

To boost traffic to Washington, DC, Maryland, and Virginia, [Capital Region USA](#) used Amadeus' Destination Marketing Organization (DMO)-specific advertising solution to target travelers undecided about their destination.

DIGITAL MEDIA FOR DESTINATIONS: USA CASE STUDY

Elevating Travel Intent:

Capital Region USA generates in-destination visitors with Amadeus' digital advertising solutions

About Capital Region USA

Capital Region USA's mission is to promote Washington, D.C., Virginia and Maryland internationally, in partnership with several other tourism organizations within this region.

Capital Region USA (CRUSA) promotes the area by supporting investment geared toward creating richer travel experiences that encourage overseas travelers to stay longer and spend more money. Top overseas markets include the United Kingdom, Ireland, Germany, Austria, Switzerland, France, Belgium and The Netherlands.

Challenge

CRUSA'S main challenge in late 2023 was to increase the number of visitors from **specific target markets – notably, the United Kingdom, Germany, and France - while also promoting airlift from Mexico** into Capital Region destinations.

Funding for the campaign was provided by the Metropolitan Washington Airports Authority: a detail that highlights the close collaboration between airports, airlines and destinations.



Strategy & Recommendations

Amadeus' strategy for CRUSA included targeting undecided travelers in the upper to mid funnel – those who were actively researching travel options, who might consider the US as a destination – to drive the highest campaign performance.

Amadeus' [digital media team](#) recommended a DMO-specific targeting strategy on its proprietary Demand Side Platform (DSP): a solution that makes use of real travel intent signals and AI-based algorithms to influence travelers who are undecided as to their destination. The campaign strategy was to use a full-funnel approach, retargeting individuals who engaged with video content to



encourage them via display ads to move further down the decision-making funnel.

Success of the 10-week campaign that ran from late 2023 through early 2024 would be measured in both geolocation conversions and booking conversions with a 180-day lookback window.

Results

Results were beyond expectations; conversions far outperformed the campaign's estimated conversion goal, leading to a 44% lower overall cost per acquisition (CPA). UK travelers drove the highest number of conversions and earned the most cost-effective cost per acquisition (CPA).

Reach & Engagement

20.2m

Impressions

+187,000

Clicks
Engagement

0.93%

Click-through-rate
(CTR)

+4,500

Geolocation
& booking
conversions

The audiences that most effectively drove website visits and CPA for the campaign were those actively researching travel, although not necessarily for the US, emphasizing again **the importance of the upper and mid-funnel in Destination Marketing.**

“When airports, airlines, and destinations come together, using Amadeus’ media solutions, the collaboration can yield some remarkable mutual benefits and outcomes. This campaign was supported by the Metropolitan Washington Airports Authority, which underscores the importance of joint efforts in enhancing travel experiences.”

Tom Starr,

Vice President Global
Destinations, Amadeus



“Our goal to boost visitor numbers to Capital Region destinations was more than satisfied with the campaign’s remarkable results: over 4,500 conversions. These conversions, attributed to travelers from key origin markets who viewed our advertisements and subsequently visited Washington, DC, Maryland, and Virginia, were achieved at a 44% reduced cost per acquisition (CPA) – yet another testament to the campaign’s success.”

Scott Balyo,

Executive Director,
Capital Region USA



Amadeus for Destinations provides a comprehensive suite of turnkey solutions to help DMOs drive tourism value, ranging from business insights, to digital media, to GDS media.

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