

Case Study

# Beyond Budapest:

Enticing travelers to explore Hungary's  
hidden treasures





Hungary is as diverse as it is breathtaking. A melting pot of rich cultures, eight UNESCO World Heritage sites, impressive architecture and many natural wonders, the country undeniably has something for every traveler. Its capital, Budapest, spearheads Hungary's travel landscape thanks to its historic landmarks, vibrant street life and unmatched hospitality offering. Equally as important, other must-see destinations include Balaton and the Pécs region.

Hungary's tourism sector is one of the nation's top economic drivers. Hungary's Destination Marketing Organization (DMO), the Hungarian Tourism Agency (HTA), is committed to sharing the country's history and culture while ensuring the nation's prosperity through responsible tourism development. The HTA approached Amadeus in 2021 to drive incremental demand to Hungary and to further cement the country's footprint as a leading Central European destination.

## Goal

Drive year-round demand to Hungary's many regions and establish the country as a leading Central European destination across key origin markets.

## Strategy

As a leading provider of digital media for the travel industry and a DMO strategic partner, Amadeus proposed a programmatic display advertising campaign focused on German travelers, followed by a larger campaign set to reach other crucial markets for Hungary.



“ In 2019, we implemented the National Tourism Data Supply Centre (NTDSC), the largest and most comprehensive data development of the sector. Operating under the HTA's helm, it provides an overview of the turnover statistics of Hungarian accommodations and enables analysis that supports our data-driven decision-making, including our marketing initiatives.”



**Zsófia Jakab,**  
Deputy CEO, Hungarian  
Tourism Agency





## Campaigns

### Campaign #1: Stimulating German traveler demand December 2021

To promote Hungary within the German market, Amadeus and the HTA ran banner and video display ads for consumers who showed interest in a bespoke set of destinations, either through searches or other behavioral signals of travel intent captured utilizing the Amadeus partner network – one of Amadeus' unique capabilities offered to DMOs. Following the HTA's branding, the ads featured many of Hungary's breathtaking landscapes inspiring internet users to click on the ads, which were linked to VisitHungary.com – an ideal landing page with a wealth of resources and information on the destination.

Utilizing Amadeus' expertise in data, strategy and campaign deployment, Hungary was able to reach a custom-built audience that perfectly fit the characteristics of their target market and better track demand.

The display ads successfully generated over 5 million impressions and a click-through rate (CTR) of 0.82% while garnering a viewability rate of 74%. This led to an enhanced awareness of Hungary as a must-travel European destination across a German audience.

#### RESULTS

**5 million**  
Impressions

**0.82% CTR**

**74%**  
Viewability rate

## Campaign #2: Boosting the number of visitors

### February & March 2022

To attract an increased number of visitors to the destination, a second and larger online display ad campaign was launched across multiple markets, including Czech Republic, Poland, Italy, Spain, United Kingdom, United States, and Canada. Highlighting Budapest's Matthias Church as well as the city's skyline, the ads invited users to visit the country regardless of the season and to discover Hungary's many hidden gems. Like the previous campaign, those who clicked were redirected to the Visit Hungary website.

As a key differentiator when it comes to digital DMO advertising, the campaign was able to accurately measure conversions depicting how many visitors who had previously interacted with the campaign chose Hungary as their vacation destination, allowing Amadeus to verify bookings and analyze in further detail the campaign's return on investment. This functionality also helps to understand travel trends and seasonality for a particular destination.

The second campaign fared even better than the first, garnering a CTR of 1.51% and a viewability rate of 78%. The highest engagement rates can be attributed to the following markets: Italy, Spain, United Kingdom, and Poland, meaning people in these markets responded positively to the ads. Most importantly, the campaign drove over 6,300 conversions averaging a length of stay of 4 days. When measuring the effectiveness of the campaign's advertising efforts, the campaign's return on advertising spend (ROAS) was 17:1.

#### RESULTS

**1.51%** CTR

**78%**

Viewability rate

**6,300**

Conversions

**17:1** ROAS



By leveraging Amadeus' proprietary travel data, online advertising expertise and strategic recommendations, the campaigns allowed the HTA to reach potential visitors online, attract additional bookings, and showcase the many wonders that Hungary is ready to offer to travelers year-round.



*Our partners at the Hungarian Tourism Agency trust our recommendations and the results speak for themselves. Our digital advertising ecosystem and proprietary technologies allows us to share robust campaign analytics and we're happy to have helped them overcome seasonality while showcasing the wonders of Hungary."*



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

*"We've trusted several of our online campaigns to Amadeus as they truly deliver. Thanks to their knowledge and expertise, we've been able to increase our brand awareness and receive an influx of international travelers we otherwise wouldn't have received. As we continue to develop our tourism offering and take advantage of NTDSC, we're committed to promoting responsible tourism and bringing travelers to other parts of Hungary aside from the capital."*



**Zsófia Jakab,**  
Deputy CEO, Hungarian  
Tourism Agency

For further information, visit  
[amadeus-hospitality.com](https://amadeus-hospitality.com)  
or speak to an Amadeus representative today.

Find Us On:

