



amadeus | ∞ Meta

Lead the Competition in Q1

Amadeus & Meta Webinar

February 10, 2022

Today's speakers



Suraj Joshi
Senior Director of Media
Amadeus



Antonio Santos Roman
Solutions Manager
Meta



Malika Aribi
Excellence, Training & Program
Lead
Amadeus

A woman with dark hair, wearing a black puffer jacket and a backpack, is shown in profile, looking out over a dark, mountainous landscape under a deep blue sky. She is holding a camera.

Agenda

01 What trends shape travel

02 How to adapt to new consumer behavior

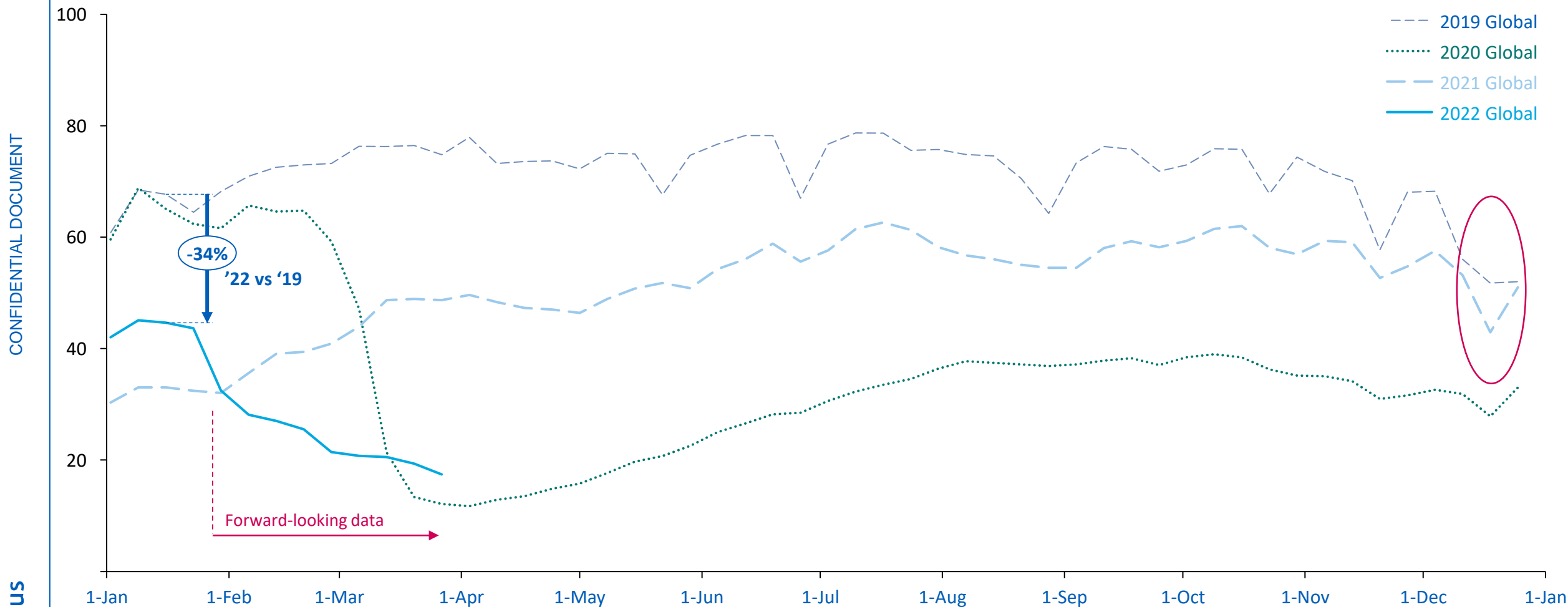
03 Amadeus Meta Partnership

04 Q&A

What trends shape travel

01

The 2019 occupancy gap started to close with a clear improvement over 2021

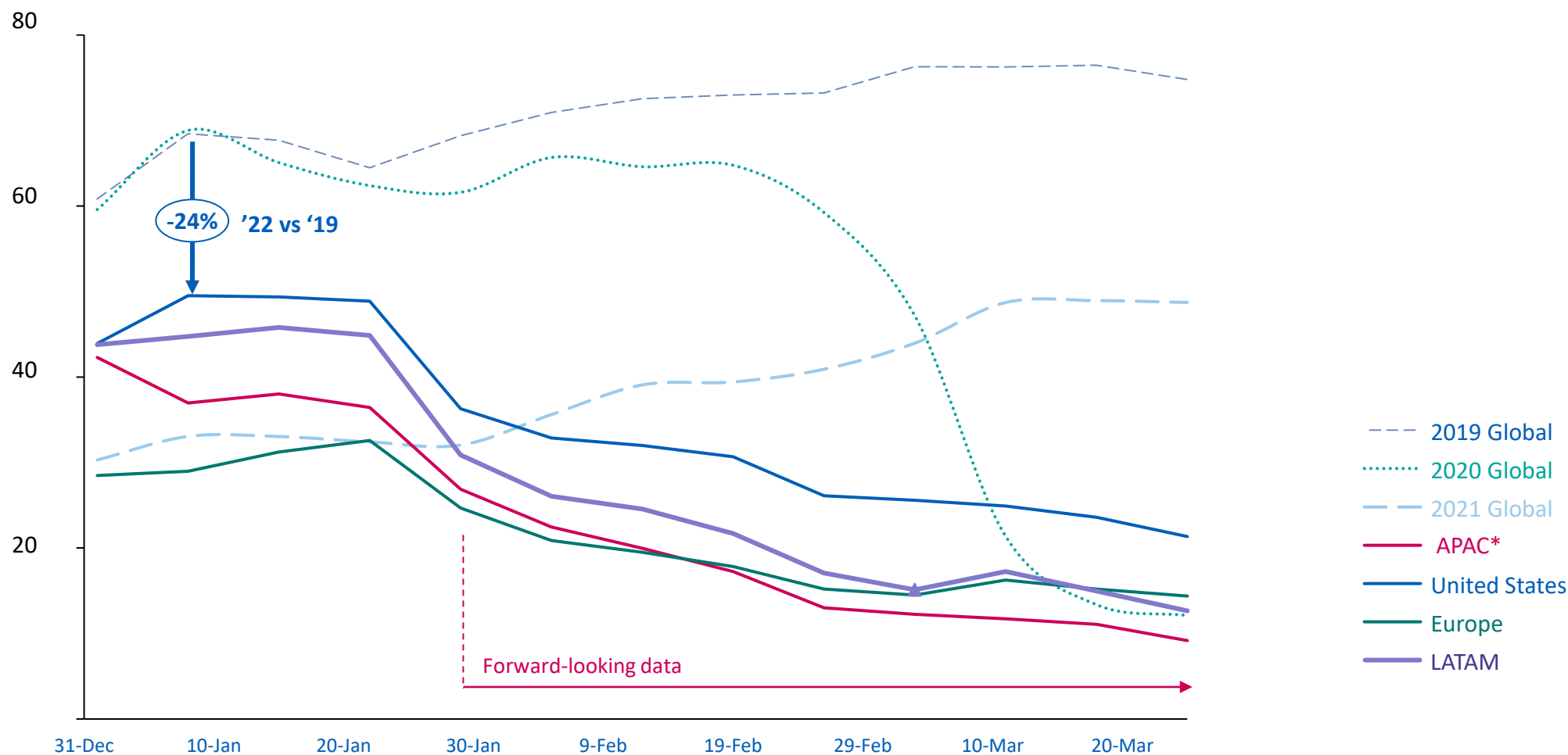


Source: Amadeus' Demand360® data as of January 28, 2022

APAC, Latin America and the United States exceeded 2021 occupancy levels

CONFIDENTIAL DOCUMENT

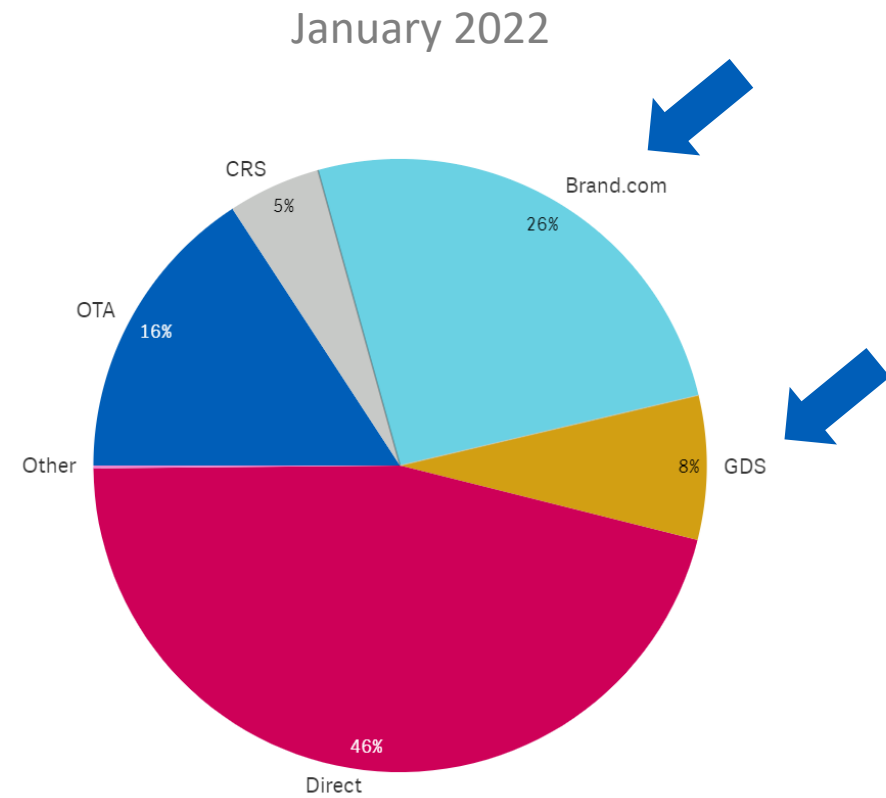
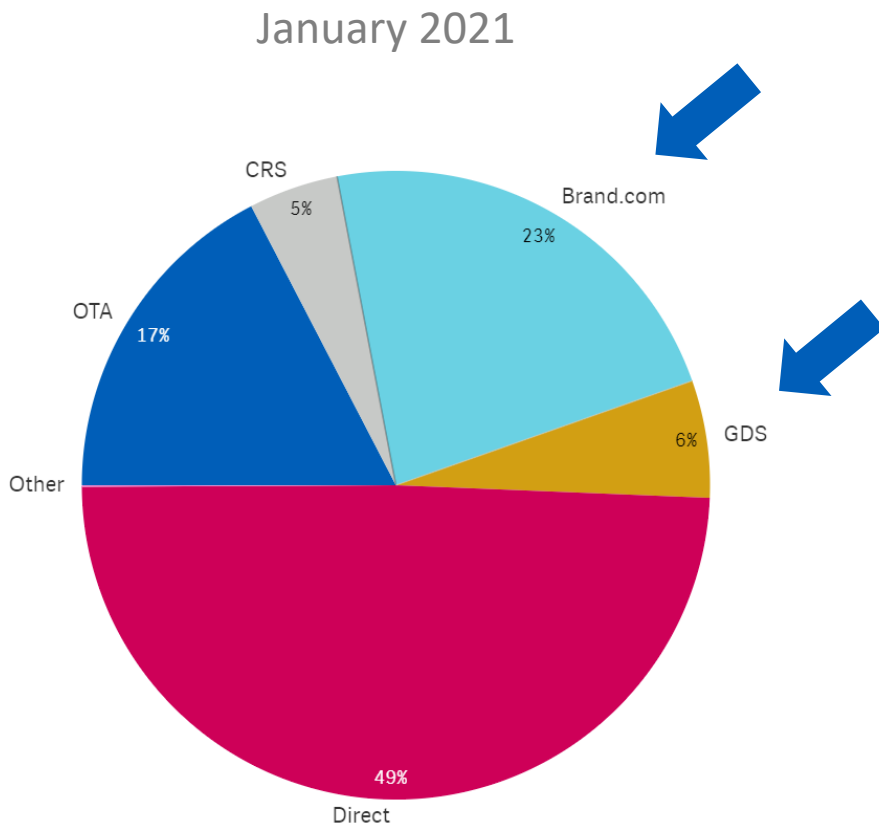
amadeus



Source: Amadeus' Demand360® data as of January 28, 2022

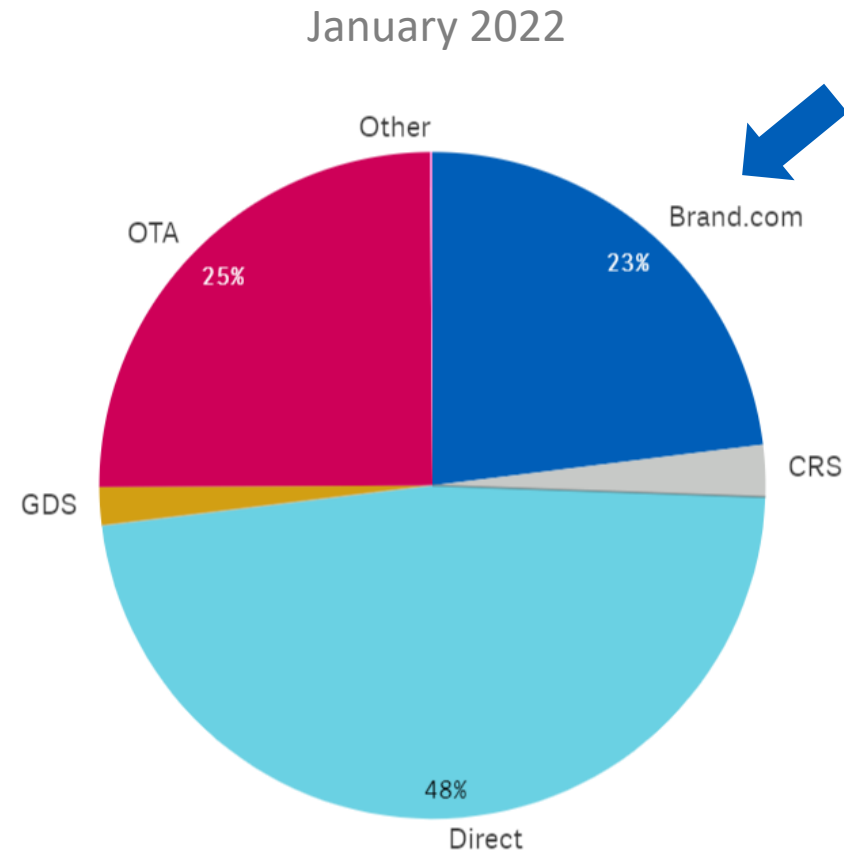
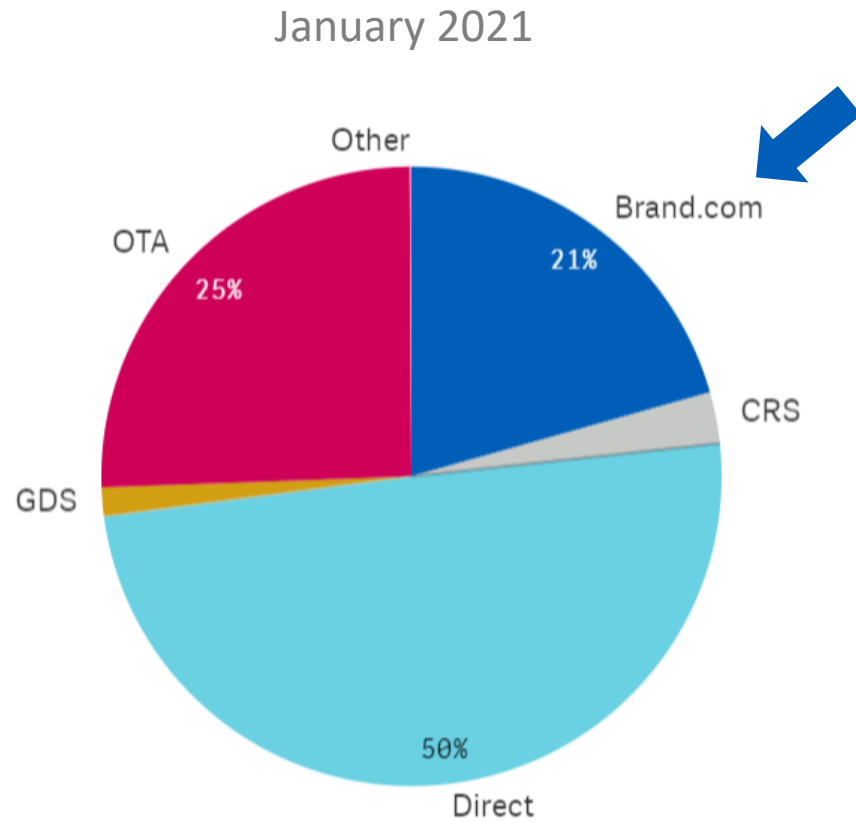
* Greater China not included

Brand.com and GDS channels increased by 3% and 2% over 2021



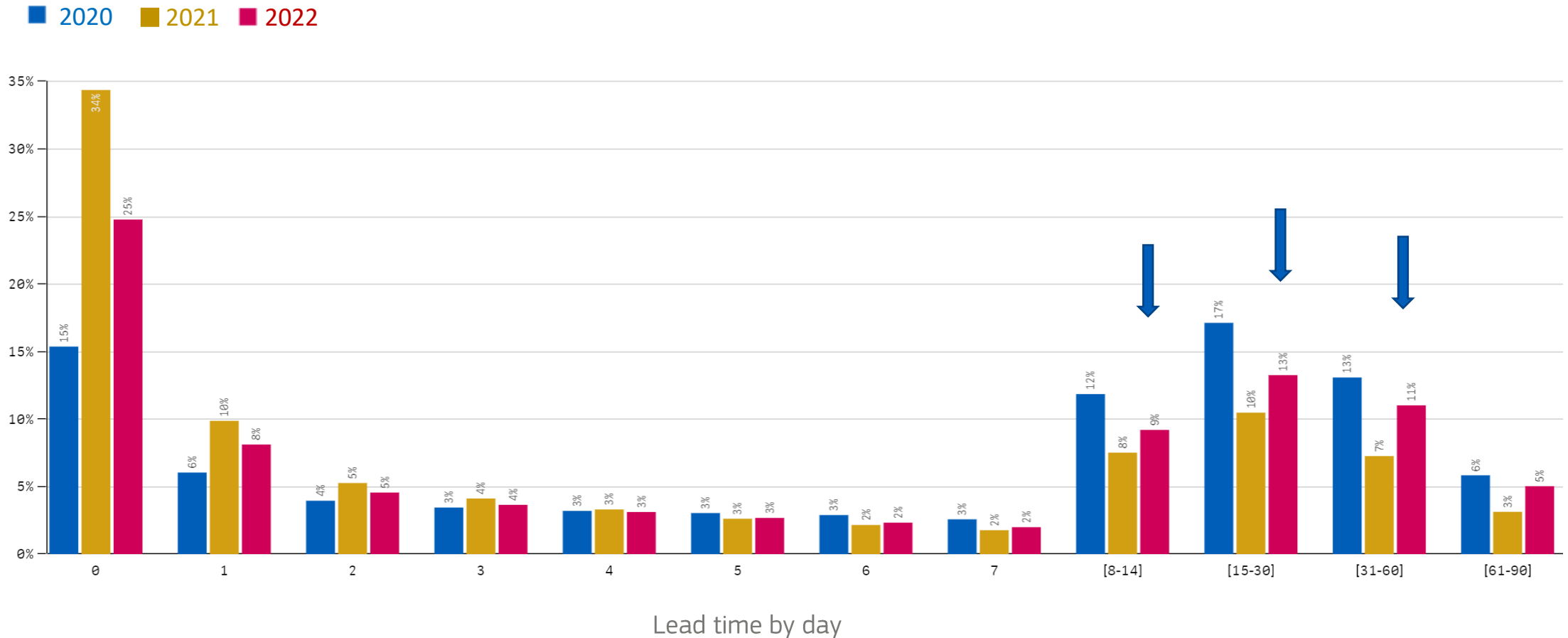
Source: Amadeus' Demand360® data as of January 28, 2022

In APAC, Brand.com channel increased by 2% over 2021



Source: Amadeus' Demand360® data as of January 31, 2022

Compared to 2021, a higher percentage of bookings are occurring with lead times of 8+ days



Source: Amadeus' Demand360® data as of January 28, 2022

The background is a deep blue with a complex, abstract pattern. It features a series of thin, light blue lines that form a grid-like structure, with some lines curving and others straight. Overlaid on this are several large, thin, light blue wavy lines that sweep across the frame. The text is centered in the middle of the image.

*Now is the time to drive
demand and adapt to the
new digital landscape*

How to adapt to new consumer behavior

02

Travel planning has fundamentally changed



I NEED TO PLAN MY TRIP

Routine, functional, intent-based



ALWAYS DREAMING AND PLANNING

Serendipitous, curated, integrated into daily life



Turn on Serendipitous Booking

DISCOVERY COMMERCE
FOR TRAVEL



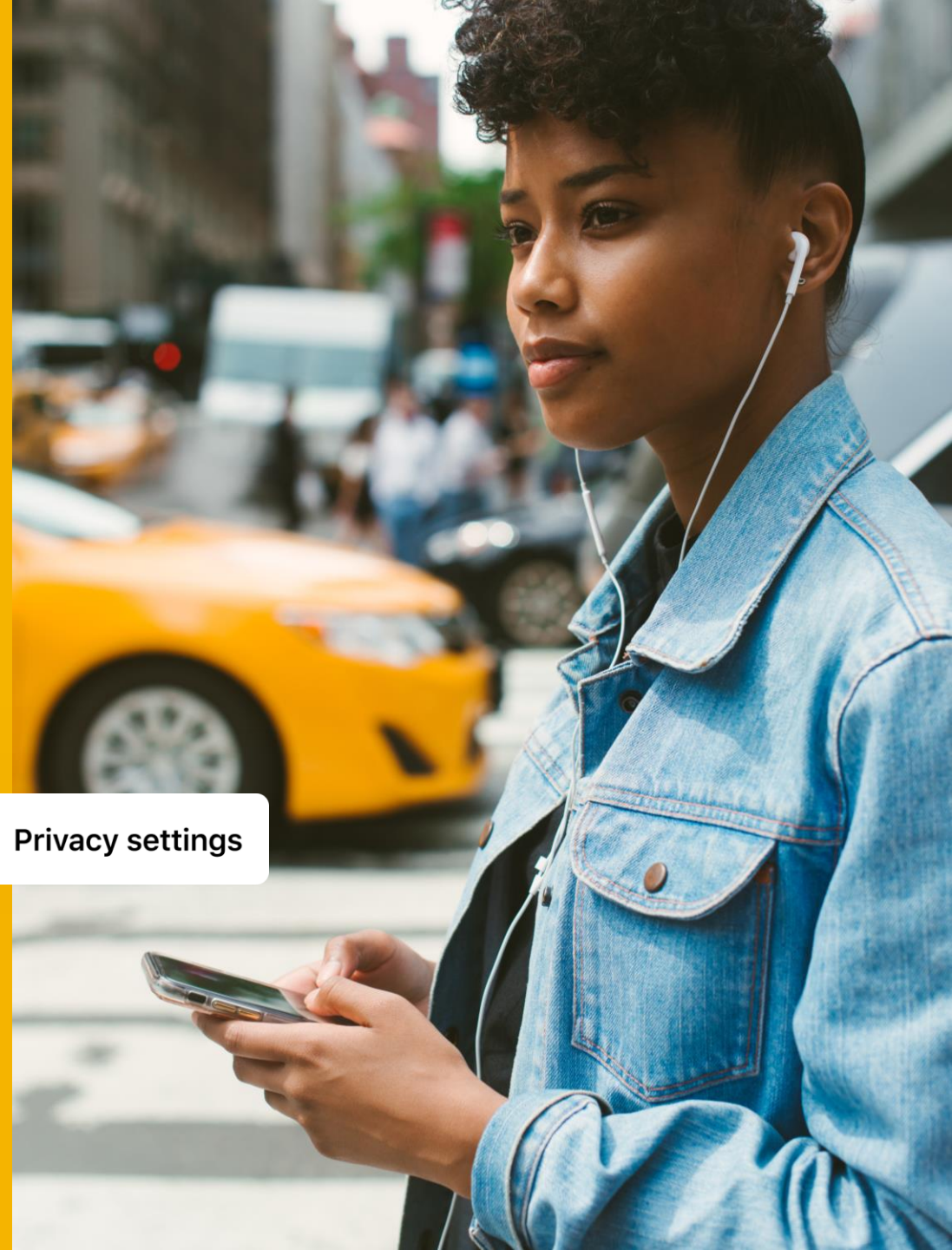


The infinite
choice created by technology
calls for personalized
experiences

Personalization relies on data,
and people increasingly want
to feel in control of how their
data is being used



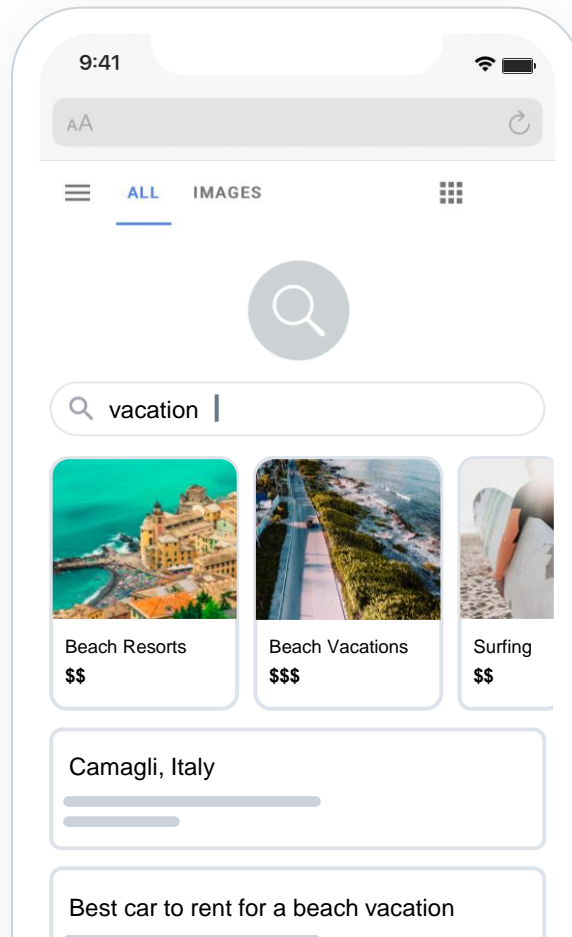
Privacy settings



Reach travelers earlier, well before they have intent to purchase

ECOMMERCE

People find travel



SERENDIPITOUS BOOKING

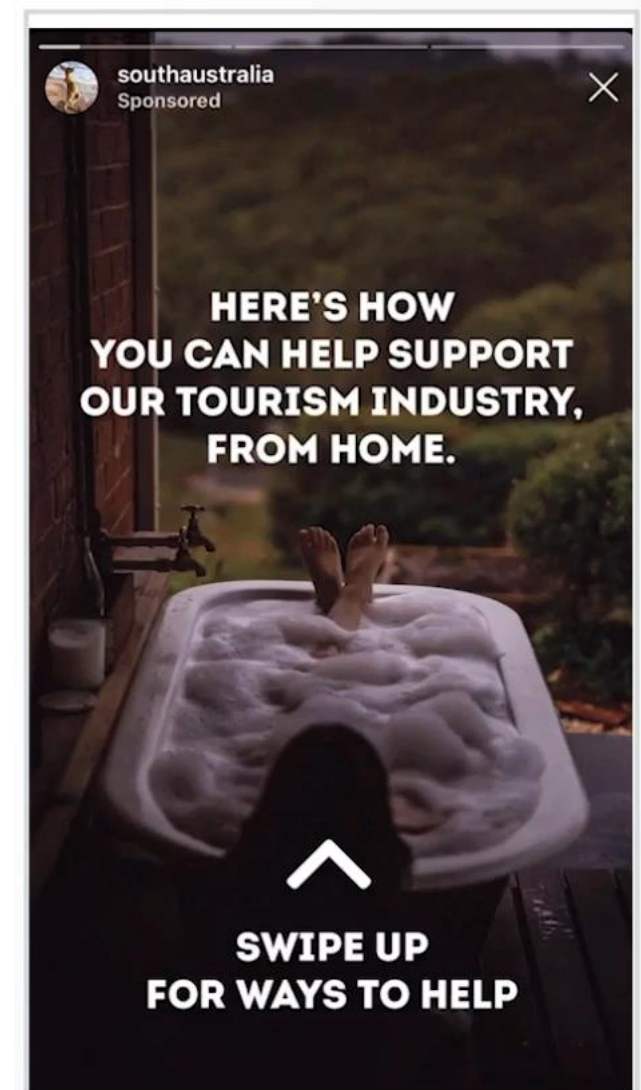
Travel finds people



Living Room Tourism

As COVID-19 hit, South Australia Tourism Commission re-strategized and launched a creative content-led strategy called 'Living Room Tourism', taking SATV into people's living rooms while they couldn't get there in person and showcasing the best of South Australia.

"Living Room Tourism" gave people the opportunity to contribute to a virtual tip jar, buy vouchers from small businesses, write reviews, plan holidays, share favorite memories.



Living Room Tourism

Facebook ads drove traffic to a centralized content hub filled with ideas and inspiration for when restrictions lifted.

The campaign approach was two-fold:

- Driving reach and awareness of SATV
- Generating leads to proactively grow the SATC eDM database with signups and audience groups

35% year on year increase in visits to southaustralia.com

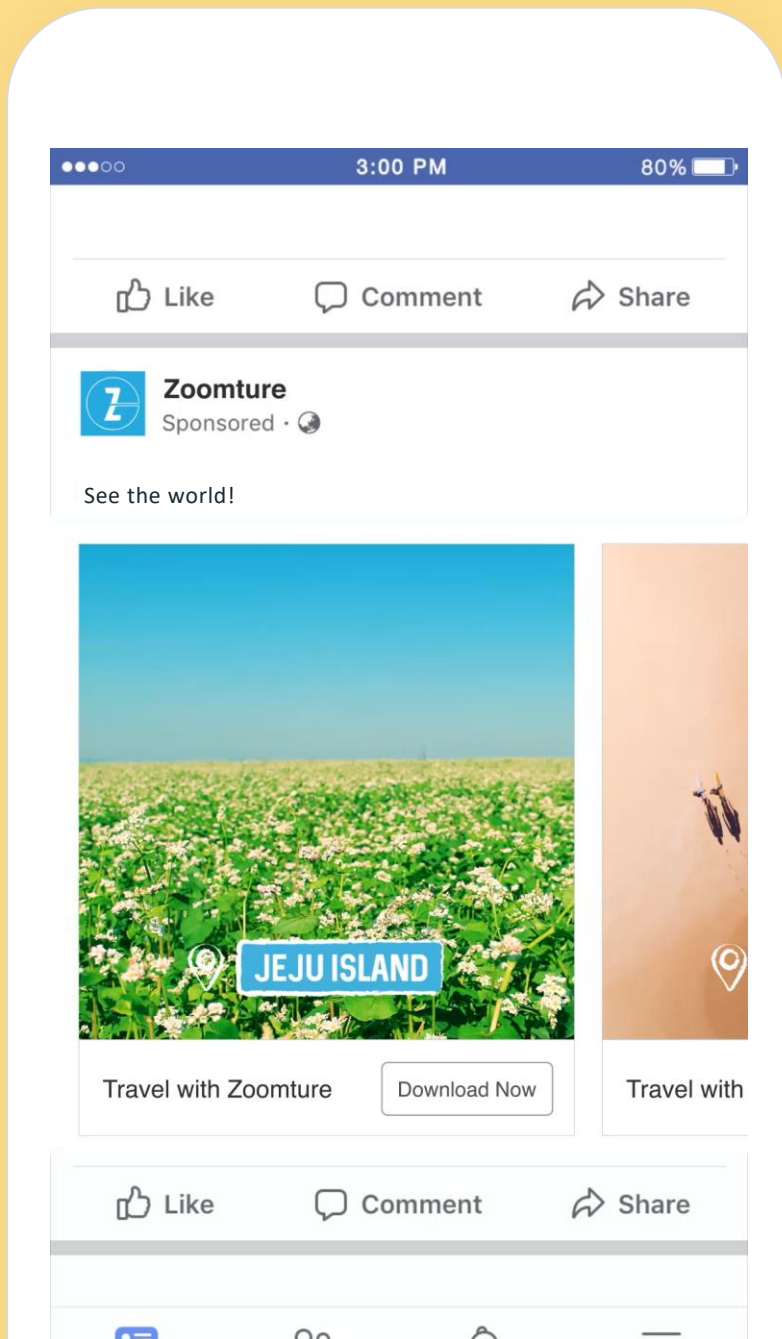
56% of all site traffic from Facebook (2.5X higher than next highest contributing channel)

60% of all site traffic from Facebook (2.5X higher than next highest contributing channel)



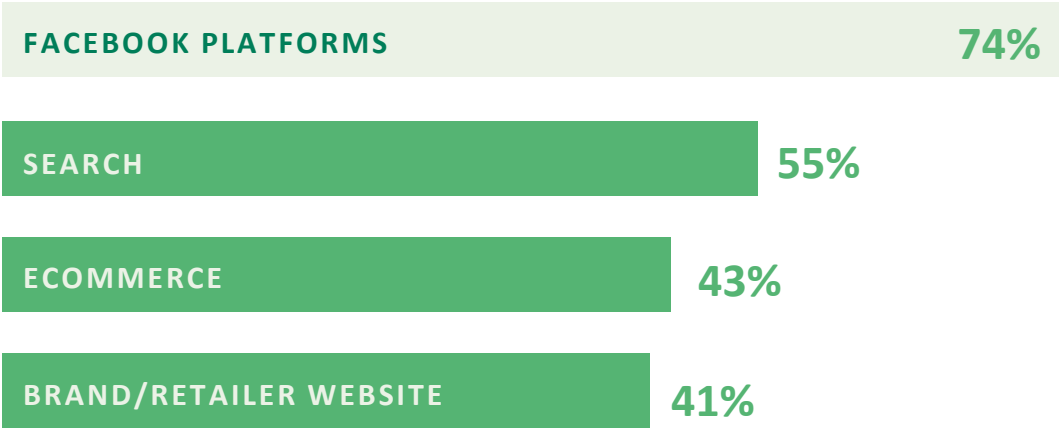
Serendipitous booking
brings humanity and joy
to online travel booking





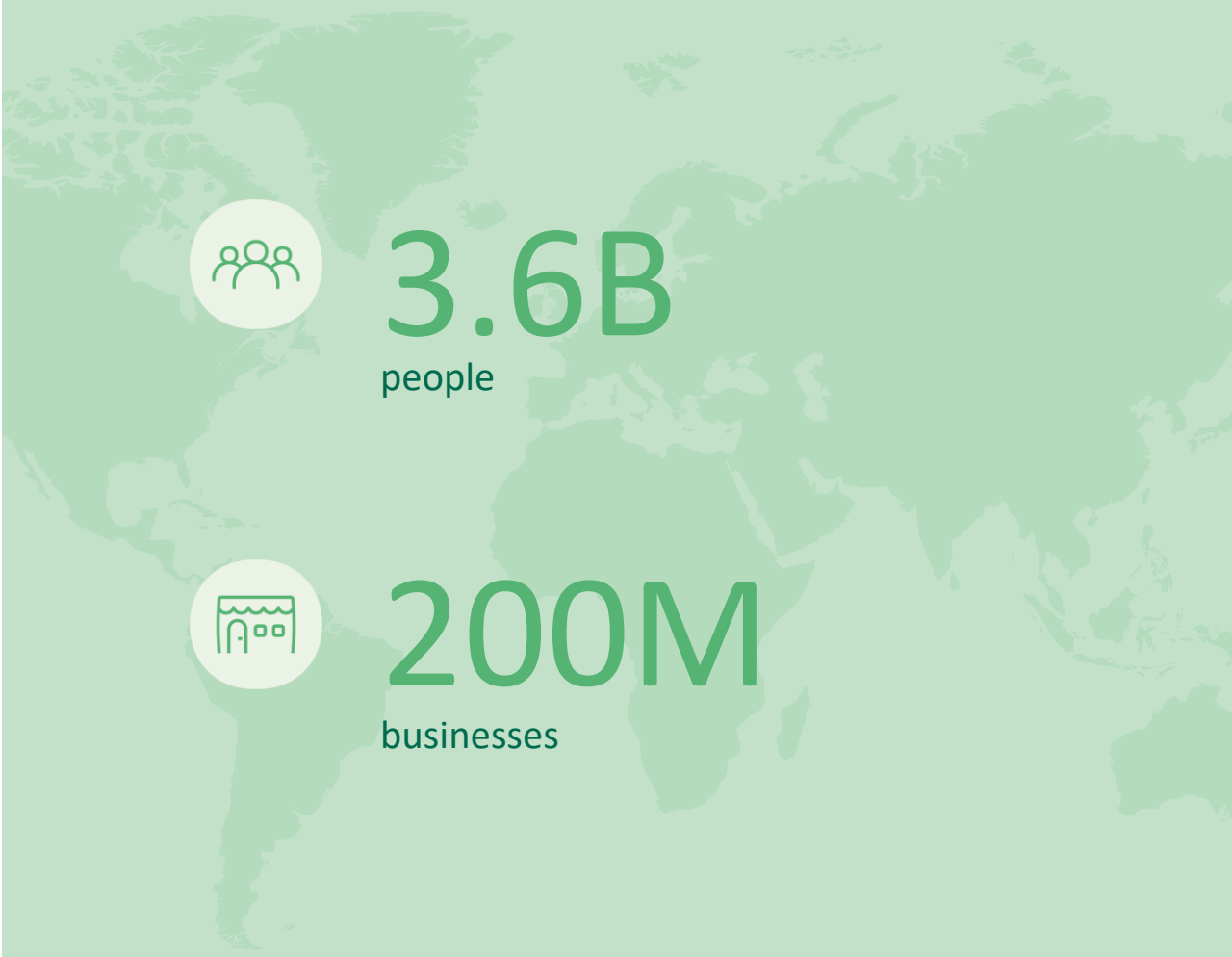
FACEBOOK PLATFORMS SPARK DISCOVERY

People who discover new brands or products online typically discover on a Facebook platform



Facebook IQ Source: “Discovery-Led Shopping Study” by GfK (Facebook-commissioned online survey of 1,002 people ages 18+ in the US, Q3 2020). Qualifying respondents made an online purchase of beauty, furniture, electronics and/or apparel in the past 3 months at the time of the study.

DISCOVERIES ARE HAPPENING AT INCREDIBLE SCALE



THE MAJORITY OF THESE DISCOVERIES LEAD
TO PURCHASES

76%

of US travelers surveyed report using
Instagram for travel-related activities

73%

of US travelers surveyed report using Facebook
for travel-related activities

66%

of US travelers surveyed report using
Messenger for travel-related activities

(Source: Traveler Journey Survey by Kantar Profiles (Facebook-
commissioned online survey of 1,033 respondents ages 18-64 who
have traveled in the previous three months, United States, 2020)

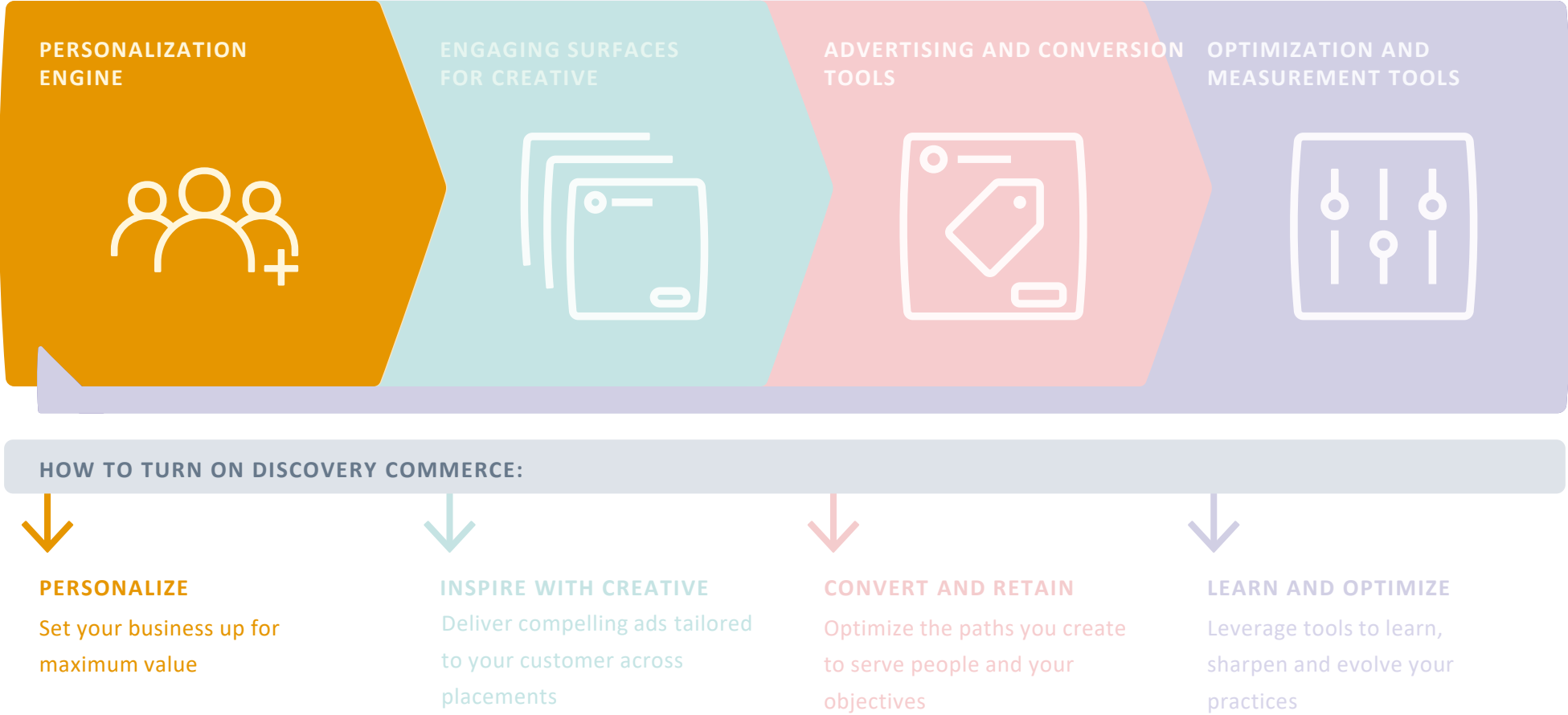


FACEBOOK DISCOVERY COMMERCE SYSTEM

DREAM, RESEARCH, SHOP & STAY



FACEBOOK DISCOVERY COMMERCE SYSTEM

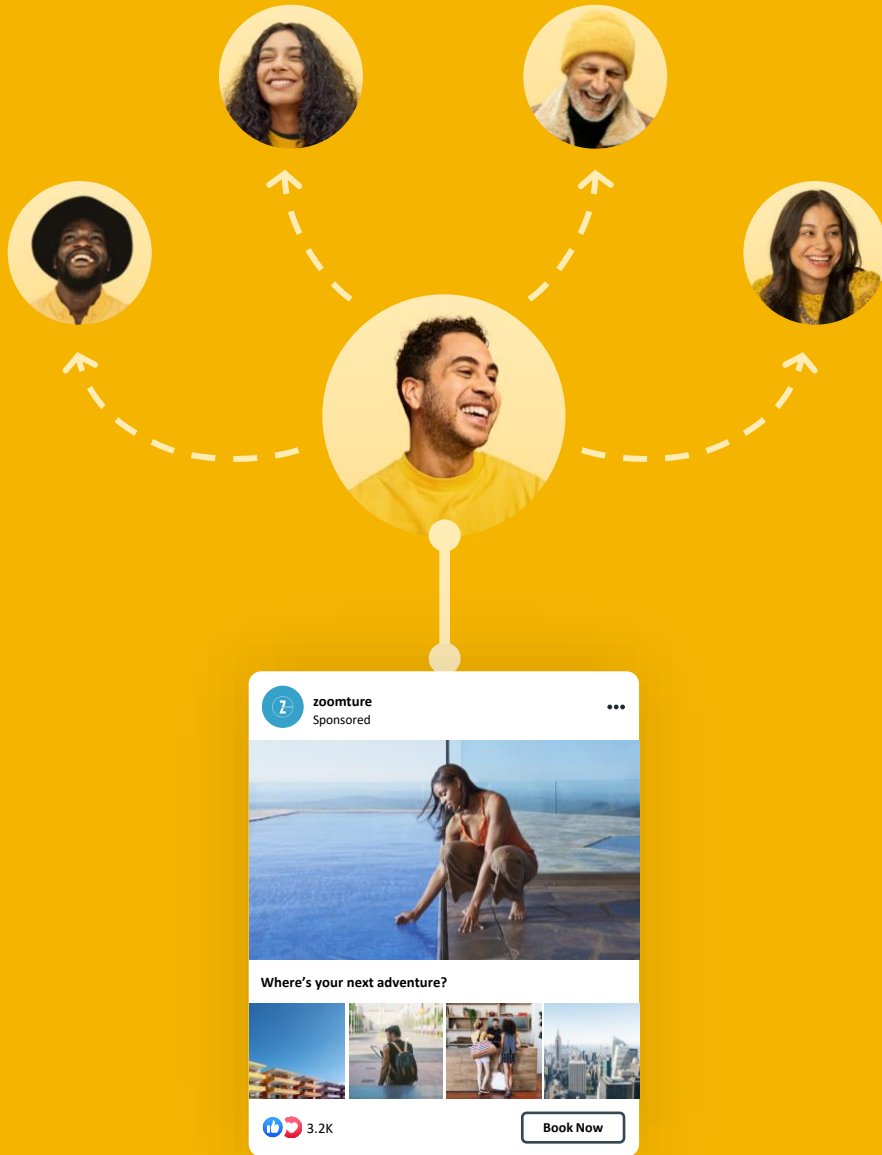


FOR PEOPLE

Personalization can
make the difference between
feeling overwhelmed
or overjoyed

Who's watching?








FOR BUSINESSES

Personalization helps you connect with people most likely to love your hotel, which means more revenue, efficiency and long-term value


Dynamic ad solutions create profoundly personalized experiences

PERSONALIZATION ENGINE



**The Collective**
Sponsored · 


Live like you've never lived before. We take the hassle out of renting, so you have time for life's good things. #liveboldly





THECOLLECTIVE.COM

#liveboldly

LEARN MORE

 Like

 Comment


 Share





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Learn more



**Zoomture**
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Choose your adventure.






What should she do next?


Explore the beach


Back to the hotel


zoomture.com


   988


103 Comments 52 Shares





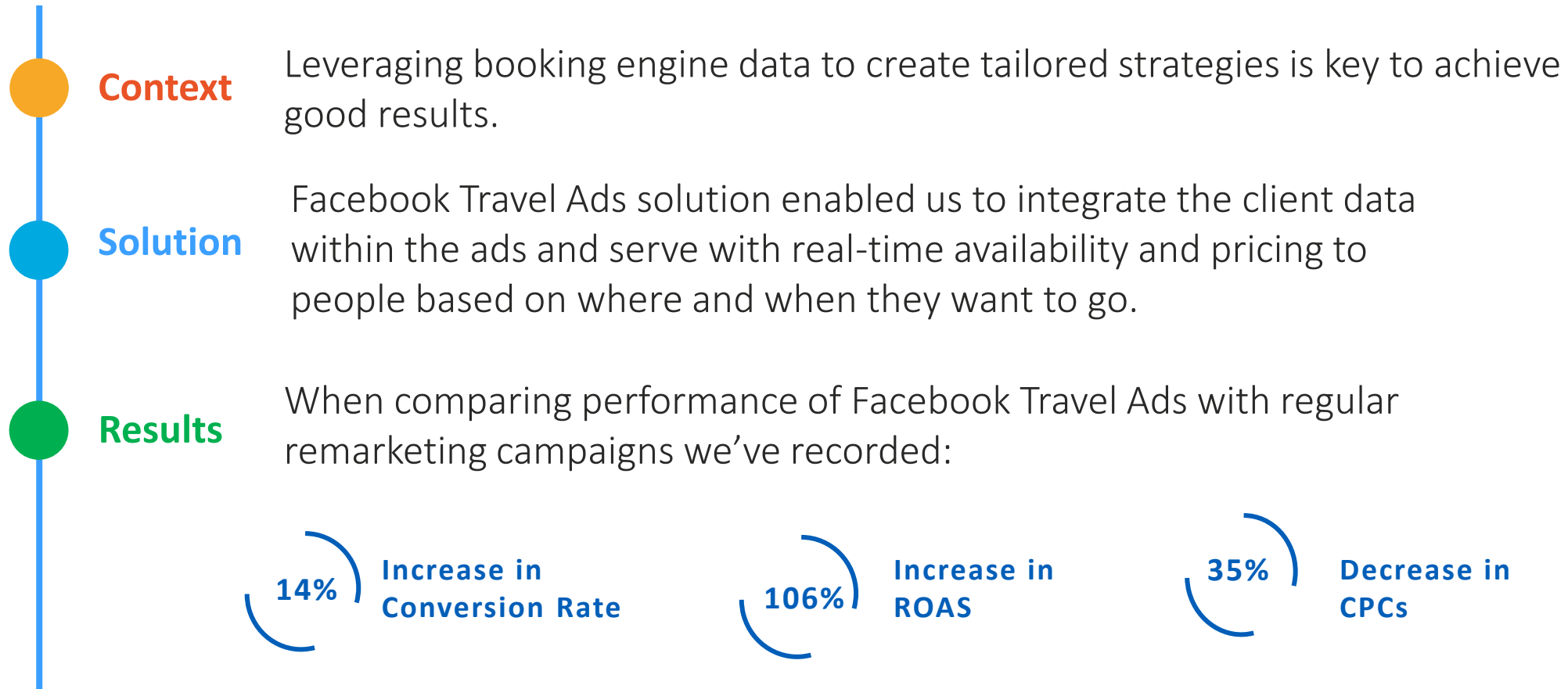


 2



Activate Facebook Travel Ads to help improve the campaign's conversion rate

Australian hotel properties. The client booking engine is powered by Amadeus.



FACEBOOK DISCOVERY COMMERCE SYSTEM





ENGAGING SURFACES
FOR CREATIVE

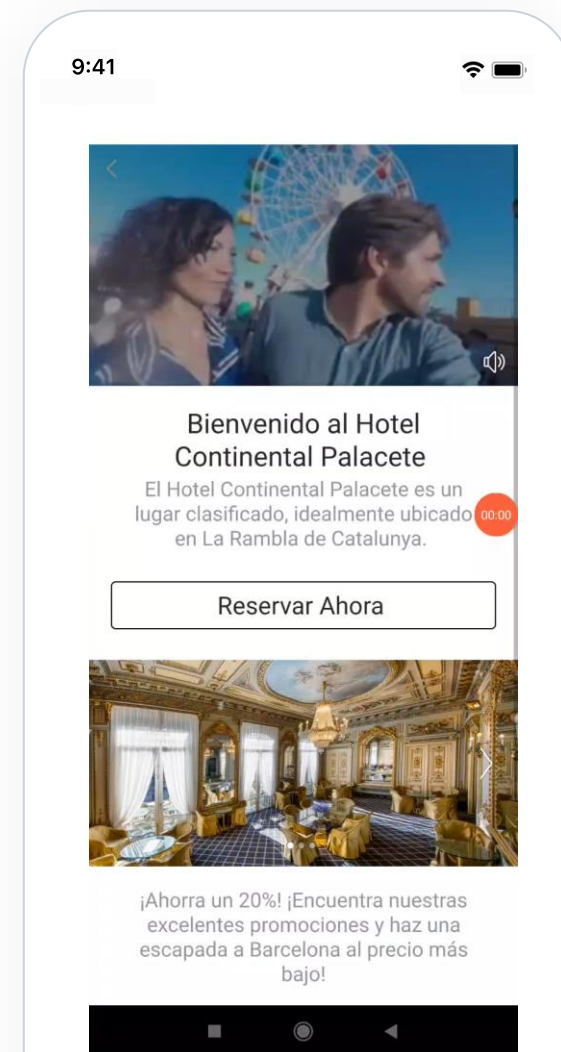
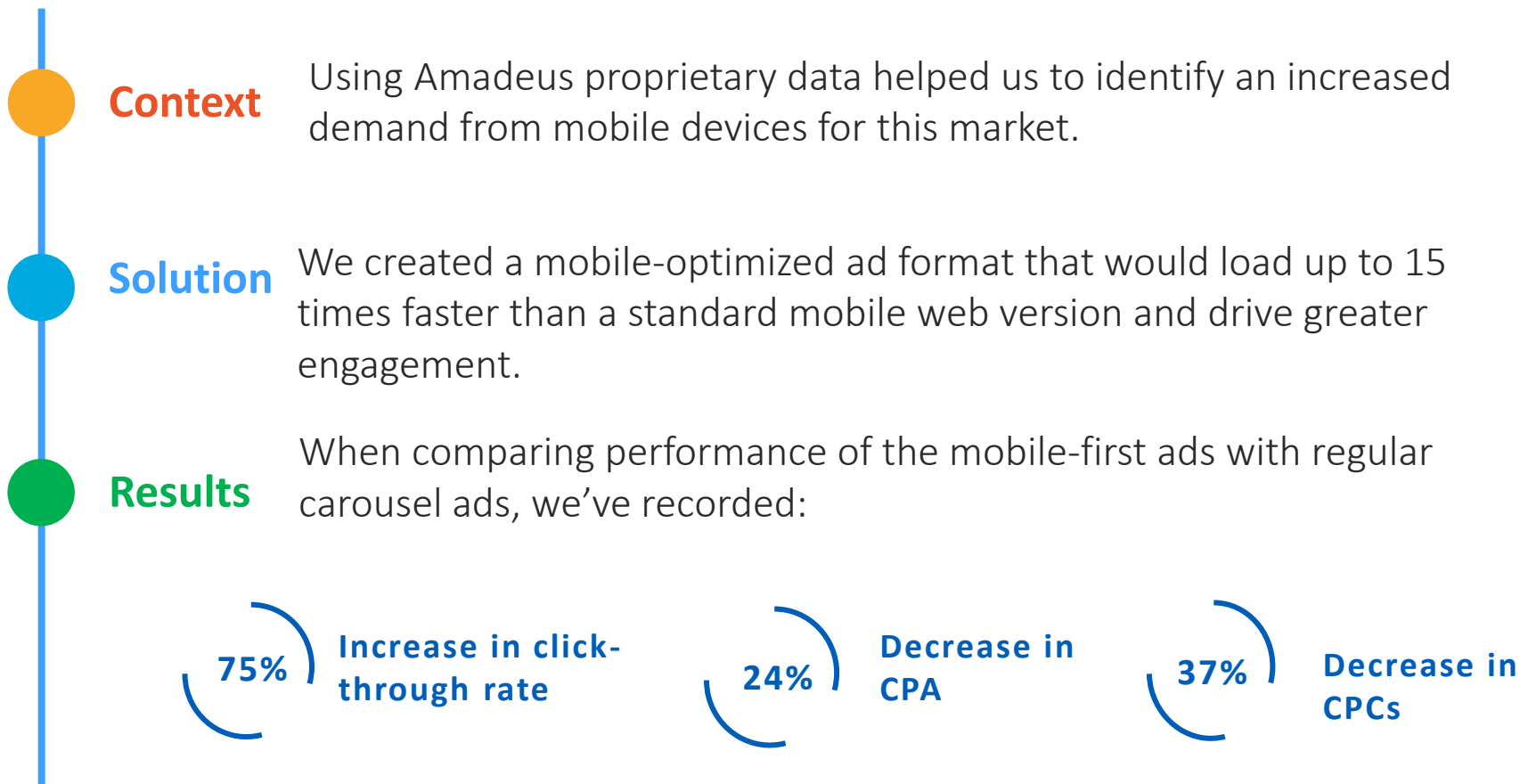
Mobile-first formats
and creative testing
capabilities allow your
business to tell the right
story across Facebook
platforms

Activating mobile-first campaigns to generate engagement

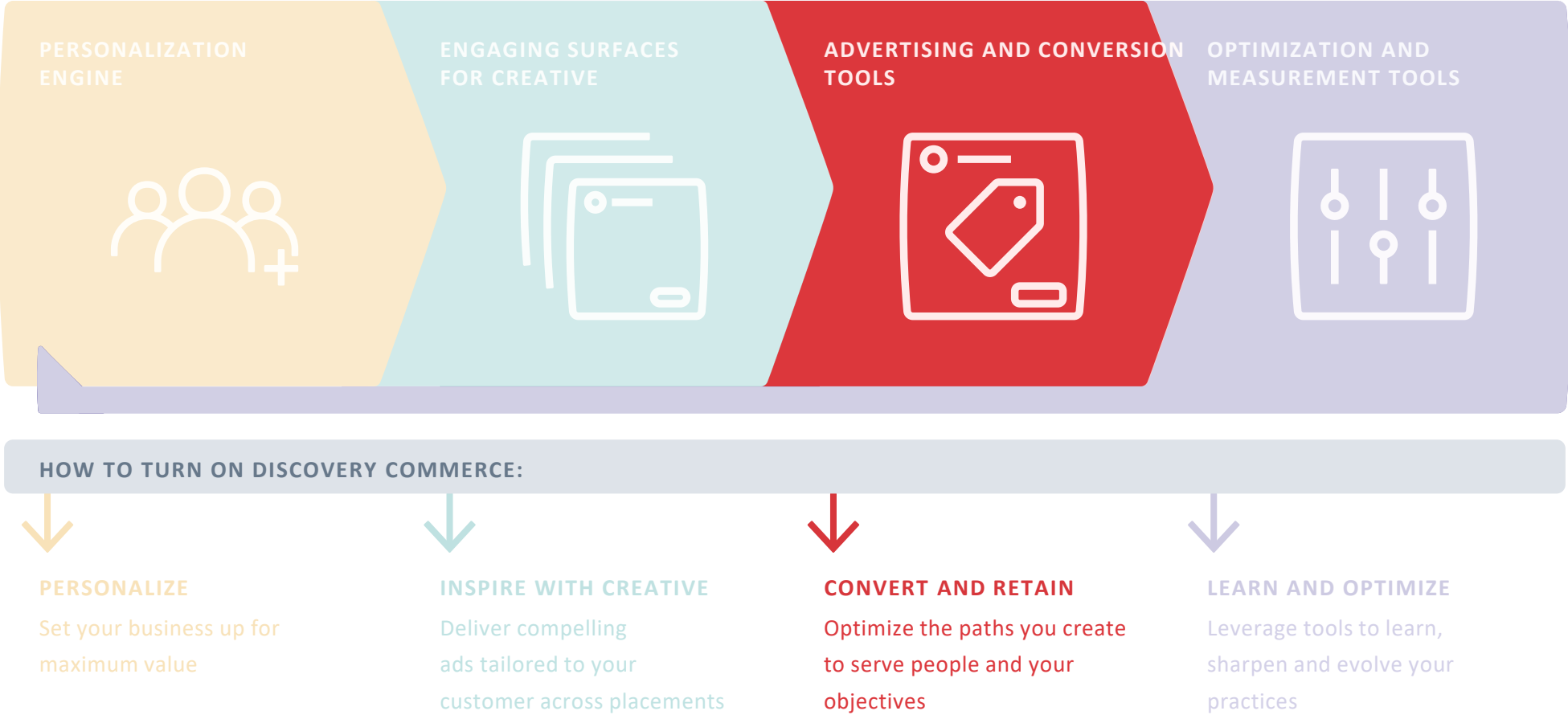
Hotel Continental Palacete Barcelona



Luxury Palace hotel located in Barcelona, Spain. The client booking engine and website are powered by Amadeus.



FACEBOOK DISCOVERY COMMERCE SYSTEM



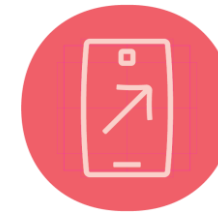


Source: "Online shopping cart abandonment rate in selected industries in March 2021" Statista, Mar 2021.

TARGET USERS WHO ABANDINED CARTS TO ENSURE THEY COMPLETE THEIR PURCHASE



Use Dynamic Retargeting Ads for Travel



Collecting 1st party data for enabling powerful audience targeting



Offer additional incentives to complete purchase e.g.: hotel credit, upgrades



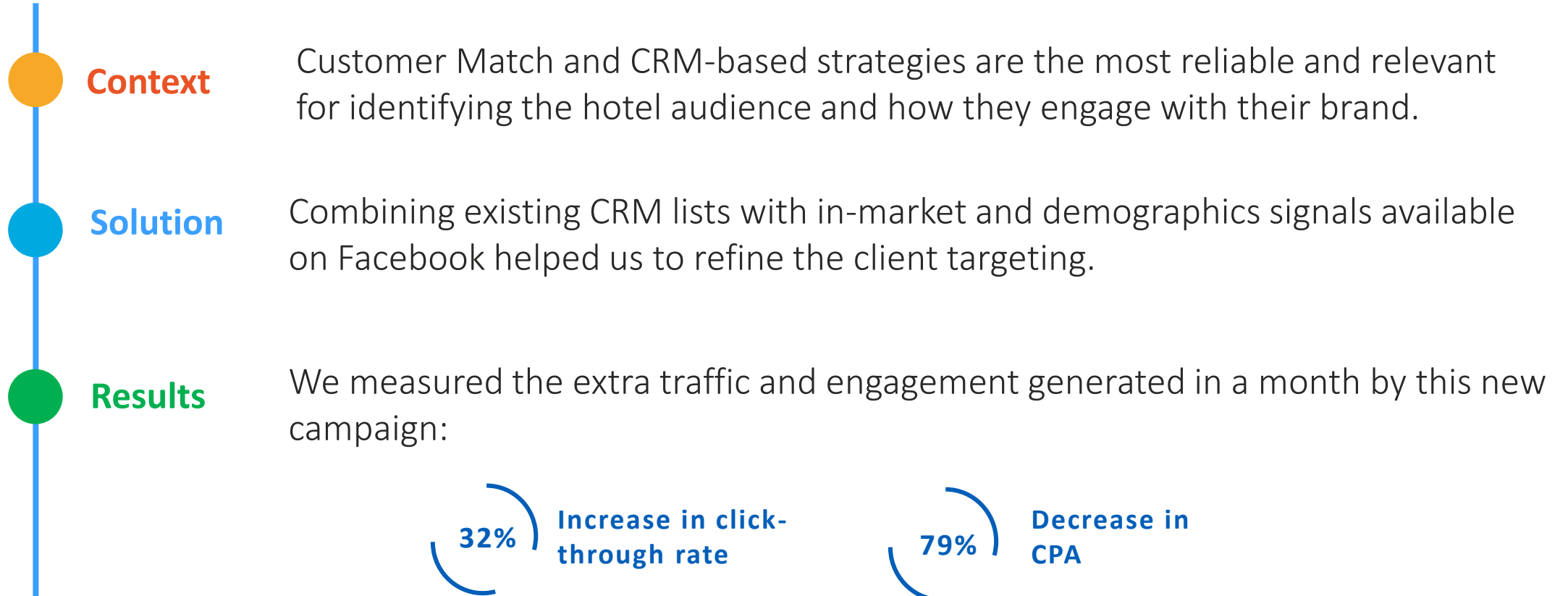
Cross-promote hotels or offers



Use custom creative to target users e.g.: "Did you forget to complete your booking?"

Using client's first-party data to help generate incremental domestic demand

Deluxe designed luxury hotel based in Abu Dhabi, United Arab Emirates.



Facebook tools and partners
empower businesses to take
a test-and-learn approach to
optimize marketing



OPTIMIZATION AND MEASUREMENT
SOLUTIONS

MARKETING MIX MODELING

MULTI-TOUCH ATTRIBUTION

A/B TESTING

CONVERSION LIFT

MEASUREMENT PARTNERS

Using conversions API for more reliable attribution

The Canadian retail brand tested the Conversions API verses their Facebook pixel and found that the new integration enabled more reliable data sharing and resulted higher overall conversion lift.

Conversions API is designed to create a direct connection between your marketing data and Facebook to accurately measure campaign results.

12%

increase in Facebook attribution using the Conversions API versus the Facebook pixel

5%

lower cost per action using the Conversions API plus the Facebook pixel



Amadeus Meta partnership

03

How Amadeus and Meta work together

Best practices
through Deep
Dives and Audits

Access to deep
expertise through
internal trainings

Learning Agendas
and Testing
Programs

Futureproofing
accounts in a
cookie-less world
with new
technologies



Help drive improved performance today with conversions API

- More reliable data
- More sophisticated data
- Improved measurement capabilities



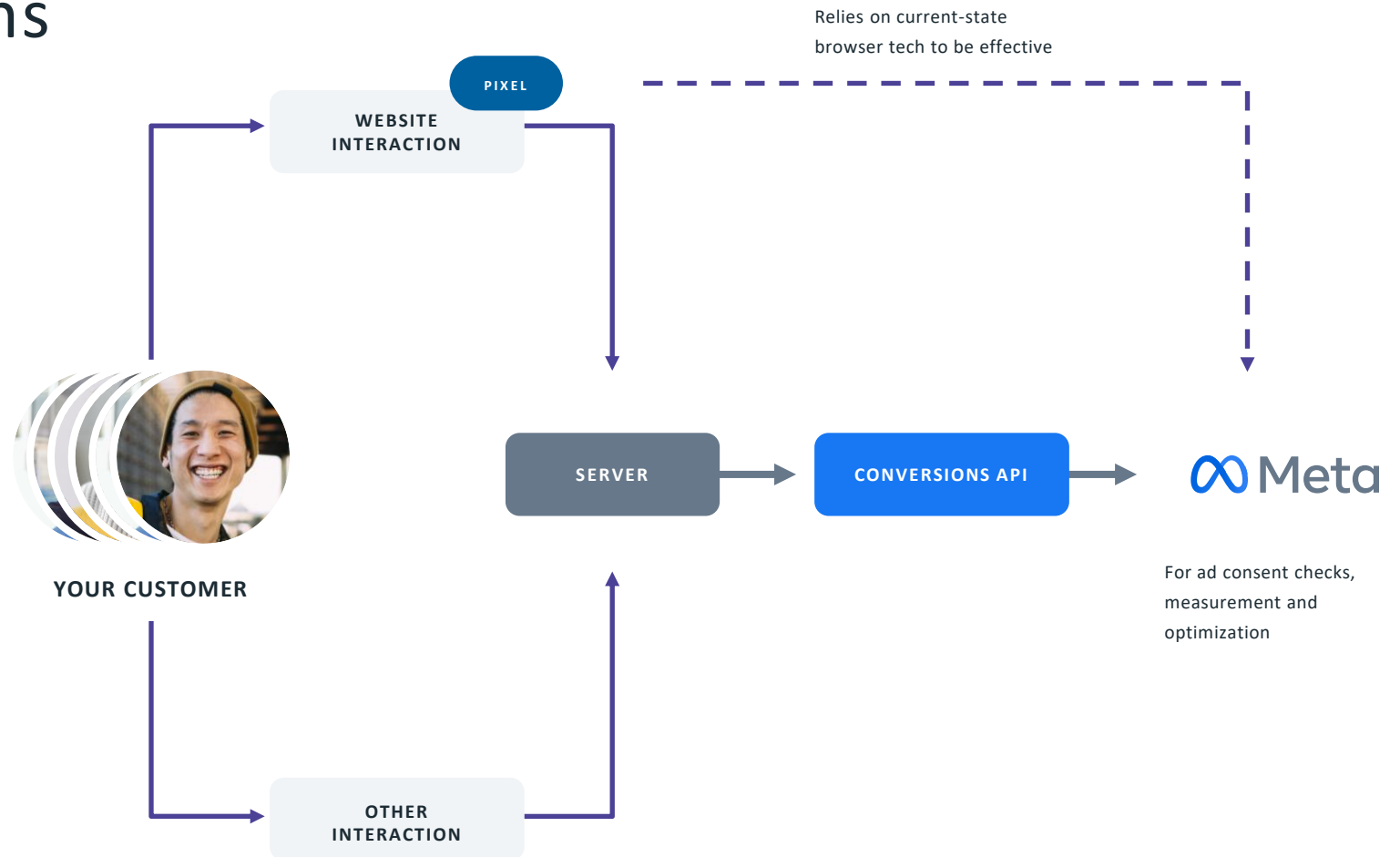
Digital preparedness for tomorrow

- Adapt successfully to the changing ads ecosystem
- Improve performance with the same privacy controls and user choices
- Benefit from privacy-enhancing technologies

What is the Conversions API?

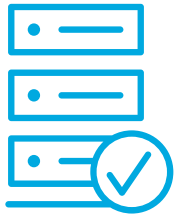
The Conversions API is a Meta Business Tool that creates a direct connection between your marketing data and the Meta systems.

This helps you to use your own marketing data to optimize ad targeting, decrease cost per action and more accurately measure campaign outcomes while respecting people's choices on how their data is used.



Plan, execute and optimize your campaigns with Amadeus

What makes us different?



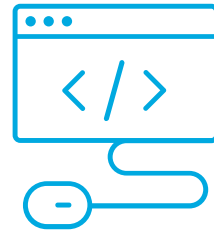
PROPRIETARY DATA

By using additional data sources from your hotel and your market for more powerful campaign decision-making we drive better results



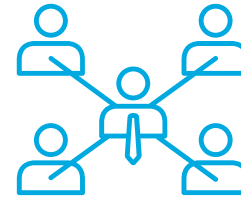
GLOBAL HOTEL EXPERIENCE

We work for and understand the business of thousands of hotels in all segments all over the world



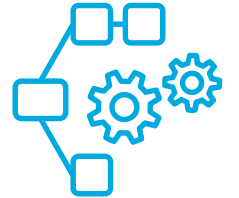
DIGITAL EXPERTISE

Because we also run hotel websites and booking engines we understand the full path-to-purchase for hotel buying users



VENDOR SUPPORT

Our partnership with Meta gives us access to valuable resources and support to run successful media campaigns

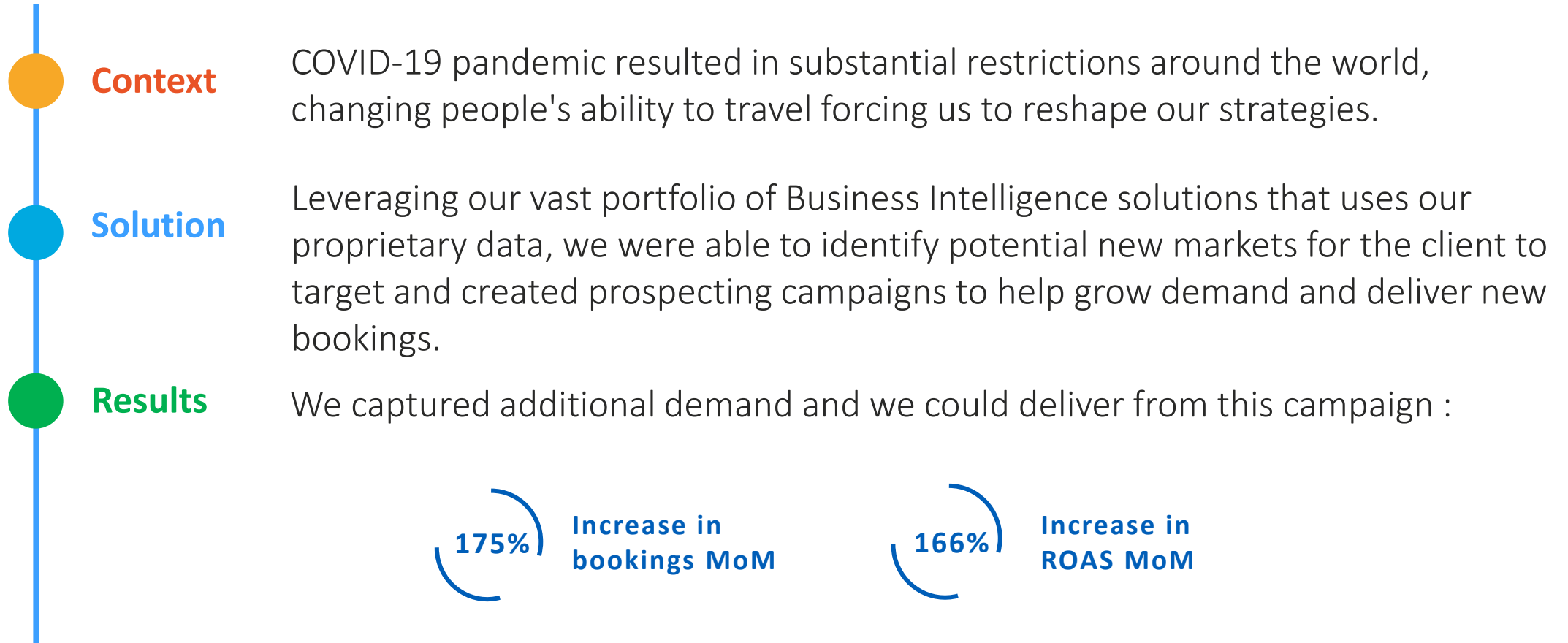


TECHNOLOGY INTEGRATION

We provide technology integrations that enable advanced targeting and measurement

Generating incremental acquisition by using proprietary data

Deluxe designed luxury hotel based in Mahé Island, Seychelles



Our partnership with Meta offers unique value proposition to help you drive direct revenue

Integrated
Amadeus
proprietary
data

Advanced
technical
integration
capabilities

Advanced
targeting and
measurement

Q&A

04