



Revitalizing Tourism in the Aegean Islands with a Strategic Display and Video Campaign

Beauty, Tranquility and Charm in the Southern Aegean

Located off the coast of Greece, the Dodecanese and Cyclades islands are the jewels of the Aegean Archipelago, and are among the most popular destinations of the Mediterranean.

Visitors are able to reach many of these Greek islands by air; international flights serve Rhodes (one of the most popular islands), Kos, Santorini, Mykonos and Karpathos, while domestic flights serve some of the smaller isles, too. Between the islands, a more common form of transportation is by ferry – several of the smallest islands, in fact, are only accessible by boat, which is ideal for island hopping!

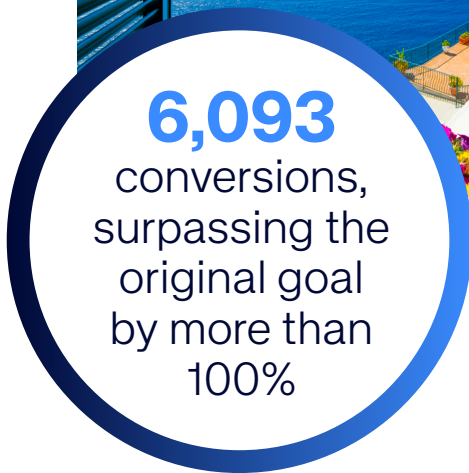
A Two-Fold Challenge

In mid-2023, the Tourism Department of the South Aegean Region approached Amadeus with two specific goals in mind.

1. The first was to encourage potential visitors to travel to the islands – specifically, Rhodes and Kos in the Dodecanese, and Santorini and Mykonos in the Cyclades – both during and outside the traditional summer tourist season.

2. The Tourism Department of the South Aegean Region’s second objective was to call attention and increase visitors specifically to the island of Rhodes.

Amadeus’ recommendations were to implement a two-stage campaign aimed at extending tourism to the islands beyond the peak summer season and revitalizing tourism to the island of Rhodes.



DODECANESE PROGRAMMATIC ADVERTISING CAMPAIGN

Overview

Display ads placed in Austria, Belgium, Switzerland, Germany, the Netherlands, Norway and Finland resulted in:

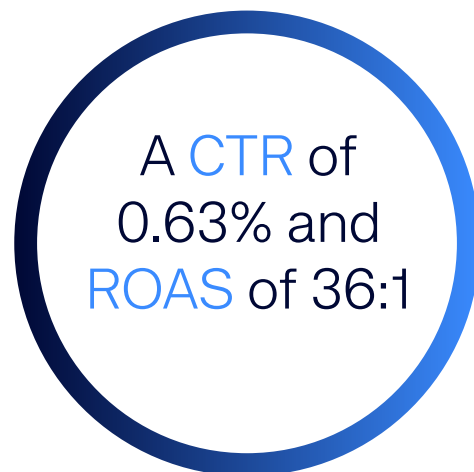
- 6,093 conversions, surpassing the original goal by more than 100%
- A click-through-rate (CTR) of 0.48% and Return on Ad Spend (ROAS, representing euros earned per euros spent on corresponding advertising) of over 50:1
- An average stay of 9 days
- Germany was the best performing country in terms of conversions (2,014), followed by Austria (1,330), Belgium (847) and the Netherlands (764)
- Cost per Acquisition, or CPA, was reduced by more than 70% throughout the campaign

CYCLADES PROGRAMMATIC ADVERTISING CAMPAIGN

Overview

Display ads placed in Austria, Belgium, Switzerland, Germany, the Netherlands, Norway and Finland resulted in:

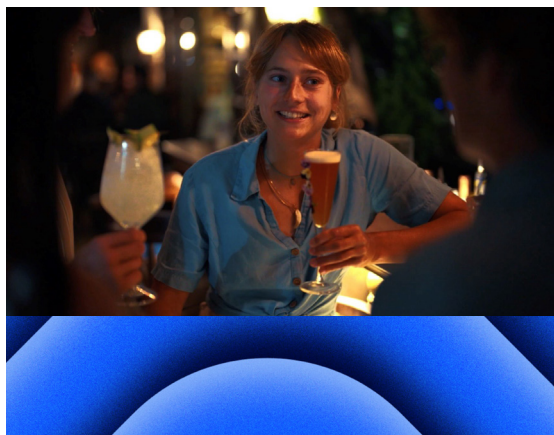
- 2,136 conversions, surpassing the original goal by over 40%
- A CTR of 0.63% and ROAS of 36:1
- An average stay of 6 days
- Germany was the best performing country in terms of conversions (576), followed by Austria (447), Switzerland (327) and Belgium (314)
- Cost per Acquisition was reduced by 23% throughout the campaign



RHODES VIDEO CAMPAIGN

Overview

- A 30-day video campaign, with a mixture of instream and outstream video, was launched to reposition Rhodes to be top of mind for consumers beyond the peak summer season.
- Video ads in target markets of Germany, Austria, Switzerland, Belgium and the Netherlands resulted in just over 4 million impressions and a viewability of 73%, which surpassed the goal.
- Switzerland was the best performing country in terms of CTR (1.06%), followed by Germany (1.05%). The ads achieved an overall CTR of 0.82% - over 60% higher than the expected level.



“ We value the partnership we’ve established with the Tourism Department of the South Aegean Region. Thanks to a highly successful display and video campaign, the customer achieved an outstanding conversion rate. We’re very happy to have helped them enjoy an increase in the number of visitors and an increased awareness of the islands by travelers in some key markets. ”

Scott Falconer,
Executive Vice President, Media Solutions, Hospitality, Amadeus:

“ The three campaigns exceeded our expectations, delivering a highly positive overall Return on Ad Spend (ROAS). As a result, we observed an uptick in the number of visitors during non-peak travel periods and successfully revitalized awareness of Rhodes. We are extremely pleased with this outcome. ”

George Hatzimarkos,
Governor, Region of South Aegean

For further information, visit <https://www.amadeus-hospitality.com/media-solutions/destinations/> or speak to an Amadeus representative today.

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