

THE CHILE DMO CASE STUDY

Chile's tourism board finds success reaching agents in key markets through Multi-GDS Advertising

A land of contrasts

From the nation's Atacama Desert, one of the driest places on earth, to the snow-capped Andes, the stunning lakes and ice fields of Patagonia, and multiple UNESCO World Heritage sites including Easter Island and the historic seaport of Valparaíso, Chile is a destination like no other in South America. It is also the longest and narrowest country in the world – over 4,000 kilometers long from its northern border with Peru to Cape Horn, with an average width of just 180 kilometers – and the home of the tallest building in South America: the capital's magnificent, obelisk-shaped Torre Costanera.

About the “*Servicio Nacional de Turismo*” tourism board

Chile's tourism board – the [Servicio Nacional de Turismo](#), more popularly known as SERNATUR – is responsible for promoting and planning sustainable tourism in Chile, both domestically and abroad.

The Challenge

During the second half of 2022, as the nation continued to navigate recovery from ongoing Covid restrictions and closed borders, Chile experienced a significant drop in tourism sales. The organization had not been able to see, through data, the true impact of the pandemic on travel agencies that regularly sell to Chile, and was unsure about the best approach to regain market share over its competitors.

Strategy & Recommendations

SERNATUR leveraged Amadeus Travel Seller Media for Destinations to create an advertising campaign to do the following:

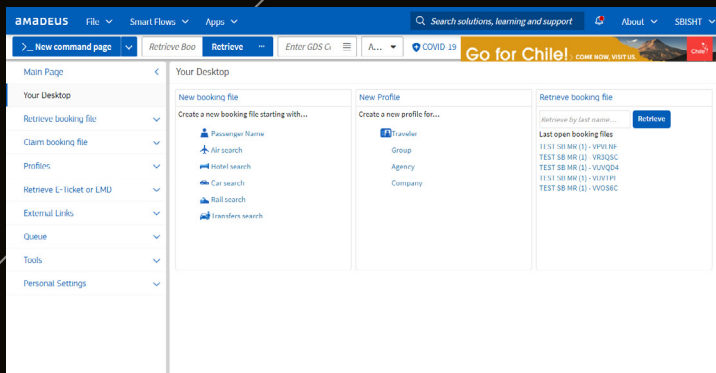
- Remind all travel agents selling South American destinations (including Peru, Colombia, and Argentina) in Brazil, Spain, the U.S., and the UK that Chile was open to visitors and had a wide range of experiences to offer
- Understand which origin markets had the highest growth potential
- Recover booking volumes within the South America region to pre-pandemic levels

By using Amadeus’ Tourism Intelligence tools’ pre-campaign analysis and market insights, SERNATUR discovered opportunities for growth, including ways to identify the top markets that had travelers interested in visiting Chile.

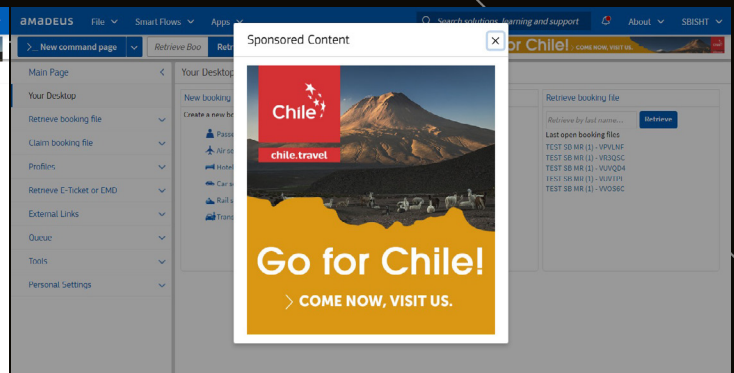


The B2B advertising campaign covered multi-GDS (global distribution system) advertising on agents’ terminals on **sign-in** and **air search screens**.

POS - GB
Screen: SIGN IN

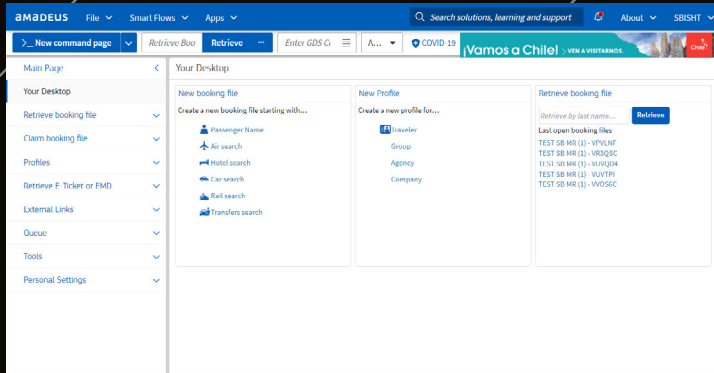


POS - GB
Screen: SIGN IN

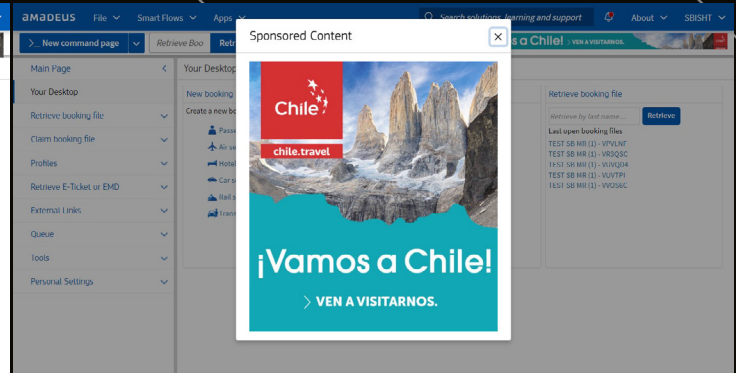


Amadeus sign-in screens (Great Britain)

POS - ES
Screen: SIGN IN

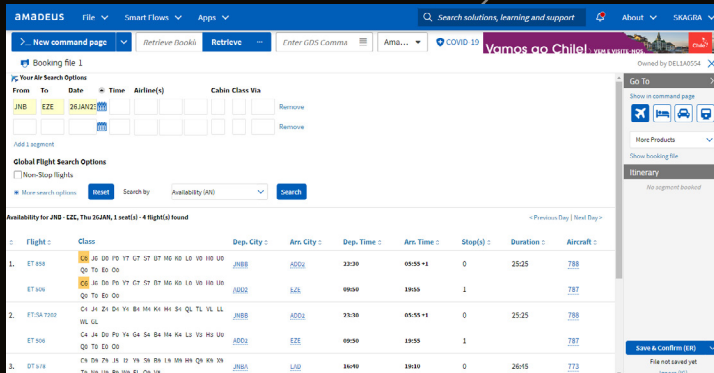


POS - ES
Screen: SIGN IN

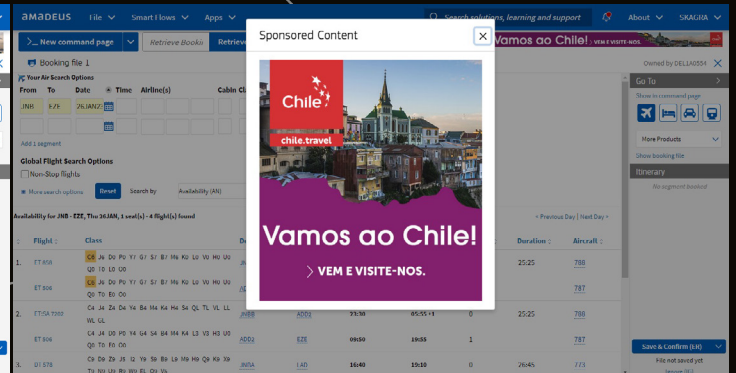


Amadeus sign-in screens (Spain)

POS - BR
Screen: AV
Route: WW - CL, CO, PE, AR



POS - BR
Screen: AV
Route: WW - CL, CO, PE, AR



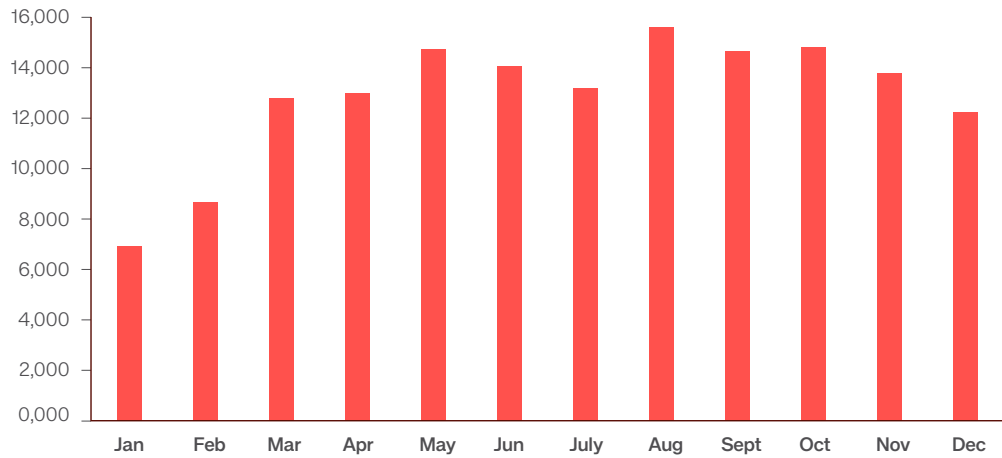
Amadeus sign-in screens (Brazil)

Campaign length: 3 months

Results

16,707 travel agencies – **almost half of the total addressable market** – were reached over the 3-month period between January and April of 2023. Air bookings by agencies exposed to the campaign were an average of **59 percentage points higher per month** than bookings by agencies not exposed. Additional key metrics:

- **Bookings by market by agencies exposed to advertising were over three times the number of bookings made by agencies NOT exposed to the ads**, within Brazil, the U.S., Spain and Great Britain
- **Top 10 Chilean destination airports** included Santiago, with 60,192 visitors; Calama (in Chile's Antofagasta/Atacama Desert region) with 3,104; and Patagonia's Punta Arenas, with 1,479 visitors
- Data showed that the **peak time for booking travel to Chile from the target markets of Argentina, Brazil, and Colombia is during the months of August, September, and October.**



Results of the campaign included a Return on Ad Spend (ROAS) of just over 170 and a total of 23,934 incremental air bookings.

“By collaborating with Amadeus, destinations worldwide can access new markets, channels, and audiences. We are happy that our Media Solutions for Destinations have created opportunities for Chile to reach travel agents in key markets through GDS advertising and determined critical information for the DMO such as the peak period for booking travel to Chile from target markets, and which origin markets hold the greatest growth potential. We are thrilled to continue working in partnership with Servicio Nacional de Turismo.”

“Data provided by Amadeus’ Tourism Intelligence tools in late 2022 allowed us to reach the right travel agencies at the right time with our message that Chile was open and welcoming visitors. The results were outstanding. Over a 3-month time period, we achieved more than we could ever have anticipated, with almost 30,000 incremental air bookings and triple the number of bookings attributed to agencies exposed to advertising versus those who had not been exposed. We are extremely pleased with this outcome.”

Scott Falconer, Executive Vice President, Media Solutions, Hospitality, Amadeus



Rudyard Ullrich Zulic, Head of International Markets, Chile Tourism Board



For further information, visit Amadeus-hospitality.com/media-solutions/destinations/ or speak to an Amadeus representative today.

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