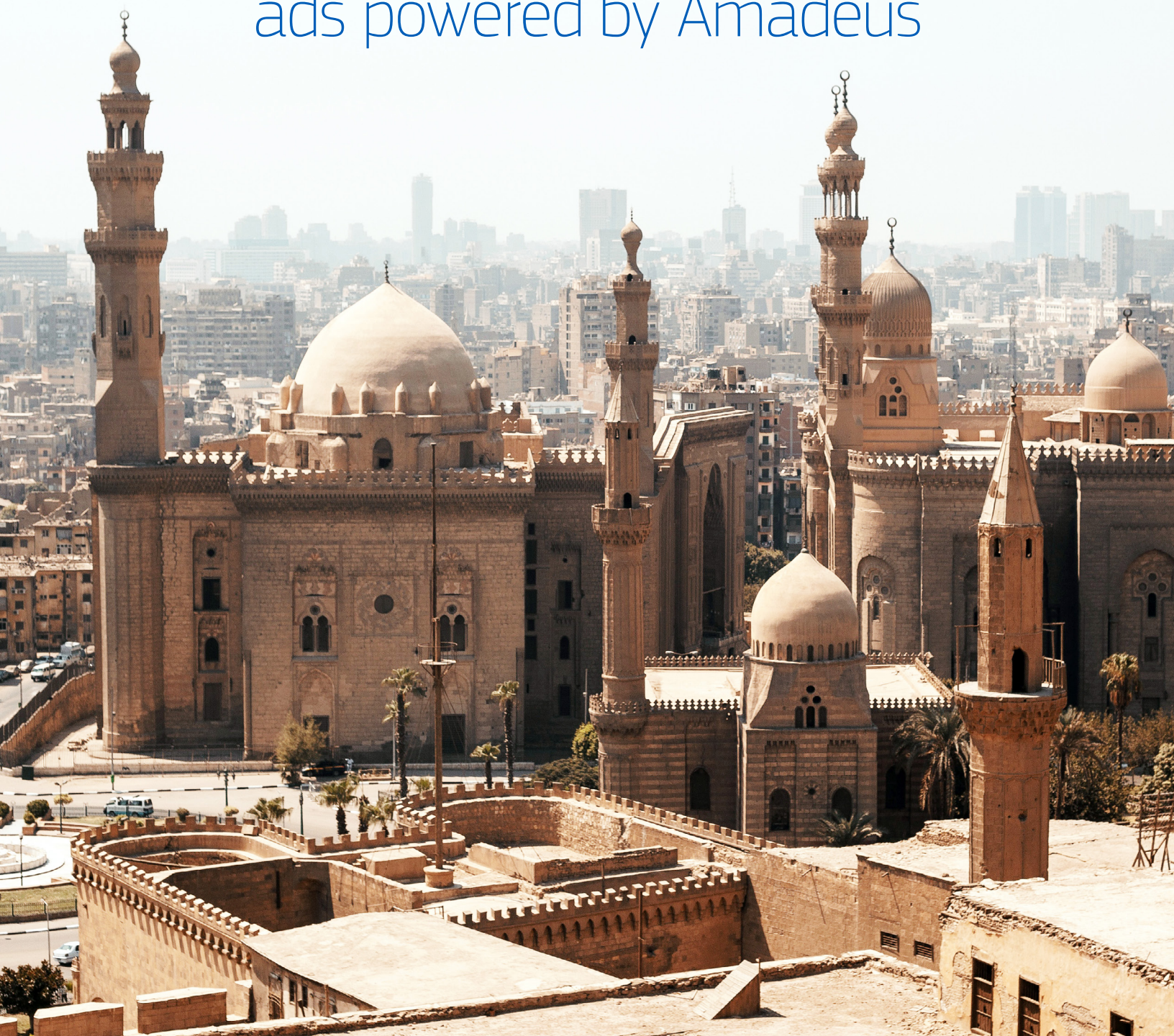


Case Study

Egypt inspires travelers
to book their next vacation with
ads powered by Amadeus



Ancient pyramids and tombs. Bustling Cairo and majestic Alexandria. The Mediterranean, Red Sea, and Nile River. These are only a few of the highlights tourists can enjoy when visiting the historic civilization of Egypt. With seven UNESCO World Heritage Sites and plenty to offer travelers from all walks of life, Egypt presents incredible opportunities for exploration and discovery.

To promote their varied tourism offering in European markets, the Egyptian Tourism Authority partnered with Amadeus to invite travelers to [#FollowtheSun](#), a phrase from the DMO's latest marketing campaign. The vibrant, playful campaign emphasizes Egypt's year-round warm weather and sunny skies.

Goal

Strategically launch display ads that reach high-intent travelers in key European countries while leveraging Egypt's [#FollowtheSun](#) marketing campaign to promote the destination's outstanding tourism offering and inspire travel.

Strategy

Amadeus worked closely with the Egyptian Tourism Authority to drive interest and actual bookings to the destination. Amadeus' account management team diligently structured, executed and optimized the campaign, while providing guidance on priority markets, budget optimization, and KPIs. The display ads were featured on online travel websites specifically when browsers searched for flights. The banners showed visuals from [#FollowtheSun](#) featuring travelers enjoying Egypt's landmarks and the outdoors.

Campaign Dates: *November and December 2022*

Target Markets:



Detailed Insights:

In addition to an overall campaign review, Amadeus provided detailed insights per country or region enabling a more thorough analysis and campaign reporting.

21 million+
Impressions

35,000+
Clicks

~11,000
Conversions

Amadeus' digital advertising ecosystem was used to measure conversions, which is the number of visitors who interacted with the campaign and ended up choosing Egypt as their next vacation destination.

8 Days
Average length of stay





- When analyzing impressions, ads launched in Germany generated the most exposure for the DMO, followed by ads in the UK and France.
- The highest click-through rates were attributed to Italy, France and Ireland.
- German travelers accrued the most conversions, followed by UK and Italian travelers.

Amadeus' advertising technology capabilities also allowed clients to filter by banner size and day of the week:

- Smaller banners garnered the most impressions and clicks.
- The top number of impressions were received on Mondays, while the highest CTRs were obtained on Wednesday and Sunday.





Amadeus was able to extend the reach of our **#FollowtheSun** campaign with dedicated display advertising that showed positive results for tourism within a very short period of time. And with detailed reporting that included data broken down by country, type of ad, and timing of impressions, we gained valuable insights as to how to attract prospective customers and convert them.”

Amr el Kady,
CEO, Egypt Tourism Board

“Our full funnel digital campaigns leverage our proprietary data and in-house tech to generate travel demand to top destinations around the world. Egypt is no exception – the DMO was able to quickly reach millions and ultimately convert shoppers into real-life visitors.”

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



For further information, visit
amadeus-hospitality.com
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