

# amadeus

CASE STUDY

## Amadeus and Singapore Tourism Board: A Collaborative Success in Boosting Tourism







## About the Singapore Tourism Board

In its current mission, the Singapore Tourism Board (STB) is committed to “shaping a dynamic tourism landscape and in partnership with industry and community.”

## Challenge

In late 2024, the Singapore Tourism Board sought a more data-backed and efficient approach towards their marketing outreach to increase visitors from the United Kingdom and Germany. Despite Singapore’s high affinity among the key European markets, the ability to convert that affinity to bookings remained a challenge to track. The ability to influence travelers before their mind is made up on a holiday destination is a key goal.







## Strategy

Amadeus and STB teamed up for a digital advertising campaign to target undecided travelers in the upper to mid funnel – those actively researching travel options who might consider Singapore as a destination. **The partnership leveraged both organizations' strengths:** STB's deep knowledge of their customer segment and compelling destination content combined with Amadeus' advanced data analytics and advertising technology.

## Key drivers included:

- **Data-driven media planning:** Utilizing travel intent data to pick the best timing and budget allocation for the desired outcomes.
- **Predictive algorithms for state-of-the art targeting:** Targeting those who are undecided on where to go or who are showing travel intent for other relevant destinations.
- **Placements across the traveler decision-making funnel:** Involving both video and display formats across various premium quality publishing outlets to ensure potential travelers are met throughout their journey.
- **Measuring in-destination arrivals:** Connecting media metrics like impressions and click-through rate (CTR) to individuals who subsequently booked and arrived in Singapore, helps destination management organizations (DMOs) understand the return on ad spend (ROAS).





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Our continuous collaboration with Amadeus sees our partnership evolve from advertising on their B2B GDS platform to reach travel trade to this iteration of B2C targeting, **allowing us to leverage Amadeus' rich data and in-depth travel insights** and test new targeting technology. The optimized cost per acquisition (CPA), impressive ROAS, and the unique in-destination arrivals attribution method is an interesting new way for us to better measure the effectiveness of our marketing efforts in driving actual visits.

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- Kershing Goh  
Executive Director Europe,  
Singapore Tourism Board



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This partnership with the Singapore Tourism Board has demonstrated how like-minded partners with an appetite to test and learn can come together to drive greater value. STB is one of our first destination partners to test out our new solution in Asia. STB's valuable insights and data, coupled with their spirit of always testing new ways of doing things, allows us to drive greater value together in achieving impactful results for a tourism destination.

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- Sol Freixa  
Vice President of Commercial, Global  
Destinations, Hospitality, Amadeus

## Performance

By utilizing video placements that appeared within articles or blog posts, making them versatile and unobtrusive while effectively targeting the German and UK markets, STB together with Amadeus achieved significant results:

ROAS  
(Return on  
Advertising Spend):

**22**

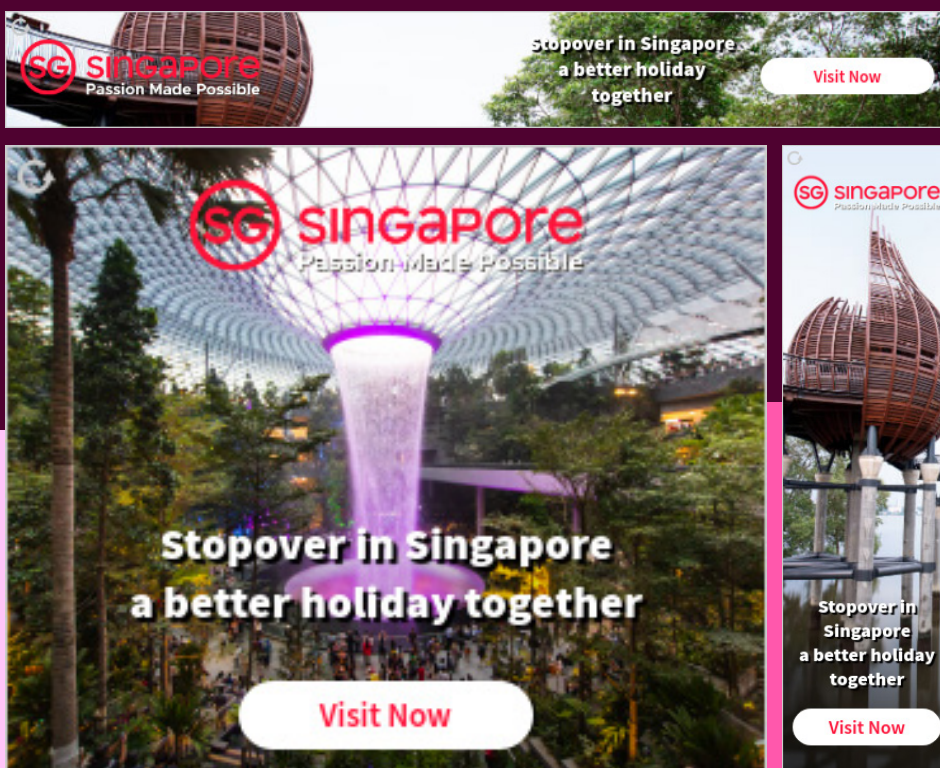
\*Based on in-destination arrivals

VCR  
(Video Completion  
Rate):

**70%**

CTR  
(Click-Through  
Rate):

**0.69%**



**In summary,** the partnership between Amadeus and the Singapore Tourism Board for this digital campaign helped drive and demonstrate tourism growth. With Amadeus' advanced travel data and advertising technology, STB was able to validate in-destination arrivals influenced by the campaign. This also allowed Amadeus to trial a new solution in Asia.

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

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