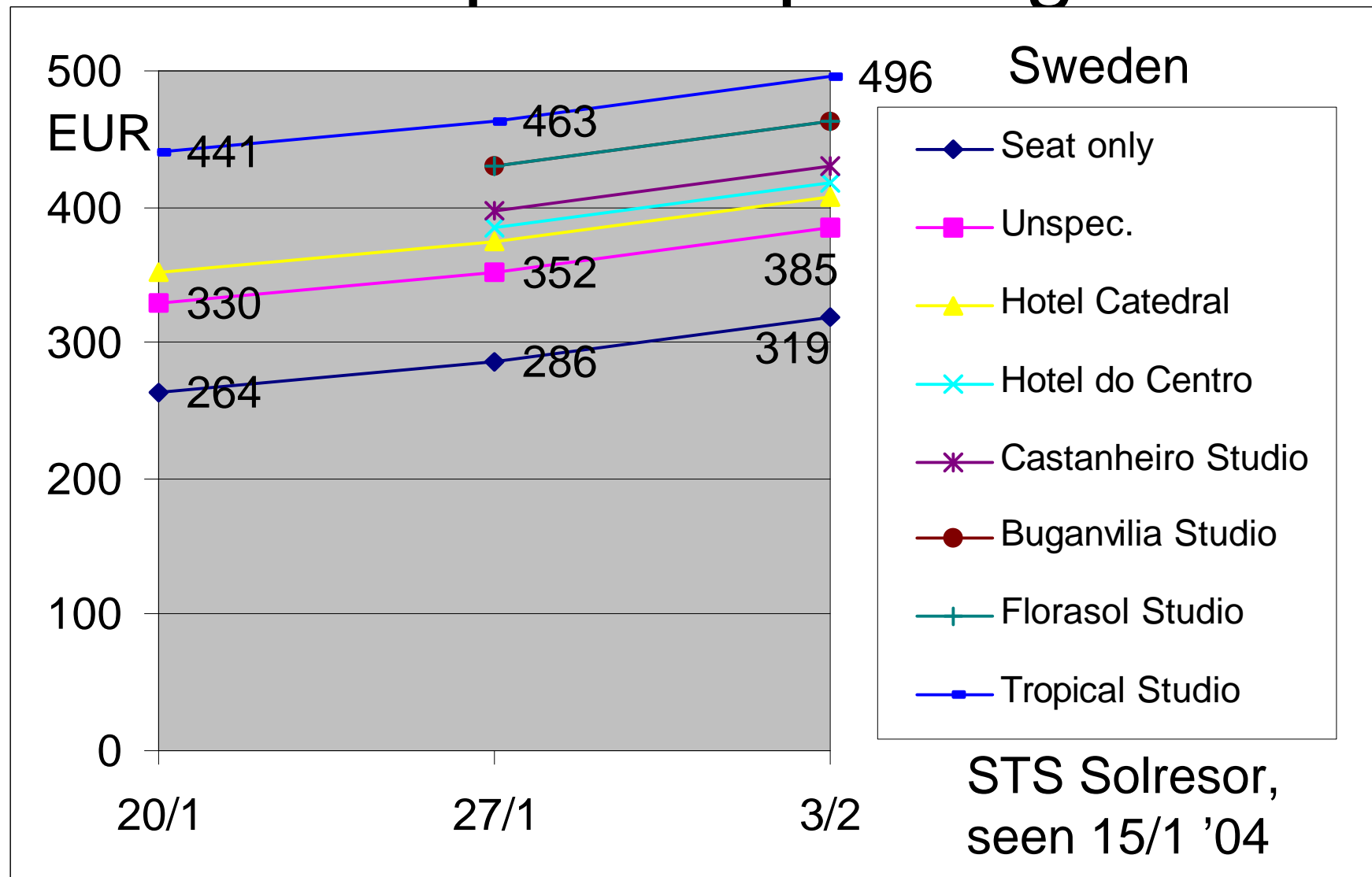
Sweden 4	Mondays	2	Britannia A.: Shared
	Tuesdays	2	Sterling: STS Solresor

Denmark 3	Mondays	2	Mytravel A. (Premiair): Shared
	Saturday	1	Maersk Air: Aarhus Charter

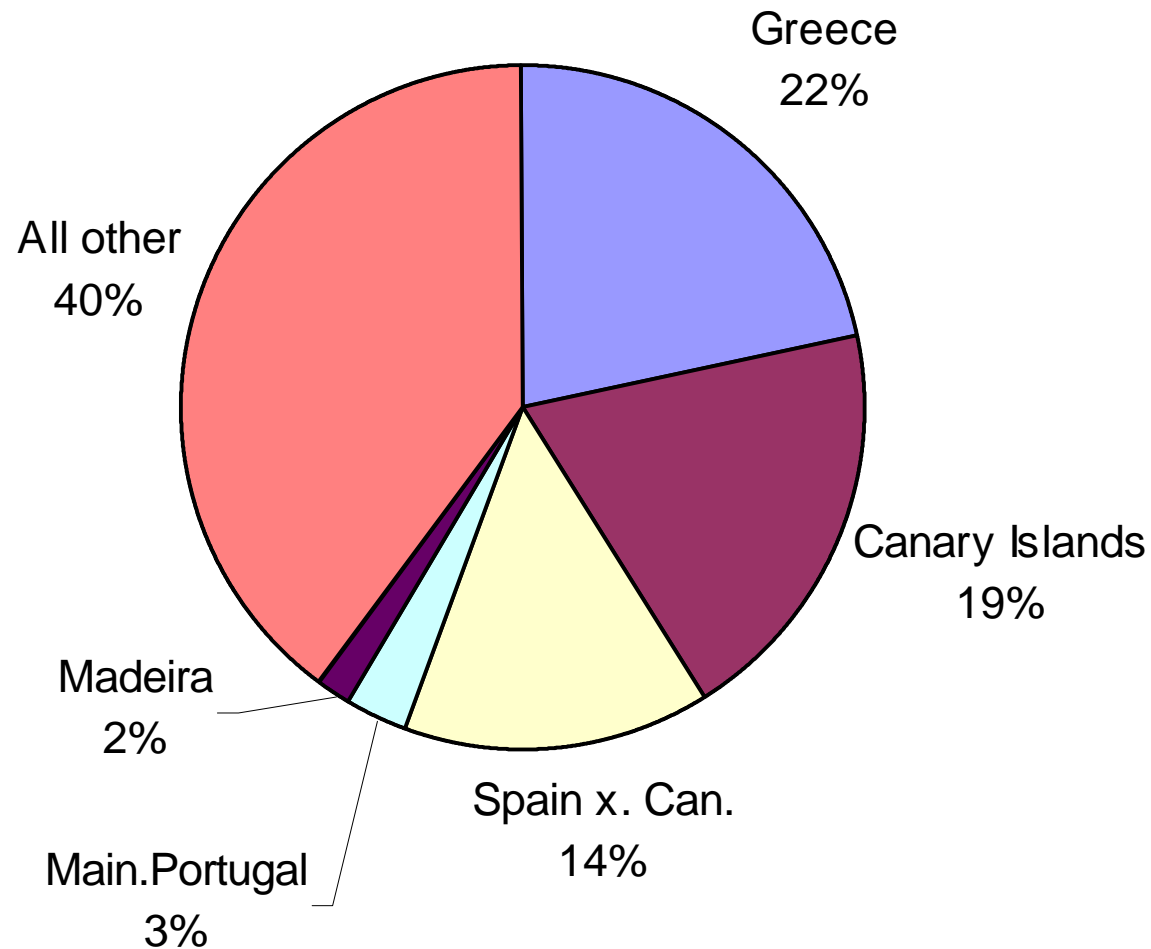
\* Fridays was: 1 Nova Airlines: Apollo: taken off programme

Norway 1	Mondays	1	MyTravel Airways: Shared Ving.no; StarTour.no
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# The shorter time to departure – the cheaper the package tour



# Portugal and Madeira's share of 1.2 million package tours from Denmark (late 90's)



### 3. Hotel accommodation on Madeira

- finding info. online (7 nights)
- booking hotels online

The typical hotel room in  
Madeira is one in a 4 star hotel!

	Beds	Rooms	Hotels
5 stars	7.285	3.556	23
<b>4 stars</b>	<b>14.768</b>	<b>7.191</b>	<b>87</b>
3 stars	4.365	2.196	35
2 stars	182	86	3
NA ~ 1*	1.042	505	36
<b>Total</b>	<b>27.642</b>	<b>13.534</b>	<b>184</b>

Source: based on hotelguide.pt (maisturismo.pt) and statistics for Madeira.

# The average hotel room in Madeira is one in a 4 star hotel!

Per hotel	Beds	Rooms	Hotels	Stars
5 stars	317	155	23	5
4 stars	170	83	87	4
3 stars	125	63	35	3
2 stars	61	29	3	2
NA ~ 1	29	14	36	1
Total	150	74	184	3,98

Source: based on [hotelguide.pt](http://hotelguide.pt) ([maisturismo.pt](http://maisturismo.pt)) and statistics for Madeira.



# The average hotel room in Madeira is one in a 4 star hotel!

	Beds	Rooms	Hotels	% beds	% rooms	% hotels
5 stars	7.285	3.556	23	26%	26%	13%
<b>4 stars</b>	<b>14.768</b>	<b>7.191</b>	<b>87</b>	<b>53%</b>	<b>53%</b>	<b>47%</b>
3 stars	4.365	2.196	35	15,8%	16%	19%
2 stars	182	86	3	1%	1%	2%
NA ~ 1*	1.042	505	36	4%	4%	20%
Total	27.642	13.534	184	100%	100%	100%

Per hotel	Beds	Rooms	Hotels	Stars
5 stars	317	155	23	5
4 stars	170	83	87	4
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2 stars	61	29	3	2
NA ~ 1	29	14	36	1
Total	150	74	184	3,98

Average,  
weighted  
by no. of  
rooms.



# Major hotel players in Madeira

Group or hotel	Hotels	Hotels %	Rooms	Rooms %	Rooms/hotel	Stars
Pestana	9	5%	1.490	11,0%	166	4,60
Porto Bay	5	3%	792	5,9%	158	4,25
Dom Pedro	2	1%	500	3,7%	250	3,44
Savoy	2	1%	487	3,6%	244	5
Dorisol	6	3%	403	3,0%	67	2,75
Vila Baleira Paradisu	1	0,5%	312	2,3%	312	4
Alto Lido, Appart.	1	0,5%	311	2,3%	311	4
Tivoli Ocean Park	1	0,5%	309	2,3%	309	5
Crowne Plaza	1	0,5%	300	2,2%	300	5
Galo Resort Hotels	4	2%	301	2,2%	75	3,85
Enotel	3	2%	300	2,2%	100	3
Others	149	81%	8.029	59%	54	3,83
Madeira	184	100%	13.534	100%	74	3,98

Source: based on hotelguide.pt (maisturismo.pt) and statistics for Madeira.

Note: The number of stars are stars per hotel weighted by no. of rooms.

# Pestana Hotels & Resorts

Pestana Hotels & Resorts	Hotels	Rooms	Rooms%	Rooms/hotel
Madeira	9	1490	33%	166
Lisbon, Oporto, Cascais	4	400	9%	100
Algarve	6	1279	28%	213
Portugal	19	3169	69%	167
Brazil	5	1064	23%	213
Mozambique	3	266	6%	89
South Africa	1	74	2%	74
Global	28	4573	100%	163

Source: based on pestana.com

# Porto Bay Hotels & Resorts

<b>Madeira</b>	<b>Rooms</b>	<b>Stars</b>
The Cliff Bay	201	5
Hotel Porto Santa Maria	146	4
Suite Hotel Eden Mar	146	4
Hotel Porto Mare	200	4
Porto Mare Residence *	99	4
<b>Total</b>	<b>792</b>	<b>4,2</b>

\* Timeshare hotel. – All 5 hotel are online bookable.

53 of 184 hotels in the Madeira region are online bookable, i.e. 29% of the hotels, but these account for 52% of the capacity

	Hotels	Rooms	Rooms/hotel
Online	53	7.016	132
Offline	131	6.518	50
Madeira	184	13.534	74
Online %	29%	52%	

Note: All the online bookable hotels are 3-4-5 star hotels, with 4.4 stars in average (weighted).

# How 53 - of 184 - hotels in Madeira become online bookable

Online via:	No.	Brand
Resort Bookings, USA	18	Various
Columbus Res Svc, UK	9	Pestana
Utell International, USA	4	~Porto Bay
Expedia only , USA	4	~Enotel
Worldres only, USA	3	Various
HRS only, Germany	3	Various
Lexington, USA	2	Dom Pedro
Others (of which USA 6)	10	Various
<b>Total</b>	<b>53</b>	

Source: Own counting from the websites of the above players (+Allrez.com).

# How the 53 hotels become online bookable

1. Individ. hotels: At least 53 in Madeira
2. Hotel brands: e.g. Pestana – or Porto Bay
3. **CRS: e.g. Resort Bookings, or "Columbus" – or Utell**
4. Switch: Wizcom – or Thisco
5. Internet - or GDS
6. Travellers

# Electronic bookings are not free, cf. e.g. "Resort Bookings":

## ***Representation Services Fees:***

1.	<b>Start-up Fee (per property)</b> * Includes the loading of the database for your property in the various computer distribution systems and full activation on the GDS's.	\$400 US & Canada <u>\$400 all others</u>
2.	<b>Monthly Maintenance Fee</b> * Unlimited database changes	<u>\$ 50.00</u>
3.	<b>Electronic Reservation Service Fees</b> * Per reservation plus \$5.50 GDS, ODD or service fee (or a <u>minimum of \$10.00 plus \$5.50</u> fee)	7% US & Canada <u>8% all others</u>
	<b>Voice Reservation Service Fees</b> * Per reservation plus \$5.50 service charge (or a <i>minimum</i> of \$20.00 plus service charge)	7% US & Canada <u>8% all others</u>

[www.resortbook.com/fee.cfm](http://www.resortbook.com/fee.cfm)

***Length of Agreement - 2 years***



# Columbus Reservation Services Member - gets

- All Standard Services.
  - Loading of all your Property Information, Rates and Availability in 4 GDS, and WorldRes.
  - Supranational Internet Booking Technology
  - Supranational Booking Statistics Reports
  - Columbus as your own Central Reservation System
  - An optional interface from Columbus to your PMS.
- Access to the password protected Columbus Reservation Services intranet.
- Connection to major Travel Portals
- Loading of your property images on all websites supported by Supranational Hotels.
- GDS Marketing Advisory Centre and Advertising Placement.
- The option to use the Supranational Centralised Commission Payment Scheme through NPC.
- BX chain code in all GDS systems.
- Website: [www.columbuscrs.com](http://www.columbuscrs.com)

SUITABLE FOR: A chain or group of independant properties requiring the advantages of a global reservations network, without the need for sales & marketing support.

Source: [www.snrhotels.com/aboutus/joining.shtml](http://www.snrhotels.com/aboutus/joining.shtml)

# HRS – 9 properties in Madeira

Hotel	Location	**	Double
1 Residencial Vila Camacho	Funchal	3	39,00
2 Imperatriz Apartamentos	Funchal	3	53,00
3 Paúl do Mar Aparthotel	Paúl do Mar	4	62,10
4 Estalagem da Ponta do Sol	Ponta do Sol	4	83,00
5 Jardim Atlântico Aparthotel	Prazeres	4	98,00
6 Eden Mar Suite Hotel	Funchal	4	105,00
7 Crowne Plaza Resort	Funchal	5	110,00
8 Porto Mare (garden view)	Funchal	4	132,60
9 Tivoli Ocean Park	Funchal	5	162,00

# The rates of HRS were lower than hotels.com, 4 times out of 5

Double room at this hotel	HRS	before fee	w/6.74% fee
		Hotels.com	Hotels.com
1 <b>Residencial Vila Camacho</b>	39,00		
2 Imperatriz Apartamentos	<b>53,00</b>	53,00	56,57
3 Paúl do Mar Aparthotel	62,10		
4 Estalagem da Ponta do Sol	83,00	100,00	106,74
5 Jardim Atlântico Aparthotel	98,00		
6 Eden Mar Suite Hotel	105,00	80,00	<b>85,39</b>
7 Crowne Plaza Resort	<b>110,00</b>	140,00	149,44
8 Porto Mare (garden view)	<b>132,60</b>	140,00	149,44
9 Tivoli Ocean Park	<b>162,00</b>		

Note: Prices are in EUR per double room per night. Breakfast is not included at Imperatriz and Eden Mar.

ps: hotels.com had a guaranteed lowest rate for both Eden Mar and Porto Mare, but even so, HRS' rate for Porto Mare was lower than Hotel.com's. - The magnitude of the service fee charges by hotels.com cannot be seen until after the booking is completed, which is rather unfortunate, one has to say, and hardly fair for the customer, who does not know exactly how much the service fee is before its too late to change his/her mind! The 6.74% service fee is based on a test booking for 7 nights, at hotel.com's sister site travelnow.com.

## Best offers, for hotel in *Funchal*, 7\*B&B

3 stars, HRS:

Residencial Vila Camacho: EUR 135.50 p.p.

4 stars, Hotels.com, incl. service fee:

Eden Mar Suite Hotel: EUR 299 p.p.

5 stars, HRS:

Crown Plaza Resort: EUR 385 p.p.

15 km east of Funchal:

4 stars, last minute offer at Pestana.com:

**Pestana Atalaia (40/2)\*7 = EUR 140 p.p. !!!**

## 4. Conclusions and implications

- Summary

# The hotel and transfer elements of a self-organised holiday in - or near - Funchal

	<u>4* (1)</u>	<u>3* (2)</u>	<u>4* (3)</u>
Hotel*7 nights	140	136	305
Transfer*2 <sub>taxi</sub>	<u>20</u>	<u>32</u>	<u>32</u>
Hotel + transfer	<u>160</u>	<u>168</u>	<u>337</u>

(1) Pestana Atalaia (15 km east) at Pestana.com, promotional offer.

(2) Residencial Vila Camacho, 3\*

(3) Special Internet Rate for Eden Mar at Hotels.com: EUR (80\*7) + service fee 49.70 = EUR 610, i.e. EUR 305 p.p.. – The writer asked hotels.com (travelnow) if there was a service charge on top of the listed price per night (80 EUR), which they wrote there is not, but there is!!

# Comparing cheapest packages with seat-only holidays to Funchal – seen during January 2004

	Package, EUR	Seat-only, EUR	Hotel/transfer
Sweden	330 big/solreso	264 big/sol/ster	66
UK	262 FirstChoice	190 thomsonfli	73
Germany	289 LTUR.de	198 hlf.de, Hap	91
Netherlands	499 lastminute.	340 Transavia.	159
Austria	448 neckerman	269 flyniki.com	179
France	626 JetTours.fr	288 tap.pt	338
Average	409 package	258 seat-only	151

# Comparing cheapest packages with seat-only holidays to Funchal – seen on 2/2 2004 go ASAP

	Package, EUR	Seat-only, EUR	Hotel/transfer
Germany	329 LTUR.de	268 hlf.de, Hap	61
Sweden	404 solresor.se	339 sol/sterling	65
Netherlands	499 aloha-travel.	340 Transavia.	159
Austria	448 neckermann	269 flyniki.com/	179
UK	591 FirstChoice.	263 BA.com	328
France	626 JetTours.fr	288 tap.pt	338
Average	483 package	295 seat-only	188