Amadeus Discover

Expert Workshop on Cultural tourism & digitalization

UNWTO Global Conference on Linking Tourism, Culture & The Creative Industries: Pathways to Recovery and Inclusive Development

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Lagos, Nigeria
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Experiences are WHY people travel
Main challenges for Destination Management Organizations

- Promote local companies and activities, aligned with the Destination Strategy
- Contribute to the digitalization of SMEs and activities at destination
- Increase collaboration between the local companies, to generate more business
- Maximize the revenue generated by the traveler once at destination

What is the traveler looking for?

- To discover the best activities to do at destination
- To be able to book them in advance and in a simple way
B2B distribution platform to distribute Things to Do at Destination

Activities
- Museum
- Restaurant
- Outdoor
- Theme park
- Nightlife
- Sport
- ...and more

Distribution Channels
- Hotels
- DMO & Tourism offices
- Travel agencies
- Digital assistants
- Airlines

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Destination Experience Distribution Platform

External activity aggregators
Content comes from the following partners

Content in our catalogue:

- Museums
- Shows
- Food experiences
- Guided Tours
- Outdoor activities
And SMEs who upload content directly - via simple user interface
Alentour: one destination’s example

Digitalize tours and activities providers and turning hotels into a distribution channel on the French Market

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Jurni: another destination’s example

“Connecting people with the scenic views, cityscape adventures, and serene outdoor getaways that South Africa offers...

...a simple and intuitive booking system - both for locals planning a staycation and travelers organizing an international holiday”
What if you could use destination content to...

Capture the right audience

Re-target & convert

Enhance traveler experience
This is now possible with Amadeus Discover

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Thank you