



THE CASE OF GERMANY'S REAL GEM

Dresden

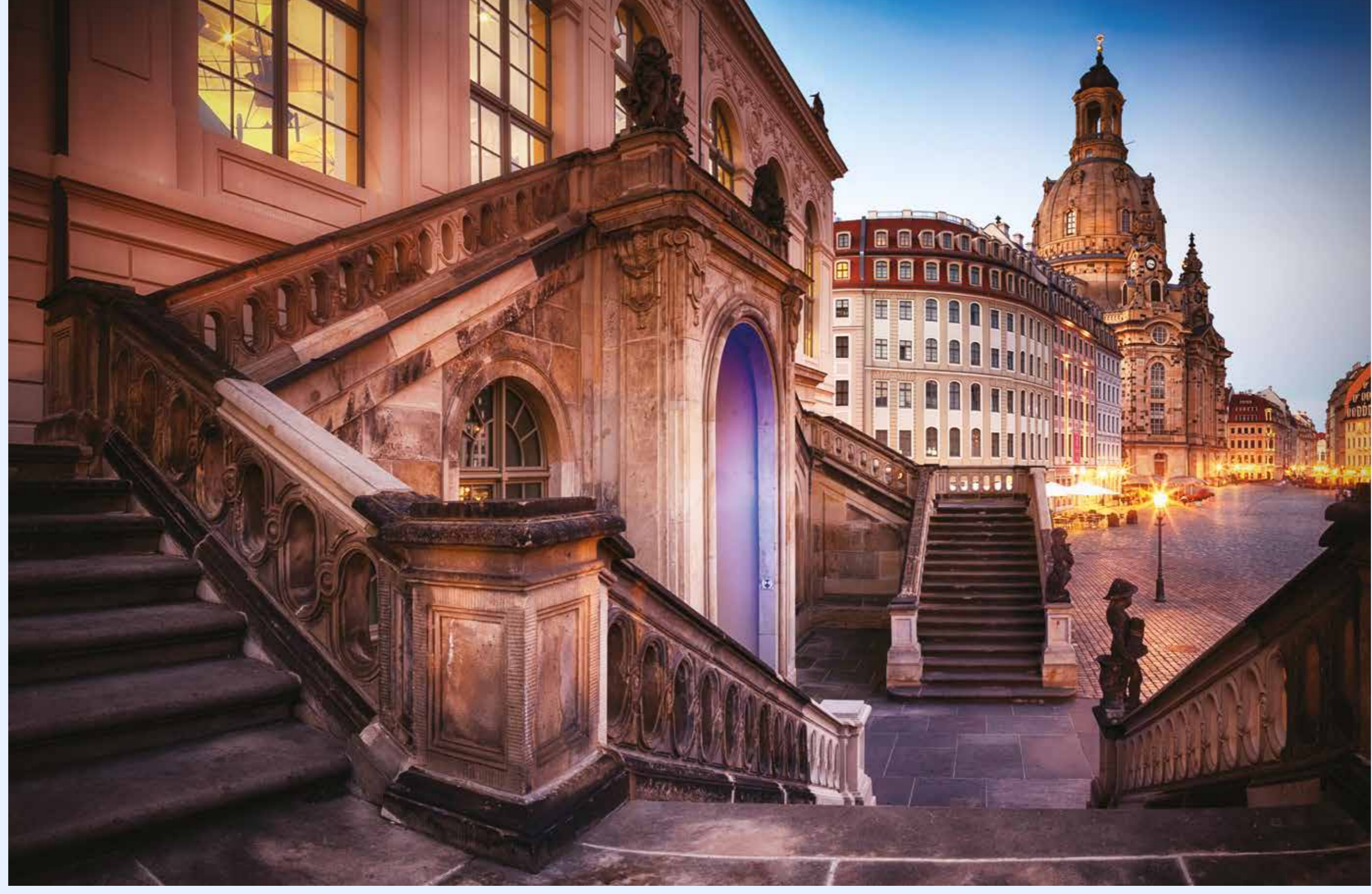
How Dresden attracted more visitors through the power of digital advertising

DIE DRESDNER ALTSTADT IM SONNENUNTERGANGS © TOMY HEYDUCK (DML-BY)

Dresden is the capital of Saxony and one of the most charming cities in Germany. Since the 15th century, Dresden had been the residence of the Saxon dukes, sovereigns and kings, and the echoes of this nobility can be seen in the city at every turn.

Dresden has plenty to offer, from famous monuments like Frauenkirche, Zwinger, Semperoper and Residenzschloss to picturesque Elbe river, over 50 museums and many theatres. Visitors are attracted to Dresden's beautiful building ensemble, great history, art treasures and the city's flair.

For the wintertime, Dresden has a true ace up its sleeve and a very remarkable highlight – the Dresden Striezelmarkt. It is one of the oldest and most famous Christmas markets in the world. Last year, we joined our forces with Dresden Marketing to attract even more visitors to this beautiful place by launching a campaign targeting travelers in the DACH market.



DRESDEN JOHANNEUM NEUMARKT © DDPIX.DE (DML-BY)



Key findings

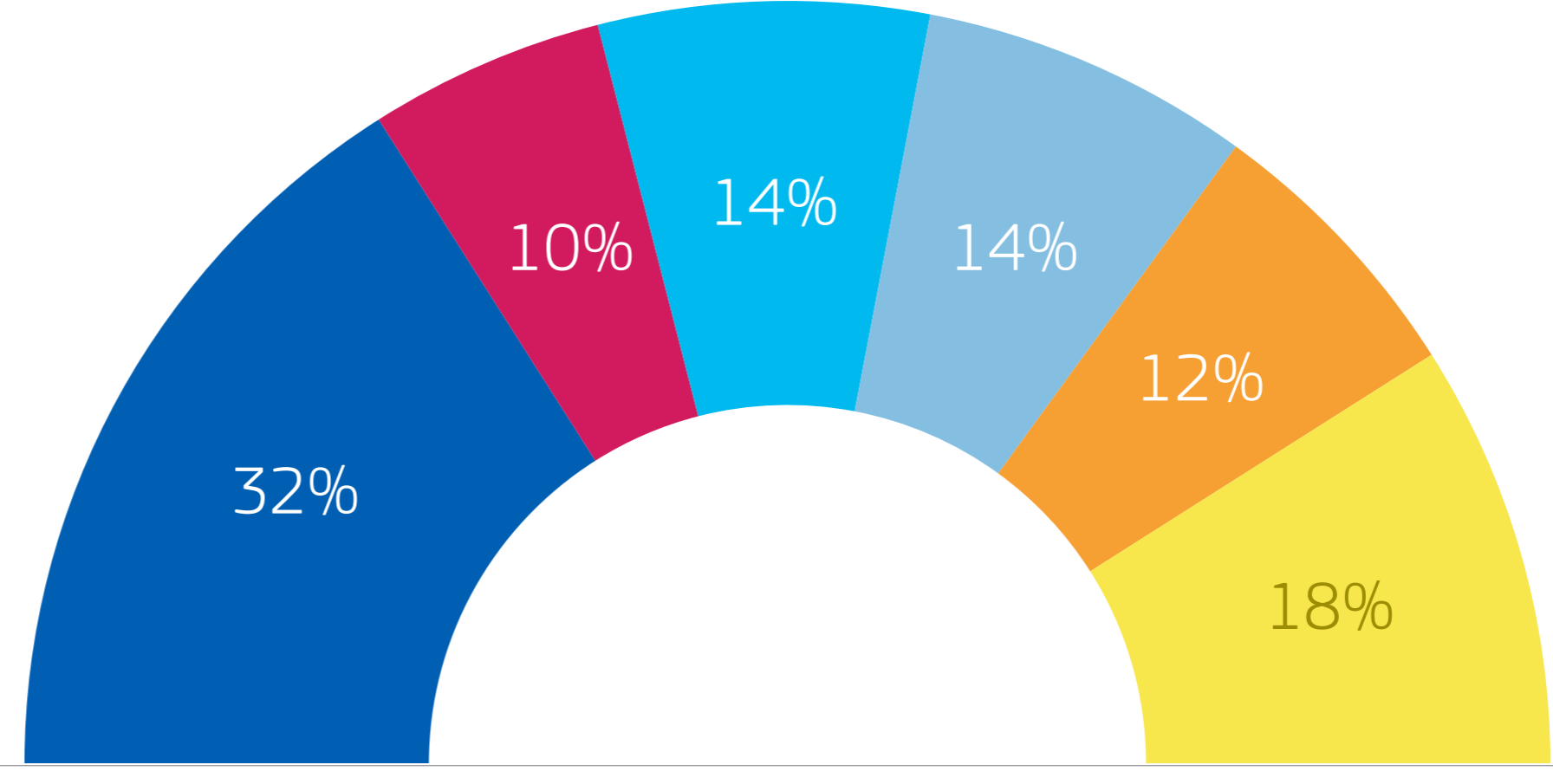
The Swiss market showed the highest CTR rate (0,41%), followed by Austria (0,38%) and the German (0,33%) market.

The general booking pattern among DACH users indicates last-minute planning. The reason for this can be that Dresden is located close to the target market and can be a good option for a last-minute trip.

VISITOR BOOKING LEAD TIMES - GERMANY

Number of days between conversion and departure

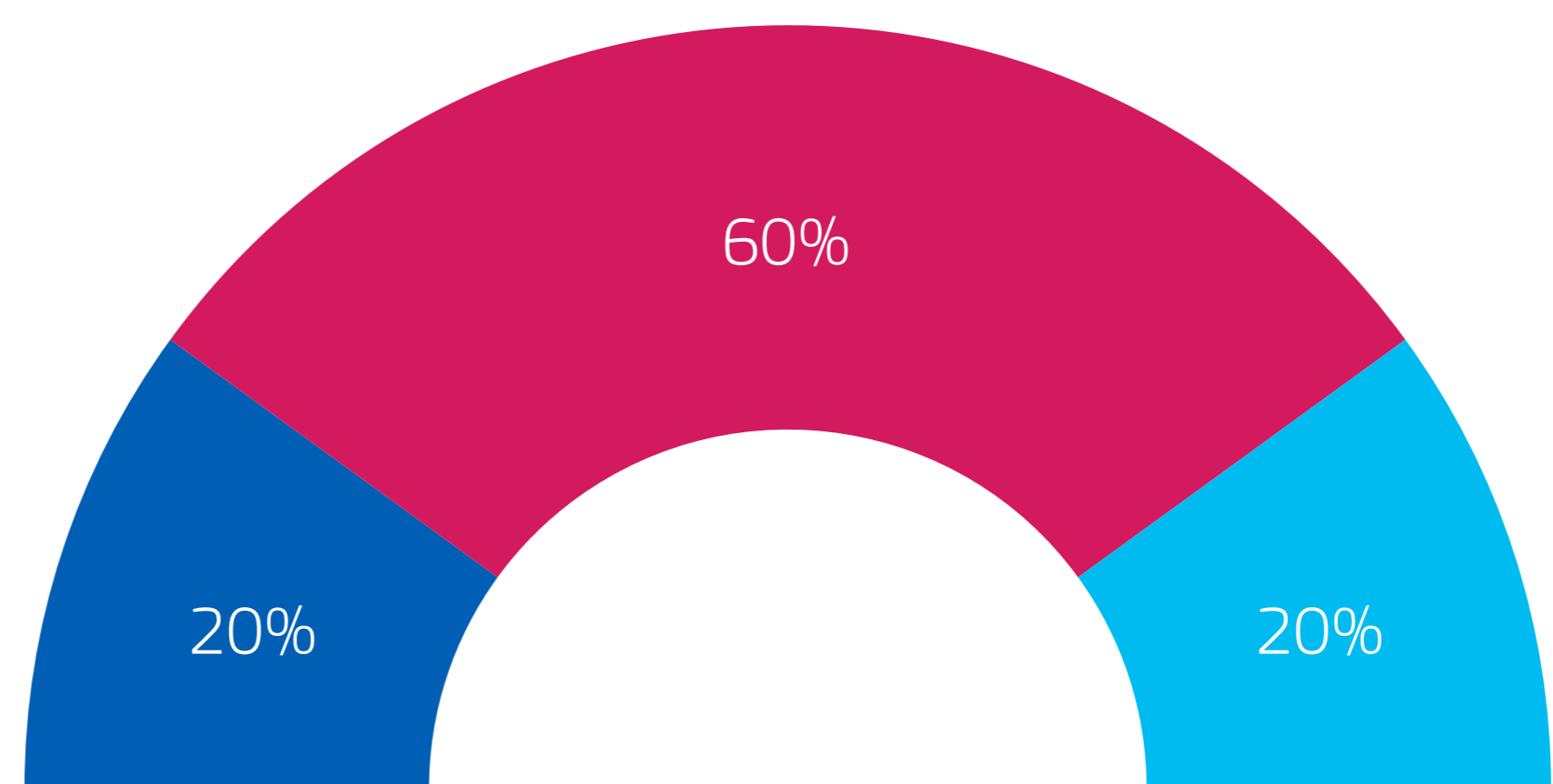
- 1-7 DAYS
- 8-15 DAYS
- 16-30 DAYS
- 31-60 DAYS
- 61-90 DAYS
- 90+ DAYS



VISITOR BOOKING LEAD TIMES - AUSTRIA

Number of days between conversion and departure

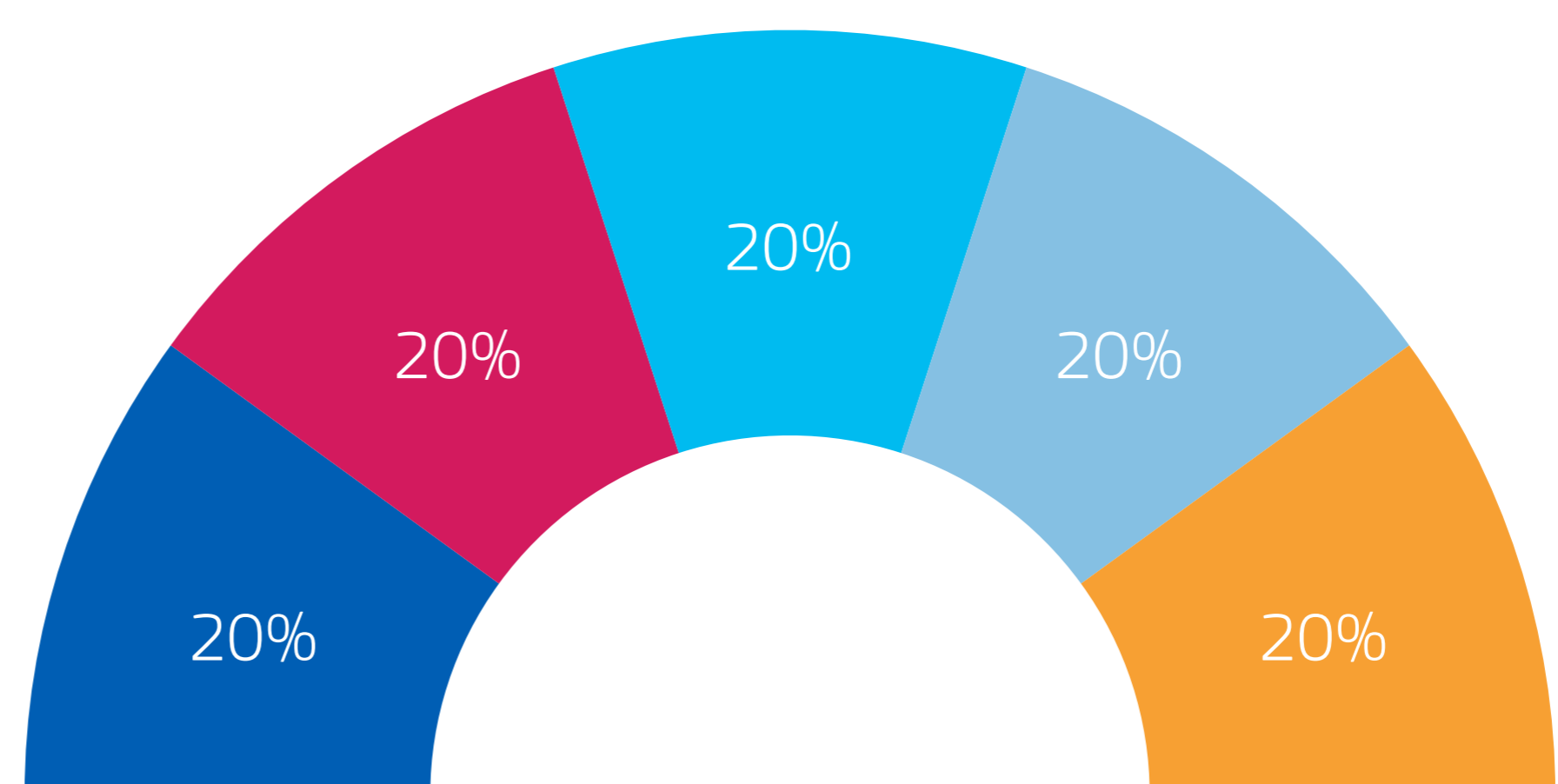
- 1-7 DAYS
- 8-60 DAYS
- 90+ DAYS



VISITOR BOOKING LEAD TIMES - SWITZERLAND

Number of days between conversion and departure

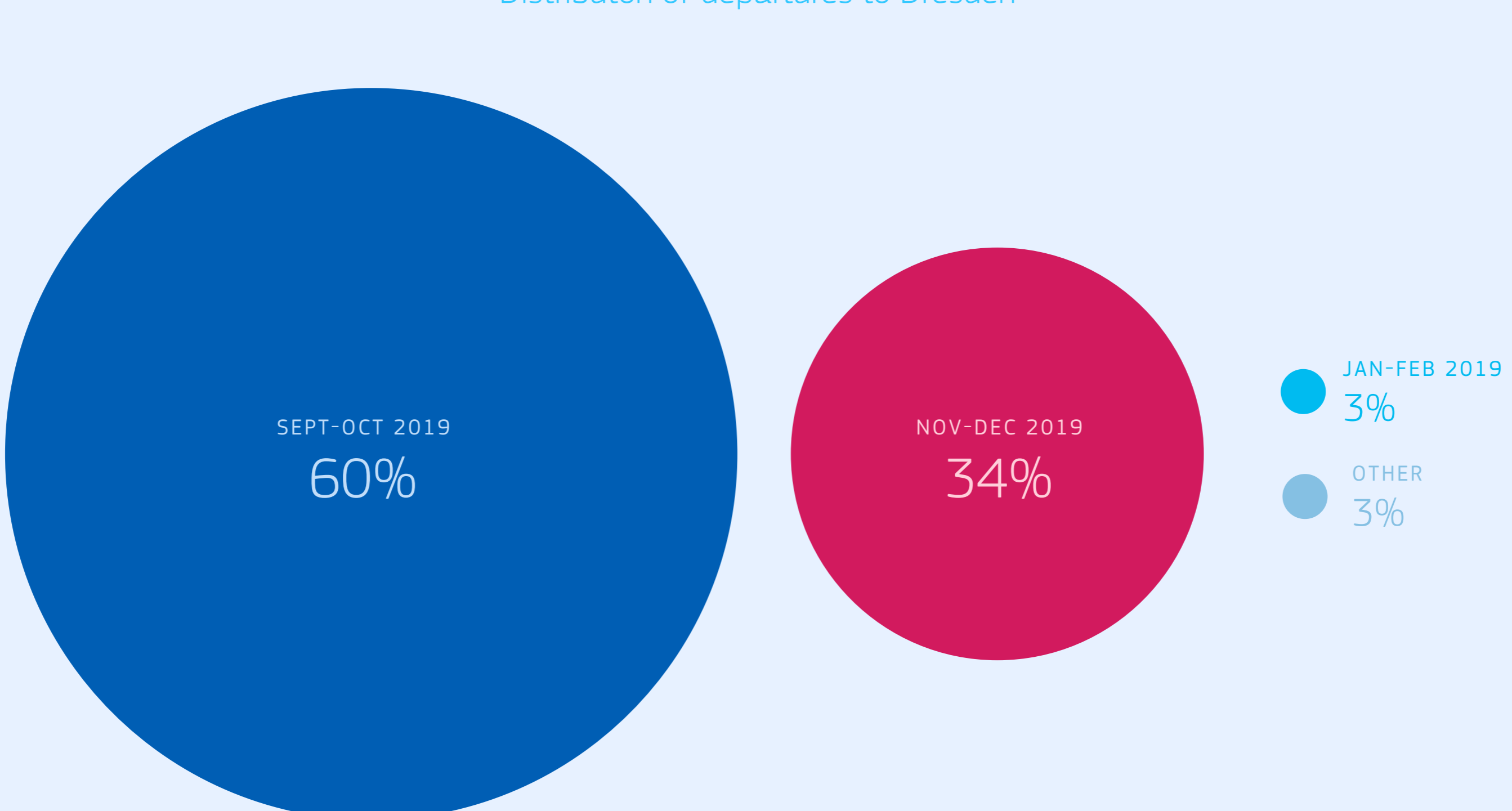
- 1-7 DAYS
- 8-15 DAYS
- 16-30 DAYS
- 31-60 DAYS
- 61-90 DAYS



The most popular time for traveling to Dresden among DACH visitors was in September - October, followed by November - December.

MONTH OF DEPARTURE

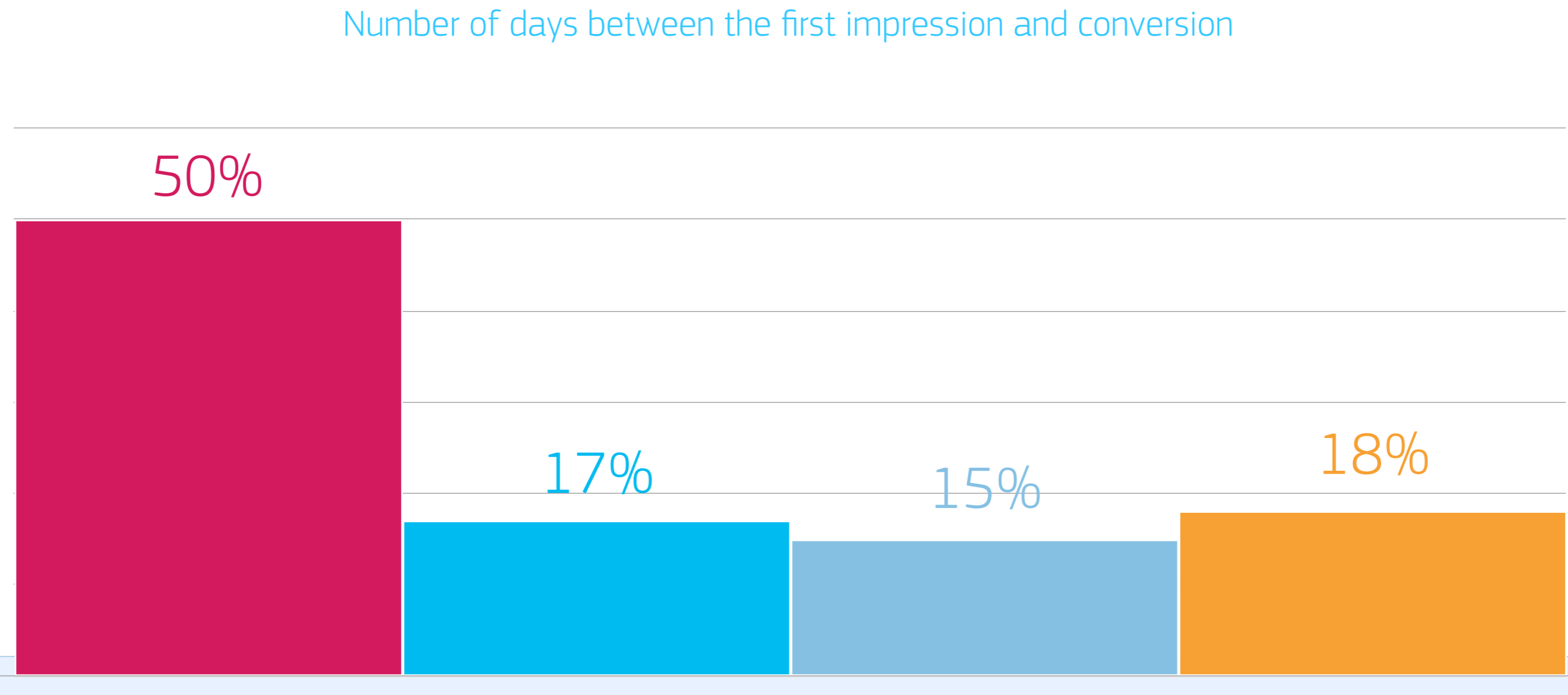
Distribution of departures to Dresden



Half of the visitors decided to book a trip to Dresden fast – within a week after interacting with a campaign banner.

IMPRESSION TO CONVERSION TIMEFRAME

Number of days between the first impression and conversion



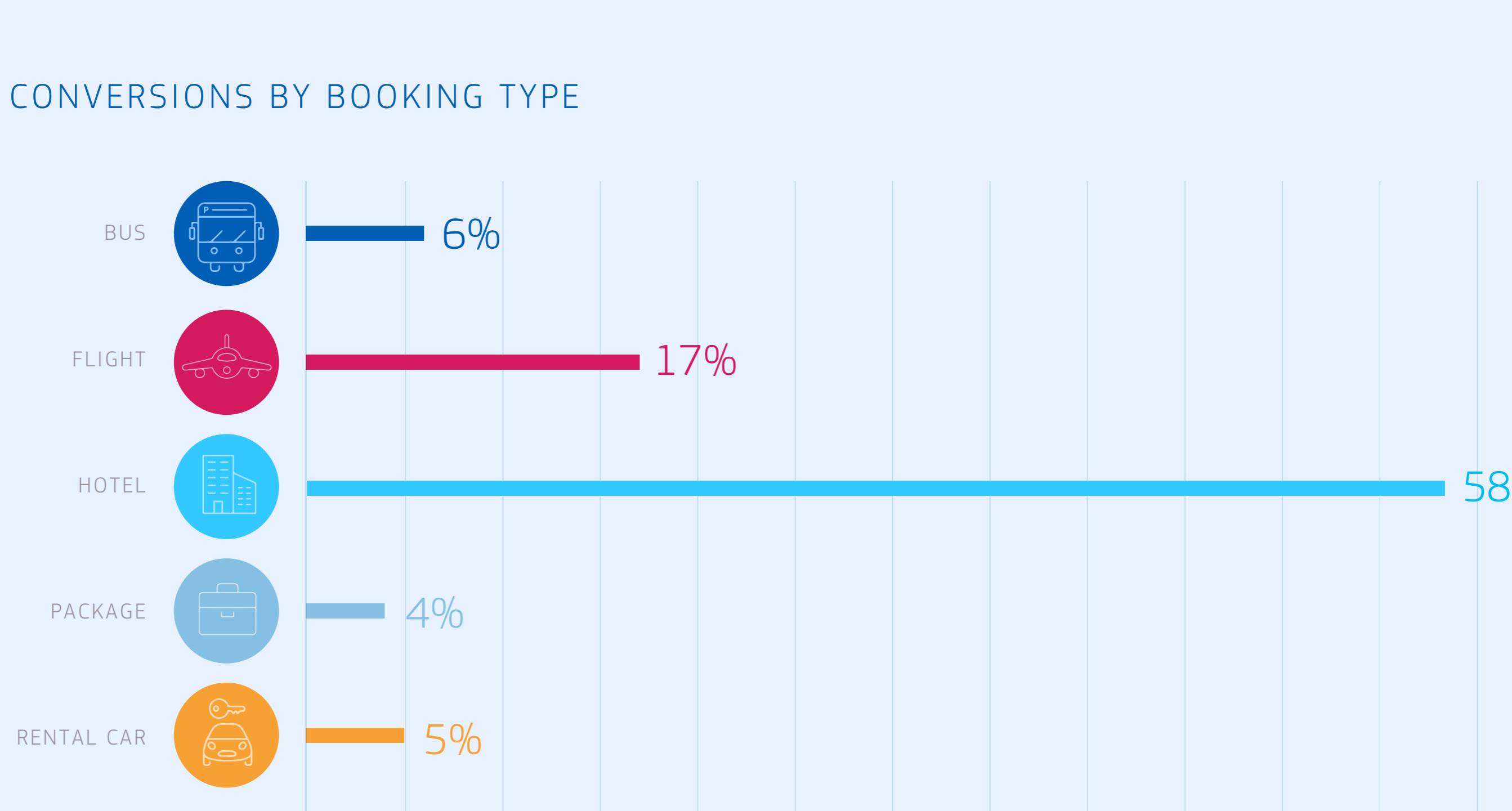
Throughout this campaign we have managed to reach a CTR of 0.35%, which is almost twice above the average industry standard of 0.2%. Overall, we managed to attract 859 visitors to Dresden in only 2 months' time.

We successfully achieved our primary goal of promoting Dresden as a perfect destination for "the most wonderful time of the year" and attracted even more visitors to come to Dresden before Christmas. Our findings show, that 82% of the travelers decided to go to Dresden within a month after having seen an ad banner on our partners' websites.

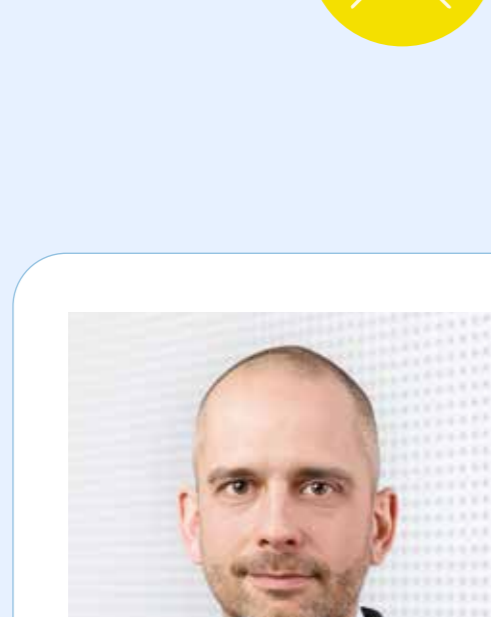
As part of Amadeus and through a broad network of partners, we access highly comprehensive travel data whilst complying to GDPR requirements. Accessing these data sets enables us to track various types of user activities and bookings, be it a flight, a hotel, a car rental or a train ticket.

On this basis, we are tracing interesting interrelationships and are developing further insights. In the case of Dresden, we could monitor that a high number of hotel reservations correlated with bus, train and private car bookings. Consequently, it links back to the proximity of the target markets and means that the vast majority of visitors preferred to opt for land transport modes instead of selecting an airplane.

CONVERSIONS BY BOOKING TYPE



"The campaign delivered excellent results with high CTR and a very good return on investment. We were able to extract comprehensive insights from it for our own Marketing strategy. We appreciated working with Amadeus and look forward to new promotional projects and initiatives."



MARCO BLUETHGEN
Head of Brand Management and Marketing Services