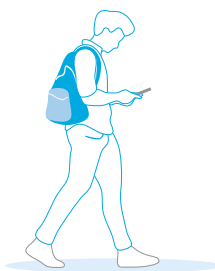
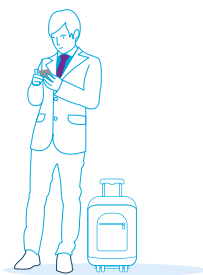


# The Art of Personalization

With the wealth of guest data at their disposal, hoteliers can personalize experiences and offers at every step of the guest journey to deliver more valuable experiences and drive higher revenues.



## Shopping

Attract new guests by merchandising targeted offers and enhancements across distribution channels.



- \_10% off your first stay
- \_Free parking for the holidays!
- \_50% water park adventures for families

## Booking

Recognize returning guests and deliver targeted services, enhancements and upsells on the website and in the booking flow based on centralized guest data.



- \_Exclusive offer - The Chef's Table
- \_Dolphin adventures await!
- \_Free lift tickets with a 3 day stay
- \_50% off historic walking tours

## Pre-Stay

Engage booked guests with additional personalization and enhancement opportunities in pre-stay communications.



- \_Make your night special! Romance packages start at \$99
- \_30% off Spa packages for first time guests

## On-Property

Make the on-property experience shine with proactive service delivery, surprise and delight tactics, and more.



- \_Extra towels
- \_Late checkout
- \_Free Upgrade for returning guests
- \_Complimentary appetizer

## Post-Stay

Keep guests engaged with your brand, position other properties in your portfolio, recognize and reward guests, and establish lasting relationships.



- \_Happy Birthday to You! 20% off your next stay.
- \_Your French Riviera experience awaits!
- \_An Anniversary package just for you.

Let's  
shape the future  
of hospitality

At Amadeus, our mission is to make the hospitality industry run smoothly by enabling our partners to create memorable guest experiences. Our best-in-class marketing, distribution, operations, and business intelligence solutions are designed to help global hospitality organizations profitably drive demand and convert guests into loyal fans.

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With more than 16,500 experts in 175+ countries, we collaborate closely with customers on innovative solutions to grow their business.