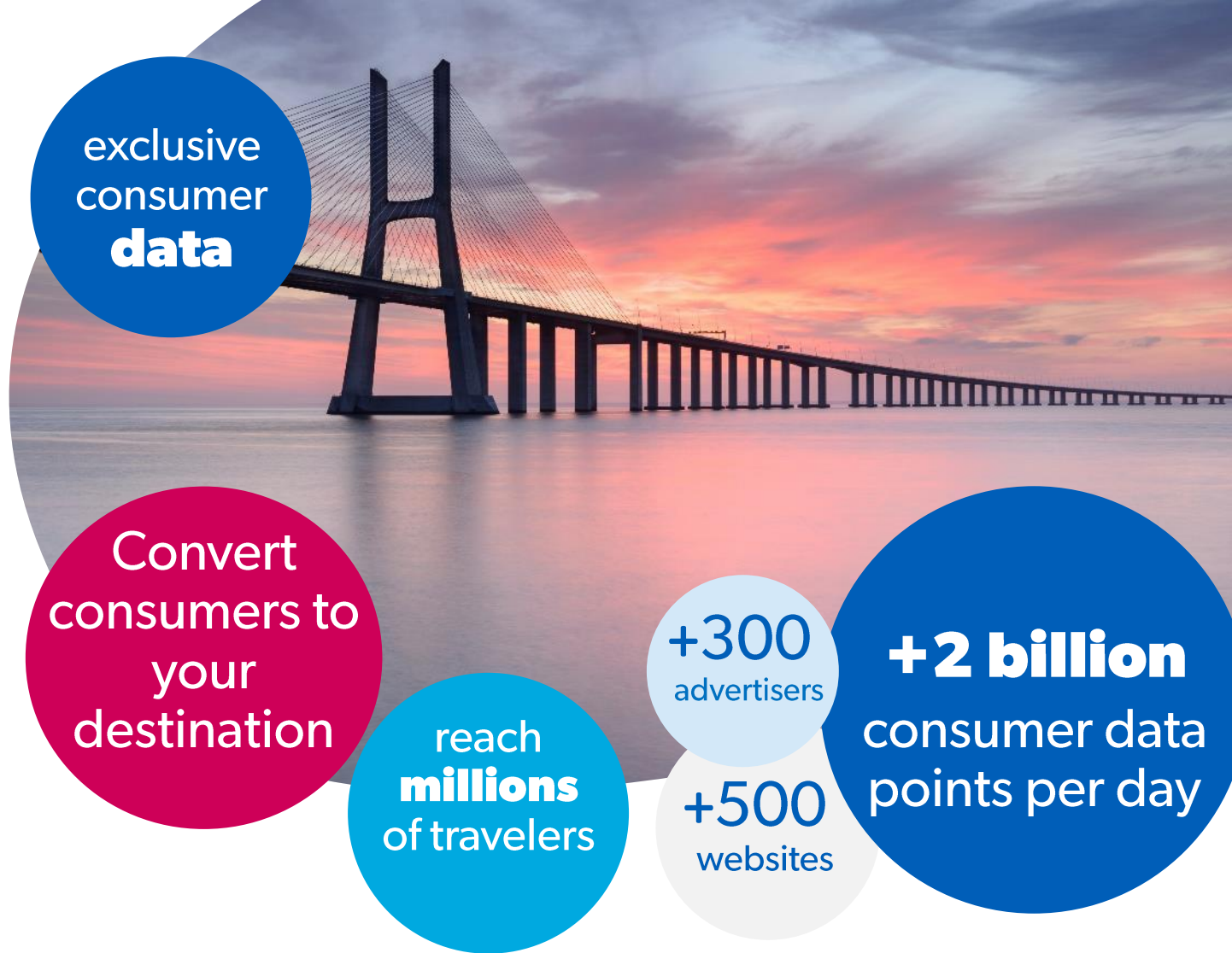


Amadeus for Destinations

Big Data market tracking solution

Online advertising

Travel agency advertising



Longstanding partnerships



Alessandra Di Lorenzo

Chief Commercial Officer
Lastminute.com group

“travel audience complement our content perfectly, allowing us to maximize our full revenue potential without risking any cannibalization of our own products.”



Issam Kazim

CEO
Dubai Tourism

“With travel audience’s intelligent technology, by building brand and performance campaigns tailored to specific segments in exclusive channels, we can attract new visitors from regions far and wide while we grow our established visitor base.”

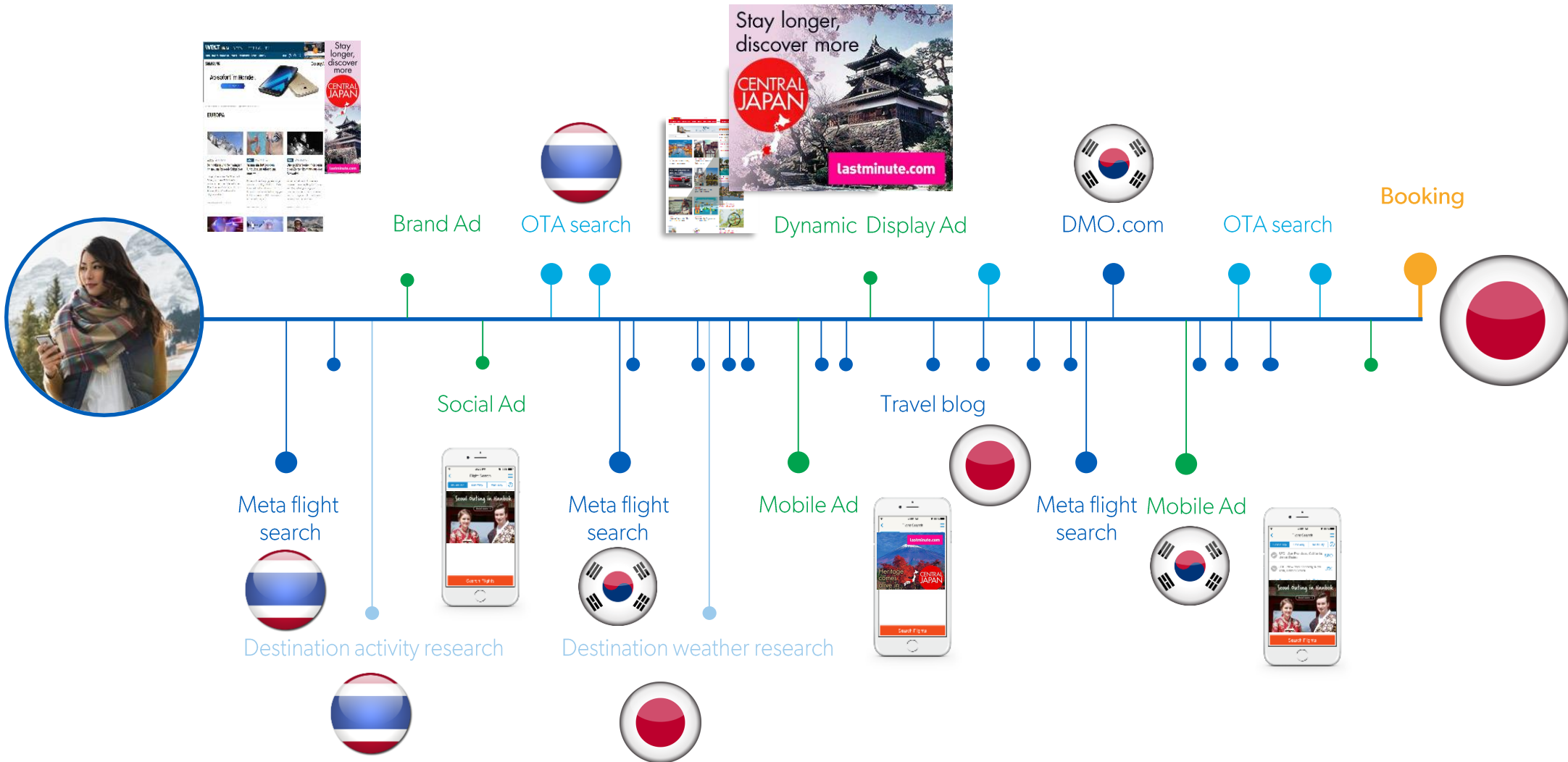


María Méndez Castro

Managing Director
Canary Islands Tourism Board

“We are thrilled to be working with travel audience. They created a campaign that fit our strategy and needs. We worked closely together as partners, with great success...”

Multi-device targeting – mobile, desktop, tablet



Geolocation based campaigns



Tailored message by
segment and location

- Geolocated messages to promote your event to specific segments
- Can reach *mobile* consumers planning to travel to your destination or a competitor destination



DMOs and university workshops on digital travel advertising

Inspiring thousands of DMOs and students to learn and develop their skills

- Workshops and purpose-built data-driven case studies on online travel advertising;
- Accurate and up-to-date industry knowledge;
- Average class of 30-60 people;
- Teaching experience in top universities and business schools in Europe.



EMPOWERING MANAGEMENT

travel audience
an amadeus company

THANK YOU!

*David Sarciá
Senior Account Manager
DMOs*

