

Case Study

How the Canary Islands reinforced their brand awareness to drive incremental visitors



By teaming up with Amadeus, the Spanish archipelago inspired travelers from Germany and the UK to book their next Canarias vacation, **resulting in an impressive ROI**

Introduction

With the revival of the travel industry underway, the Canary Islands Destination Marketing Organization (DMO) worked together with Amadeus to enhance their branding and generate profitable demand to the Spanish destination by launching a multi-channel digital media campaign. The DMO, known in Spain as [Turismo de Canarias](#), chose to reach two of the destination's top performing origin markets, Germany and the UK, to drive incremental demand to the islands in early 2022 and to advance summer travel bookings.

Located off the African coast in the Atlantic Ocean, the Canaries are eight islands known for their varied landscapes, year-round spring weather, and cultural attractions. As with most island destinations across the globe, and more so following the pandemic, the Canary Islands seek to maintain high tourism levels throughout the year, aiming for pre-pandemic levels.

Goal

Promote the Canary Islands as the ideal winter and summer destination to German and British travelers while fueling direct bookings for visits taking place during both seasons.



Strategy

Prior to ideating the campaign, the DMO and Amadeus emphasized the importance of the beginning of the year in terms of sales, which coincided with the campaign's timing. Before the pandemic, a third of the bookings to the islands were typically made during January and February every year. Additionally, thanks to Amadeus' data insights, both parties were able to analyze what destinations are competing against the Canary Islands per origin market. This allowed Amadeus to show the appropriate ads to the right target audience -- those who've searched for the Canary Islands as well as other competing locations.

By leveraging Amadeus' [Media Solutions](#) and industry expertise, the team prepared and launched a premium display, video and social media ad campaign starting in mid-January 2022 and running until the end of February 2022. Although brief, the campaign was aimed towards German and British travelers and consisted of engaging and visually appealing ads in their respective languages. The ads were designed to reach online users frequently at different stages of their buyer journey to remain top-of-mind.

To better measure results, the DMO chose to take advantage of Amadeus' [digital advertising](#) ecosystem, which allows for actual conversion measurement, depicting how many visitors that interacted with the campaign later vacationed on the islands.

Amadeus' focus on campaign optimization is brought to life with the help of machine learning, creating data-driven insights and key learnings that turned into powerful campaign improvements throughout.

Outcome

Although the campaign's investment was split among two markets, both German and British audiences responded positively to the campaign generating nearly 17 million impressions, over 160,000 clicks and over 10,000 conversions in total. Display and videos ads performed above industry benchmarks and social media ads in video format generated the highest engagement rates for both markets.

Thanks to Amadeus' detailed campaign analysis, the Canary Islands DMO learned that, per conversion, the average trip duration was of nine days and the average daily spend while visiting was roughly €117.



Yaiza Castilla Herrera,

Tourism, Industry and Commerce Councilor, Canarias Government

Our €100,000 investment produced nearly €11 million in tourism spend for the Canary Islands - an impressive ROI that resulted from a successful campaign. We were able to reiterate that the islands are open to tourists year-round and that travelers can visit us with confidence. We can additionally confirm that we've recovered 85% of the travel volume we had prior to COVID-19, a percentage we expect will continue to rise during the coming months."

RESULTS

17 million
impressions

160k
clicks

10k
conversions

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