

Italy at its peak

Inspiring traveler confidence in Courmayeur

How Courmayeur inspired visitors through the power of video advertising

With its unique position at the foot of the Mont Blanc Massif, the hotel is the ideal base for exploring the region. Honoring a rich tradition of gastronomy and wine, the hotel offers a menu of local specialties, including the famous Mont Blanc cheese.

coveted holiday resorts in the Italian Alps. Boasting breathtaking views and scenic ski slopes, it attracts visitors all-year-round, ranging from mountaineers to wellbeing lovers.

Located in the scenic upper Aosta Valley at 1,224m, Courmayeur is a secretive gateway guarded by Mont Blanc, the highest mountain of the Alps. Its iconic snow dome and glacier descent shared with France, render it an irresistible hub for skiers, hikers, and adrenaline seekers globally.

pirational allure. Centered on a charming old village, its streets are lined with culinary hotspots, bars, and luxury boutiques that attract leisurely visitors and wellbeing lovers alike. Tourism peaks from December to April. Under a mantle of snow, its picturesque appeal soars to new heights in winter. It continues to attract sports fans well into the new season, as spring is ideal for both hiking and skiing.

Courmayeur awareness campaign 20/21

between 1 December 2020 to 10 January 2021, Arnadeus and Courmayeur teamed up to launch an awareness campaign aimed at attracting new visitors, both locally and internationally. Following an imposed Covid-19 travel ban in the region, the focus of the campaign shifted toward keeping travelers' interest high and inspiring them, until it is safe for them to travel again. Main objectives for the campaign:

- Build brand awareness and sustainable competitiveness
- Enhance the brand of Courmayeur through outstream video channels

Channels: Premium
Travel Display, Video



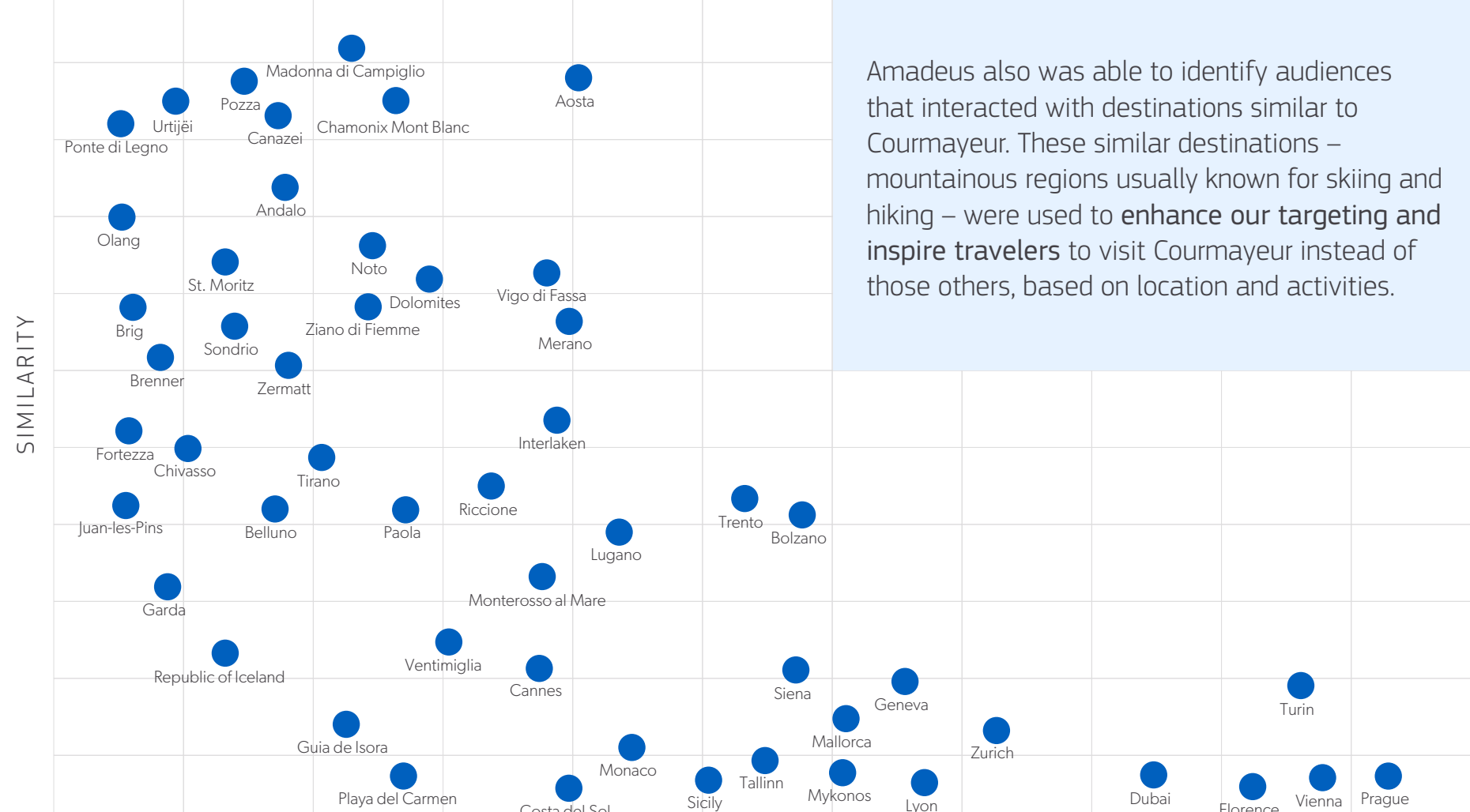
The campaign was divided into two parts: display and video. By clicking on the ads, users

to the official website of the destination court/mayeur.

Our findings showed that there was still a [strong desire to travel](#). However, due to pandemic travel restrictions

in 2020, the competition among destinations for attracting visitors has further increased during the season. As a result, there was a stronger need for destinations to prepare into 2021.

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Video: targeting and performance

Markets: Italy, France, UK, Scandinavia (Denmark, Norway, Sweden)

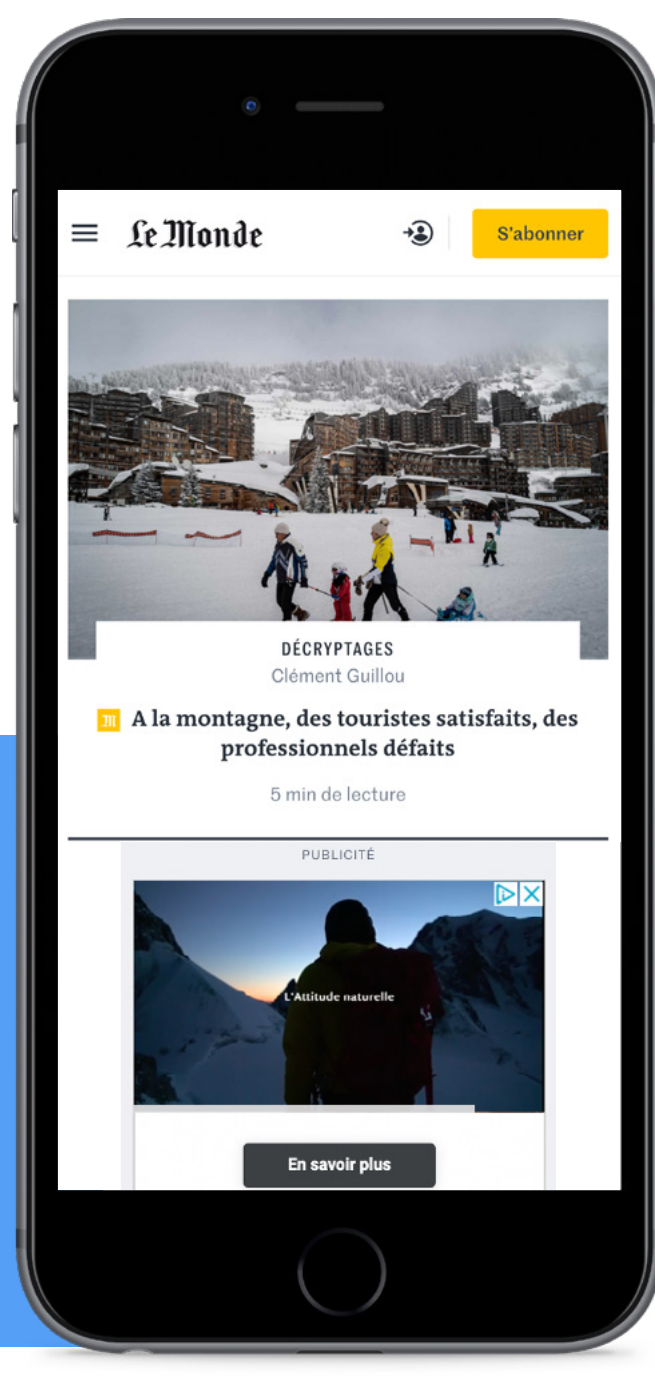
Targeting: Sport lovers, adventure lovers, ski lovers, vacationers, and those with travel intent to Courmayeur or neighboring region.

Campaign type: Awareness campaign to inspire travelers to visit the destination, once travel becomes possible and safe again.

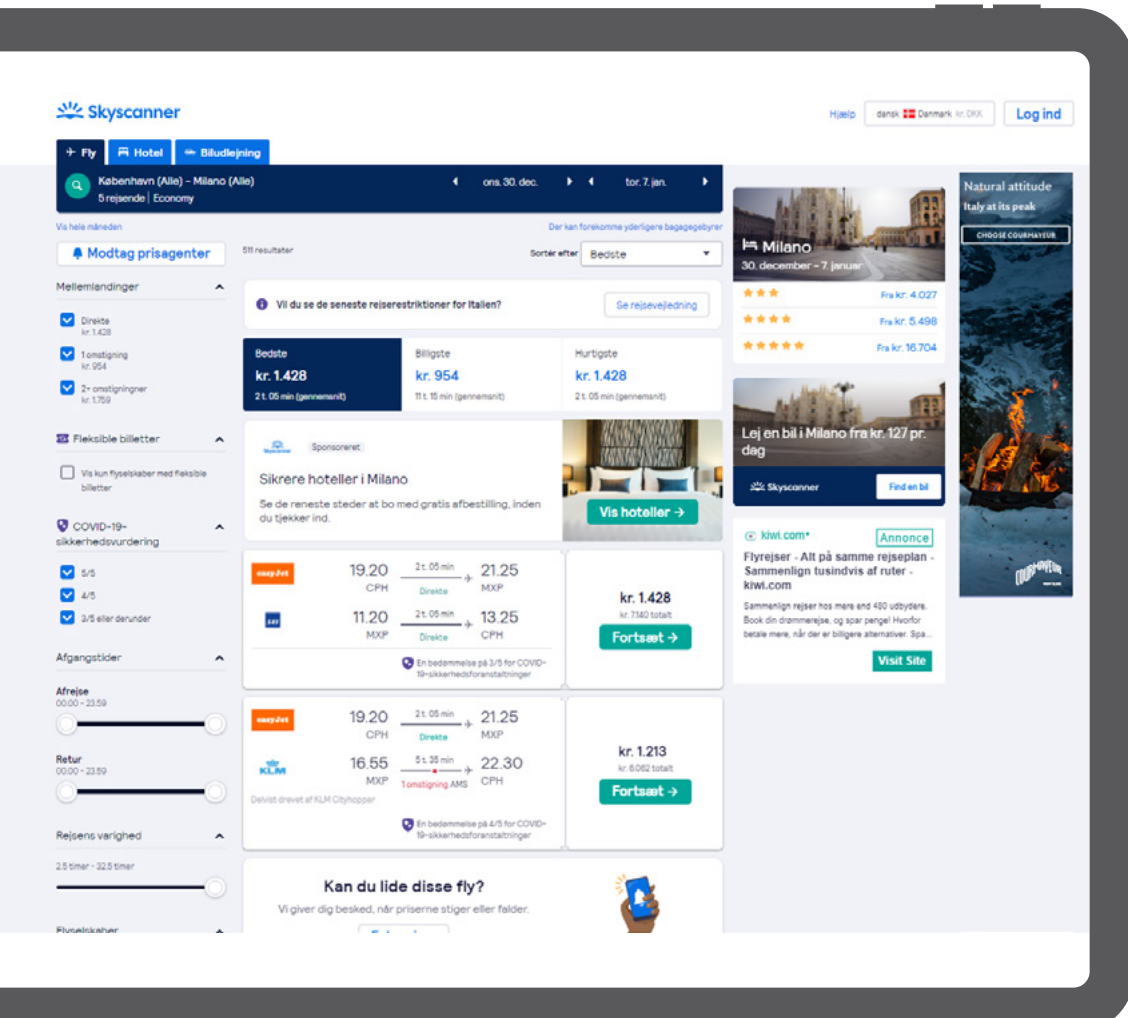
Channels: Premium Travel Video

Unique reach (defined as number of unique users across devices who saw the ad during the campaign)

who saw the ad during the campaign).



Display Campaign Breakdown



Markets: Italy, France, UK, Scandinavia (Denmark, Norway, Sweden), USA

Targeting: Sport lovers, adventure lovers, ski lovers, vacationers, and those with travel intent to Courmayeur

Campaign type: Awareness campaign to

inspire travelers to visit the destination, once travel becomes possible and safe again.

KPIs: CTR, viewability

Courmayeur awareness campaign: results and key findings

We successfully achieved our primary goal of building brand awareness and sustainable competitiveness for Courmayeur. Harnessing the power of video, the destination inspired travelers in dreaming up their next visit to their destination, when it is safe for them to travel again.

By applying agile campaign management and dynamic media planning, the Amadeus team regularly optimized toward best-performing KPIs. Early on in the campaign, they identified that video performed better than display in terms of CTR – thus, prompting the destination to shift their programmatic budget onto the video campaign. This resulted in video generating impressive results.

As part of Amadeus and through a broad network of partners, we access highly comprehensive privacy-compliant travel data. Through programmatic advertising and continuous optimization through proprietary algorithms, we were able to effectively identify, reach and target segments of travelers – from adventure travelers to ski lovers – as well as those searching for similar destinations, with high intent to travel.

By accessing these data sets, our findings also show that people are still searching for their next trip during lockdown. On this basis, by continuing to nurture traveler interest via compelling inspiration campaigns – powered by technology and based on insightful data – Courmayeur will be well positioned to

In fact, as of spring 2021, Courmayeur is already building on the success of the first campaign that ran in December 20 and January 21. By launching a second video campaign between March and April 21,

The case of Courmayeur indicates that DMOs who understand their potential visitors and run targeted

reaching and inspiring potential visitors, destinations can continue to grow demand and successfully increase market share, while decreasing competition.