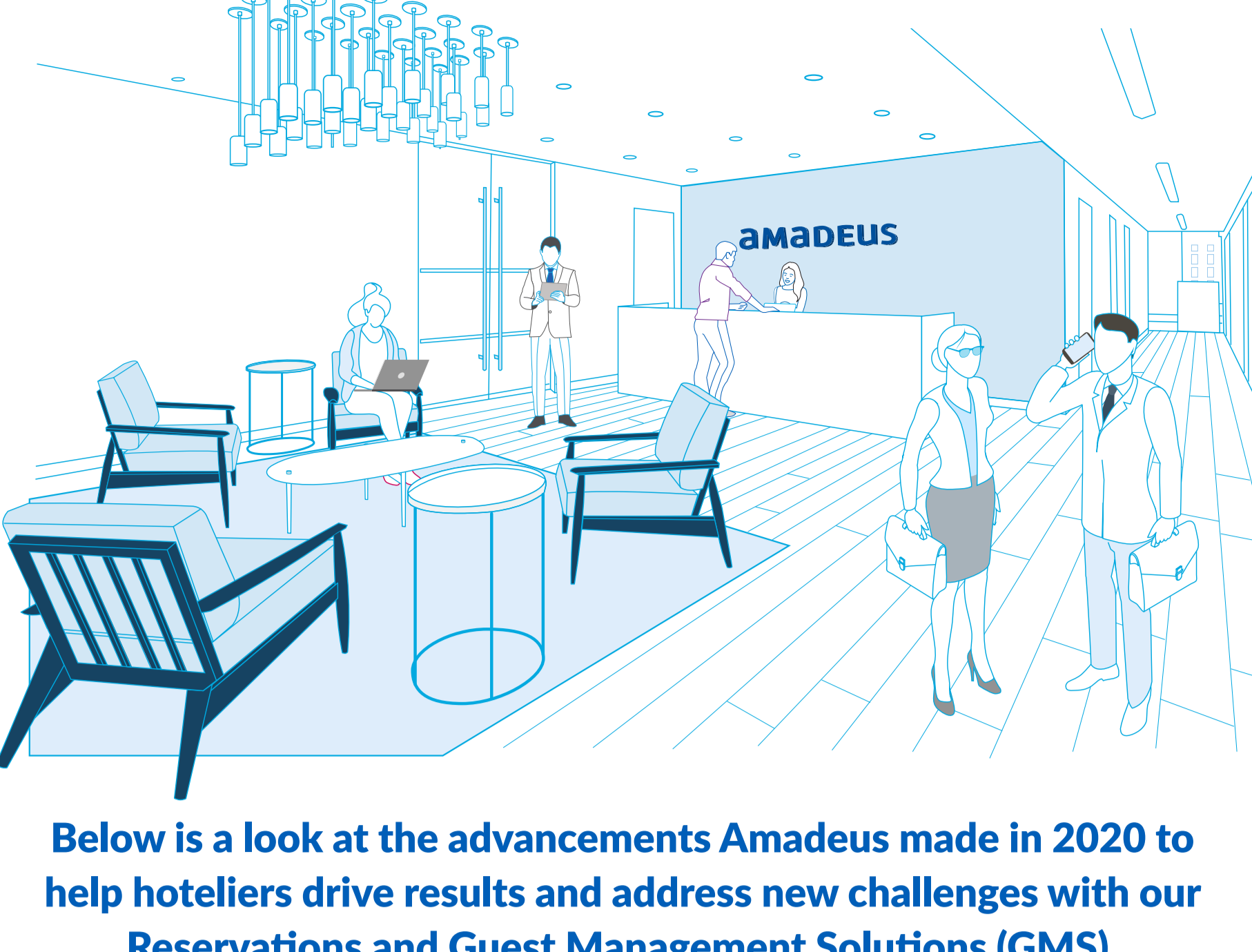


Amadeus 2020 Year In Review

Thank you Reservations and GMS customers, for your continued partnership throughout these challenging times. This year, it was more important than ever for us to support industry recovery, while advancing innovation.



Below is a look at the advancements Amadeus made in 2020 to help hoteliers drive results and address new challenges with our Reservations and Guest Management Solutions (GMS).

ADDRESSING CRISIS AND RECOVERY

In response to the global Covid-19 pandemic, we've helped the hospitality industry understand key strategies and tactics to help protect ADR, drive occupancy, and maximize the value of each booking by building a brand-new Crisis Resource Center.

- 22 blog posts
- 7 eBooks
- 18 webinars
- 6 checklists
- 15 articles
- 5 guides
- 3 infographics

VISIT THE AMADEUS CRISIS MANAGEMENT & RECOVERY CENTER



TOP TIPS TO HELP HOTELIERS RECOVER REVENUE:

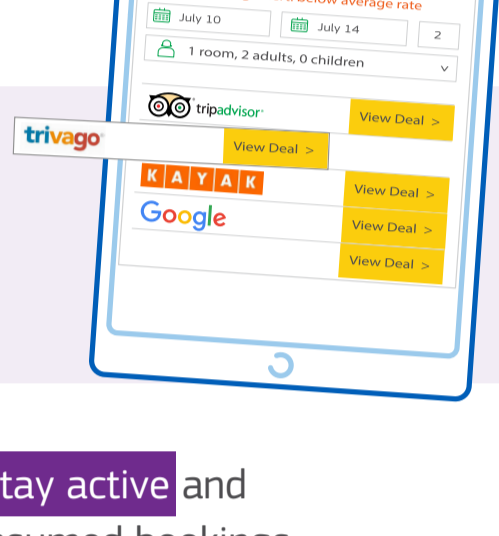
- 1 Focus demand generation on the segments that will recover first – leisure over business
- 2 Capitalize on demand coming from local markets as guests look for reasons to get out of the house
- 3 Maintain ADR and increase guest satisfaction by shifting discounts away from rates and towards enhancements
- 4 Communicate your flexible booking policies clearly and frequently
- 5 Create new promotions and special offers for returning guests and loyalty program members



METASEARCH IMPACT

COVID-19 brought a lot of changes, but Metasearch continued driving demand for hotels

32% growth in Metasearch bookings share vs. 2019



Our CPA commission program helped more customers stay active and flexible during COVID, while only paying for risk-free consumed bookings

100k+ bookings canceled in 2020 without fees to customers

Our CPC commission program is driving greater business impact for customers

25% YOY improvement in ROAS (Return On Ad Spend)

We continue to adapt quickly to the changing landscape by offering free cancellation filters and cleanliness policies on specific metasearch partners that enable hotels to mark themselves as COVID-19 responsible.

SUPPORTING KEY RECOVERY STRATEGIES

In 2020, we launched several new features to rebuild guests' trust and drive demand.

- 1 **HOLD ADR by employing:**
 - iHotelier Service Promotions
 - _Create discounts on enhancements with pricing variables such as geo-targeting, length-of-stay, access codes, and more
 - _Leverage the same workflow and pricing variables to discount rates AND enhancements
 - Enhancement Upsell
 - _Maximize the value of each booking by merchandising ancillary revenue streams
- 2 **HIGHLIGHT CLEANLINESS AND COMMUNICATE with:**
 - Cleanliness and Safety Amenity Icons for Booking Engine
 - _Reassure your guests by highlighting upgraded sanitation, safety, and, security measures with new amenity icons now available for booking engine
 - New GMS Recovery Email Templates
 - _Leverage preset templated emails to easily communicate to customers that you've reopened, changed safety procedures, or have a great deal to encourage guests to book
- 3 **SUPPORT YOUR LEAN TEAMS with:**
 - Daily Promotions
 - _Drive demand through Brand.com and easily manage your rate parity strategy with new Daily Promotions that stack to create rate discounts the same way the OTAs do today
 - Expanded Enterprise Capabilities for Groups and Chains
 - _Streamline workflow across your chain with new Enterprise capabilities. You can now automatically sync rate plans and promotions when adding a new property to your portfolio, create chain-level rate access codes, and create chain-level advertisements for promotional offers
- 4 **IMPROVE GUEST ENGAGEMENT AND LOYALTY with:**
 - GMS Email Center
 - BETA IN PROGRESS—AVAILABLE FOR ALL CUSTOMERS Q1 2021
 - _Save time and drive efficiency with new Email Center that improve usability so that you can effortlessly create high-performing and responsive email campaigns
 - Frictionless Navigation Bar and Menu
 - _Reduce bounce rate and remove barriers to conversion for our Reservations and Web customers by offering a seamless shopping experience for guests from Website to Booking Engine
 - Member Programs
 - _We have expanded the power of the industry's only turnkey loyalty solution by enabling customers to hide points and tiers to reward loyal customers in the way that best suits your business
 - Targeted Website Pop-up Messages for Web + GMS Customers
 - _Display targeted offers by guest segment on your Website by using audiences built for transactional emails

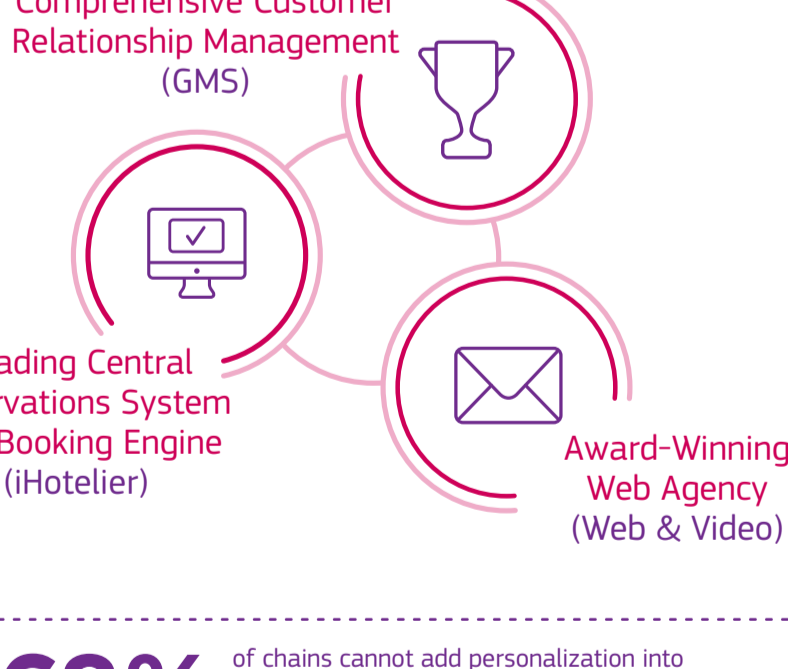
LEARN MORE

INTRODUCING AMADEUS INTEGRATED BOOKING SUITE

The industry's first integrated end-to-end eCommerce solution designed to solve key challenges.

Thanks to your feedback this year, Amadeus integrated three key solutions: Website, Reservations, and Guest Management. With three solutions acting as one, you can now provide guests with a more streamlined and personalized experience at every step of the guest journey.

CLICK HERE TO VIEW



47% of hotels say they have no integration between their loyalty solution and booking engine
Source: h2c

68% of chains cannot add personalization into the guest journey due to data that lives in disparate systems
Source: h2c

CONNECTIVITY AND PARTNERSHIPS

To aid you in driving as much demand as possible in this climate, we added connections with more regionally relevant and high-volume partners.

300+ Total OTA Connections

130+ Total PMS Integrations

Please Welcome our Newest iHotelier and GMS Partners

COAST hotels™

MARITIM HOTELS

SANDMAN HOTEL GROUP

WYNDHAM EXTRA HOLIDAYS

EXPLORIA RESORTS

AZALAI CAYMAN

MD HOTELS

New BAR by LOS Functionality through iHotelier/IDEaS Partnership

Our latest integration with IDEaS optimizes revenue strategy, holds ADR, and enhances guest satisfaction by offering guests attractive BAR Rates that will auto-adjust based on lengths of stay set by the hotel.

IDEAS™
A SAS COMPANY

New Distribution Partnerships

Continue driving demand and bookings across other travel segments by reaching a diverse array of local distribution partners.

DELTA VACATIONS

American Airlines

WESTJET VACATIONS

AIR CANADA

Pleasant Holidays

COSTCO travel