Amadeus Discover

Expert Workshop on Cultural tourism & digitalization

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

Angelica Mkok
Lagos, Nigeria
14 November, 2022

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

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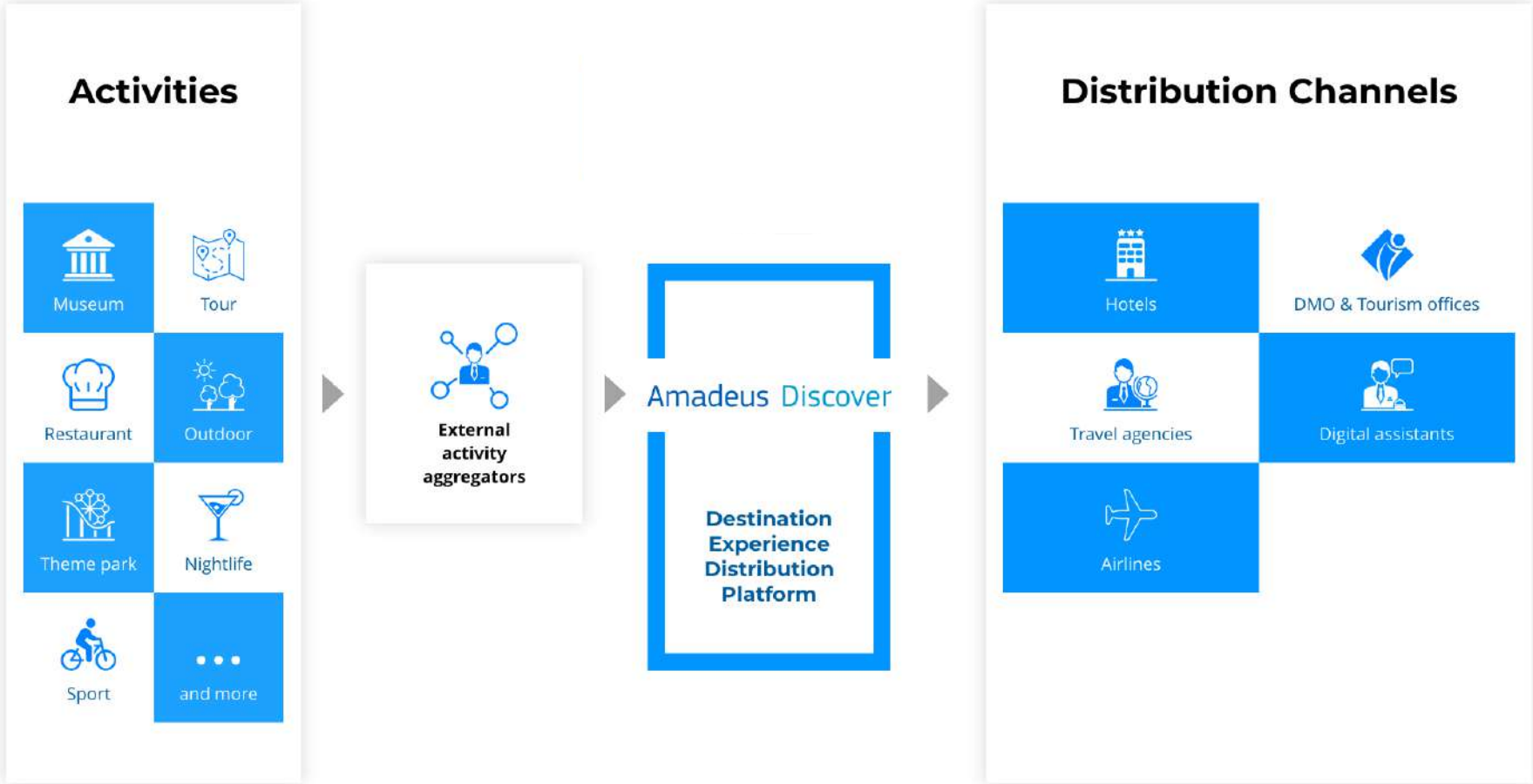
B2B distribution platform to distribute Things to Do at Destination



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Content in our catalogue:

Museums

Shows

Food experiences

Guided Tours

Outdoor activities

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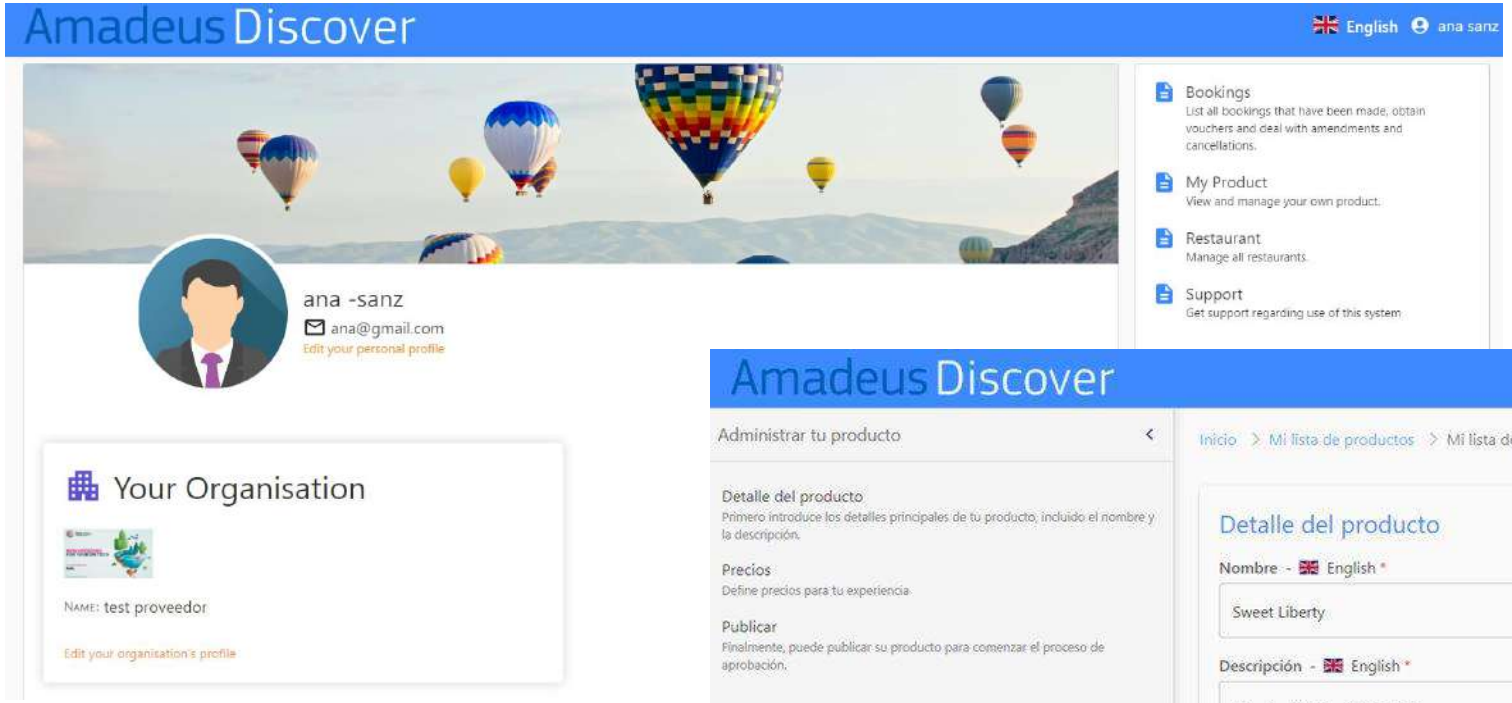
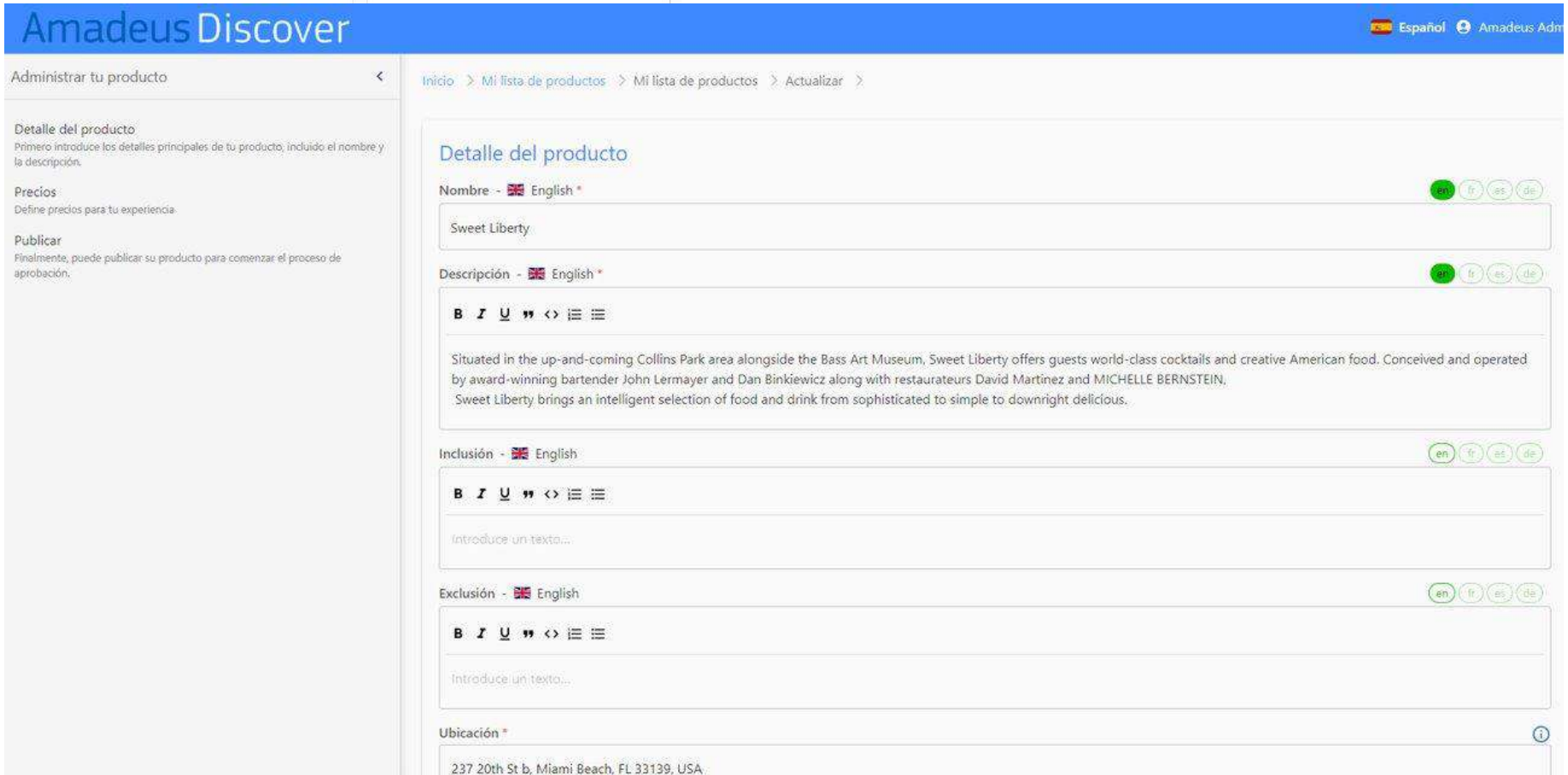
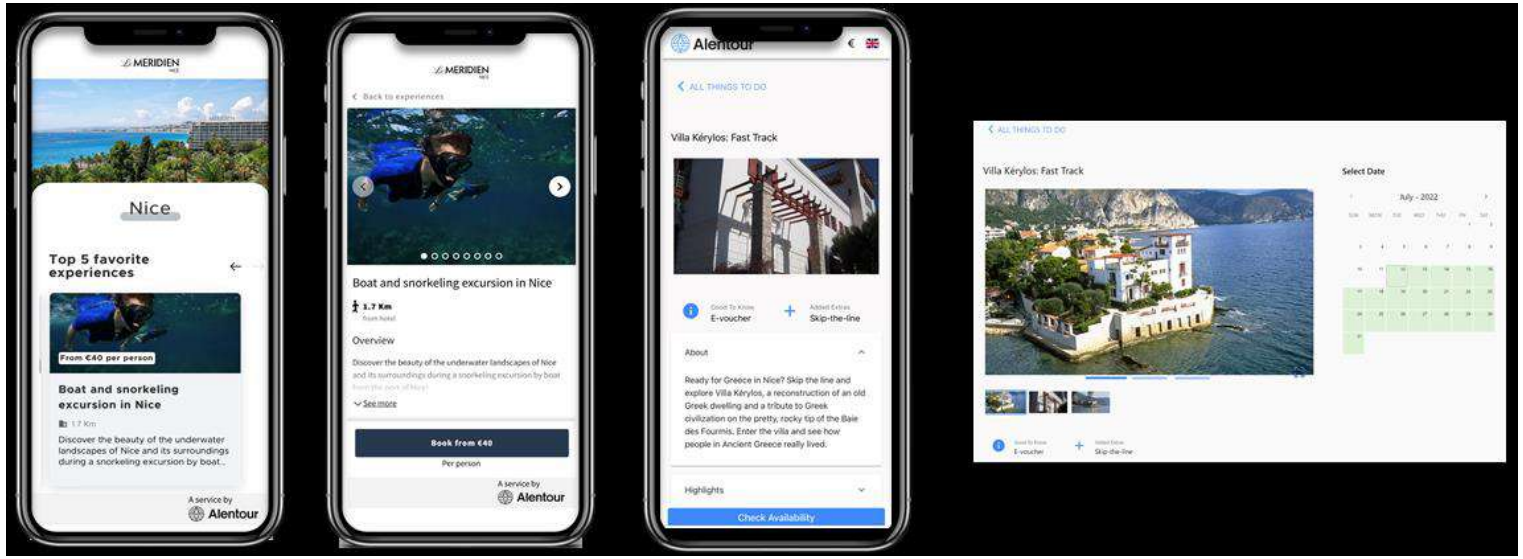
And SMEs who upload content directly - via simple user interface





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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BANQUE des TERRITOIRES | Caisse des Dépôts

DAWEX

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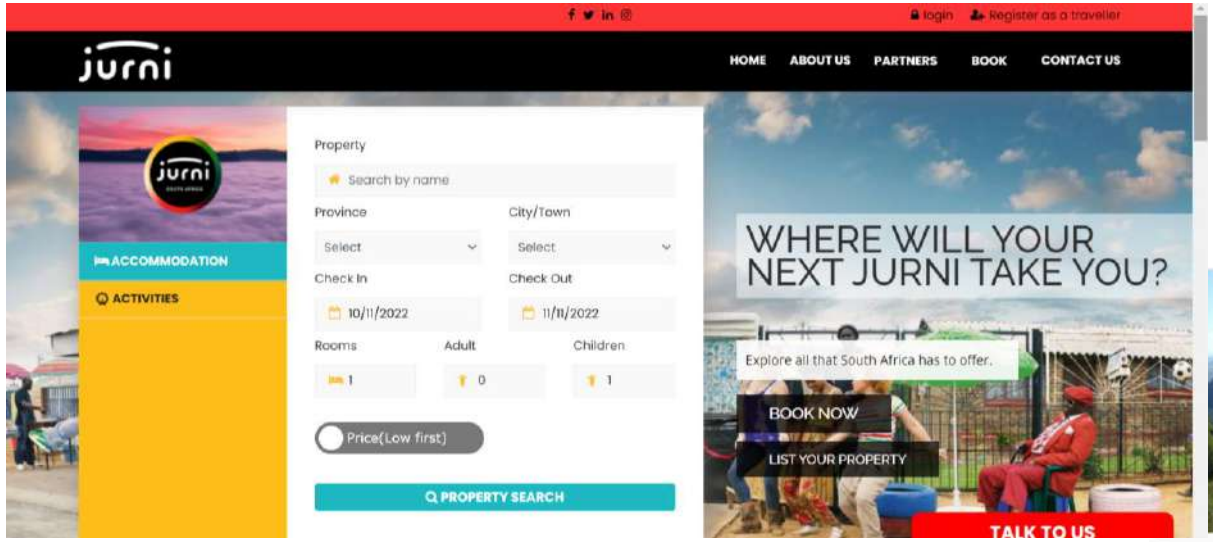
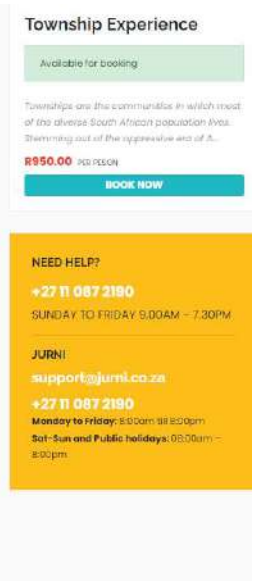
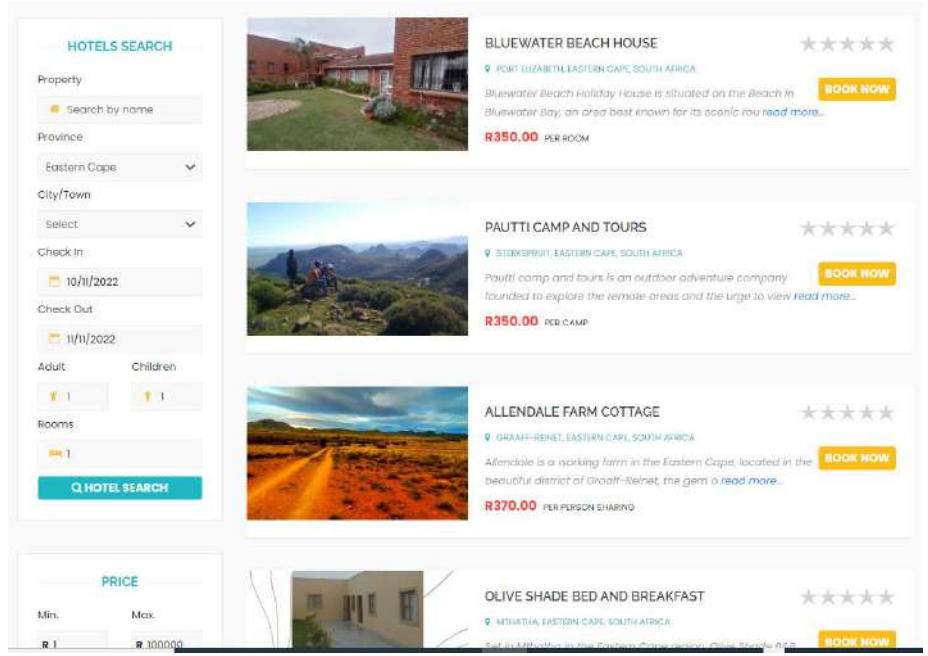
Jurni: *another destination's example*

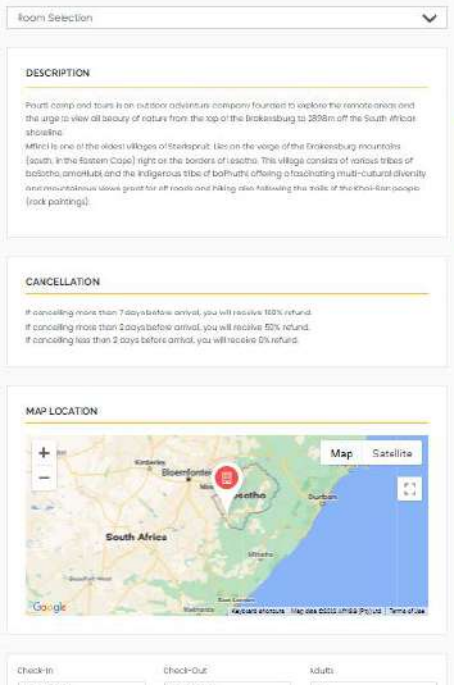
"Connecting people with the scenic views, cityscape adventures, and serene outdoor getaways that South Africa offers..

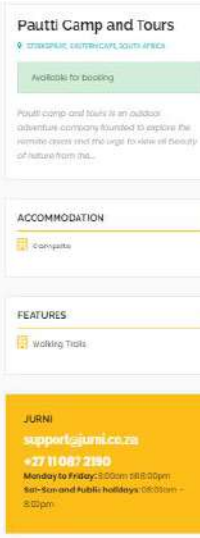
....a simple and intuitive booking system - both for locals planning a staycation and travelers organizing an international holiday"



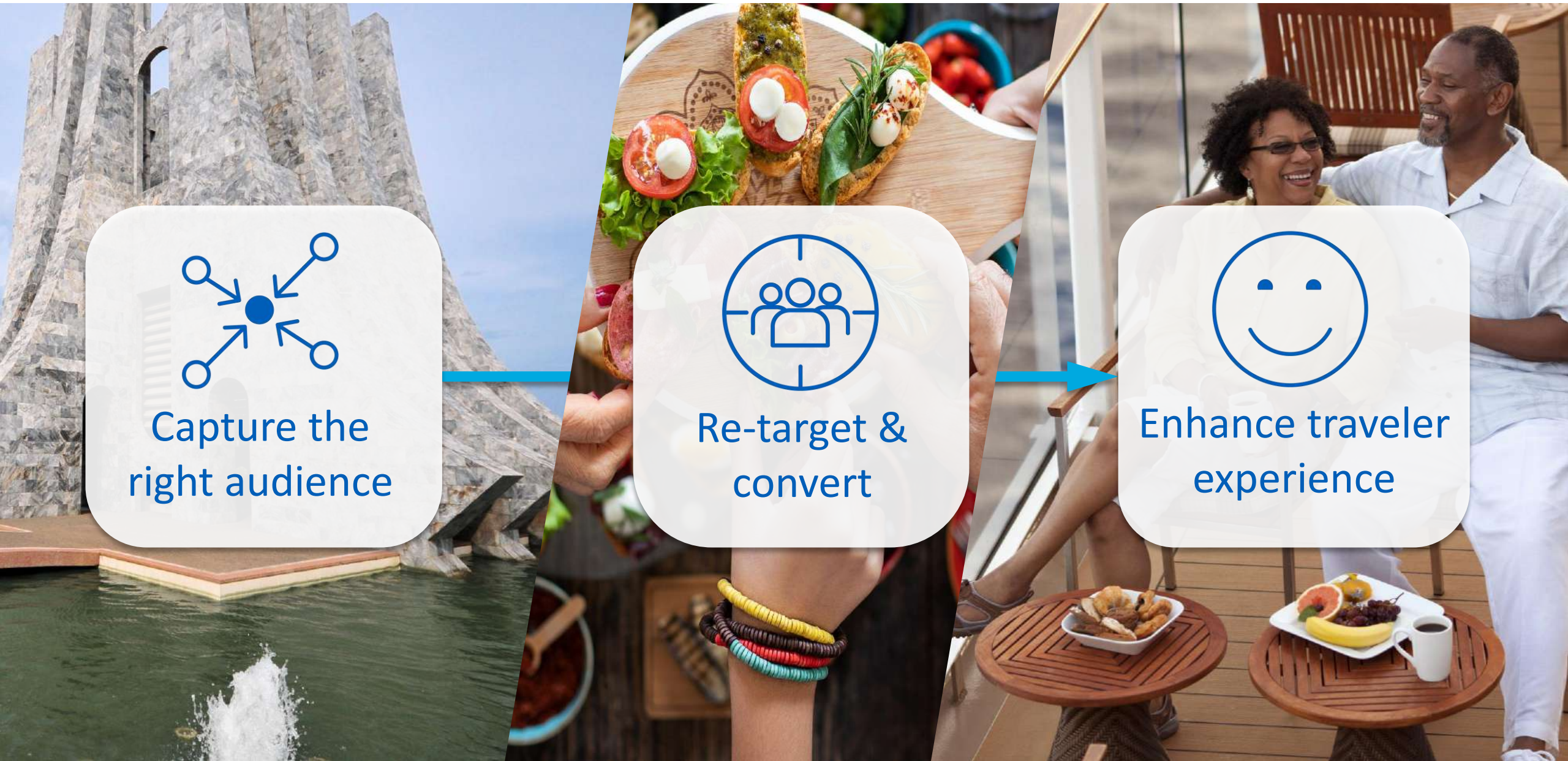








What if you could use destination content to…



Capture the right audience

Re-target & convert

Enhance traveler experience

This is now possible with **Amadeus Discover**

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Head of Destination Experiences
Distribution Platform

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Thank you