

Amadeus 2021 Year In Review

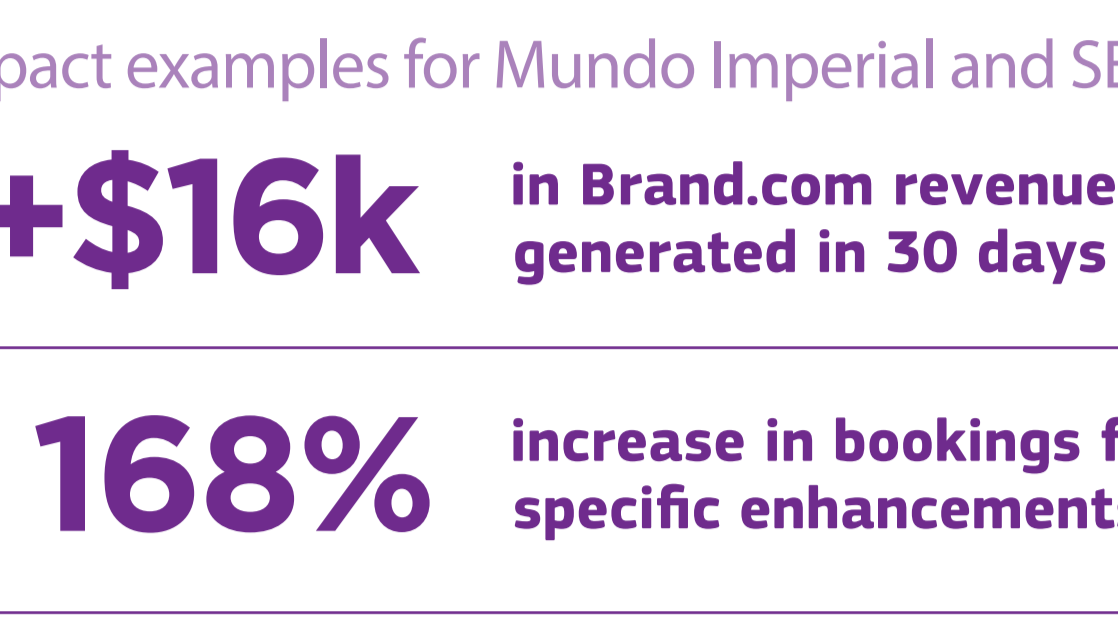
Thank you, Reservations, GMS, and Web customers for your continued partnership. As we look forward to 2022, we hope that our innovations and support through another dynamic year have helped you achieve your goals, overcome your challenges, and drive recovery.



EVOLVING THE ECOMMERCE EXPERIENCE

AMADEUS INTEGRATED BOOKING SUITE

Our integrated CRS + CRM + Web solution continues to deliver greater value to hoteliers and guests through ongoing innovation



Here are some recent key advancements made possible by this powerful platform:

Service Promotions
Offer discounts on services and enhancements rather than rates to protect ADR and personalize the guest experience

Impact examples for Mundo Imperial and SEPAQ Hotels

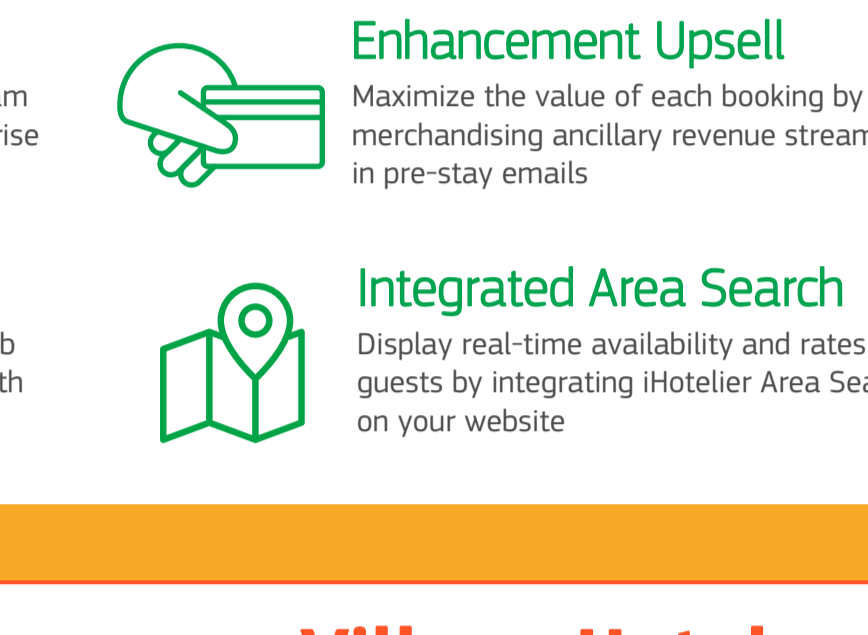
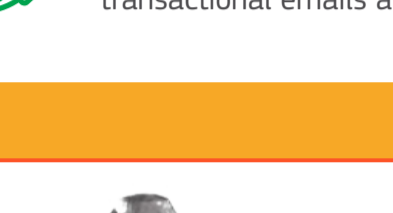
+\$16k in Brand.com revenue (CAD) generated in 30 days

168% increase in bookings for specific enhancements

100% increase in call center bookings YoY Jan – June 2020 vs. 2021

Audience Builder

Target different guest segments based on guest profile data to drive direct booking conversions



Impact examples for Hotel Riverton

+€18k in Brand.com revenue in 30 days

+48 room nights booked in 30 days, ADR remained consistent

Loyalty programs
Choose from a variety of loyalty program types including Member Program, Surprise & Delight, Public Tiers, and Reward & Redeem

Enhancement Upsell
Maximize the value of each booking by merchandising ancillary revenue streams in pre-stay emails

Personalization Pop-Ups
Target specific guest segments with web pop-up messaging that is consistent with transactional emails and the website

Integrated Area Search
Display real-time availability and rates to guests by integrating iHotelier Area Search on your website



Village Hotels

Success with the Amadeus Integrated Booking Suite

Village Hotels harnessed the power of their Amadeus Integrated Booking Suite to plan, launch, and merchandise a new "Booking Revolution" members program* to support their COVID-19 recovery efforts.

Results 1 Month Post-Launch

Winner for "Best Hotel and Lodging Interactive Application" and "Best Of Show Interactive Application" at the 2021 Internet Advertising Competition!

114k new members

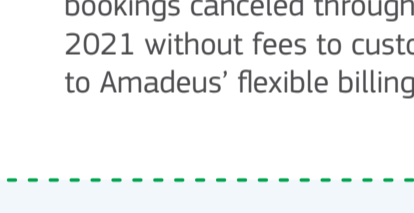
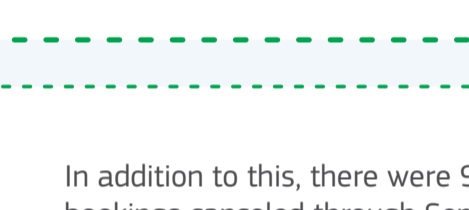
£1.1M+ of revenue

26k bookings

Driving Demand and Conversion with Metasearch

Continuing growth of this important distribution channel

COVID-19 disrupted businesses across the globe in 2020 and 2021, but Metasearch continued driving bookings and revenue for our clients



2021 vs. 2020

38% growth in bookings, and **+520k** direct bookings

52% growth in hotel revenue, and **+204M** in total hotel revenue

2021 vs. 2019

4% growth in bookings

19% growth in hotel revenue

Source: Kiodi

Metasearch has also driven higher returns

2021 vs. 2020

12% growth in ROAS, with 19:1 average ROAS

In addition to this, there were 92k bookings canceled through September 2021 without fees to customers thanks to Amadeus' flexible billing options

92k bookings canceled without fees

Work Smarter, Not Harder

To help boost business efficiency with a lean team, we have released a series of key iHotelier, GMS, and Web enhancements



iHotelier

Upgraded Policies Capabilities (property level)

A new look and feel of navigation for iHotelier policies screens provides greater flexibility to the creation and application of policies and enables a more streamlined rate plan management experience

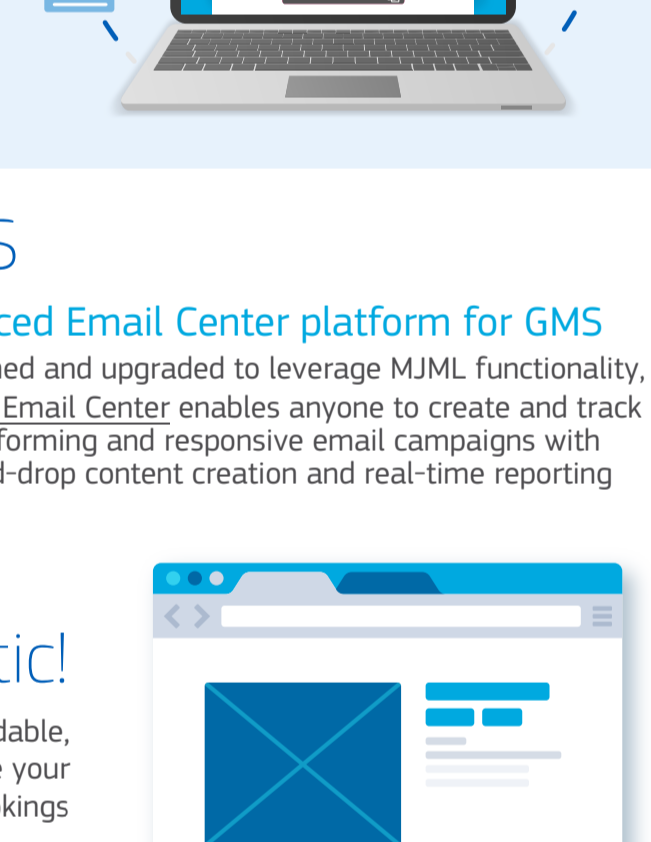
Web

Content Approval System

For mid- to large-size enterprise businesses with multiple users updating property websites, the new Content Approval System allows management to have the final say and approvals on content before it is pushed live to websites

Media Manager Updates

Our new Media Manager makes organizing and updating of all tags, captions, and overall media a lot easier between CMS and data modules on Amadeus websites



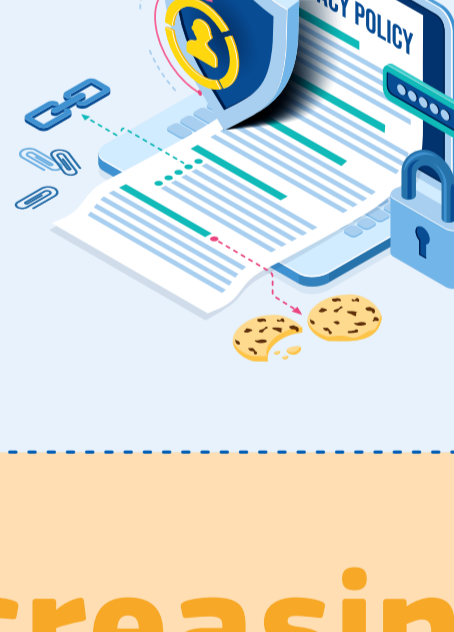
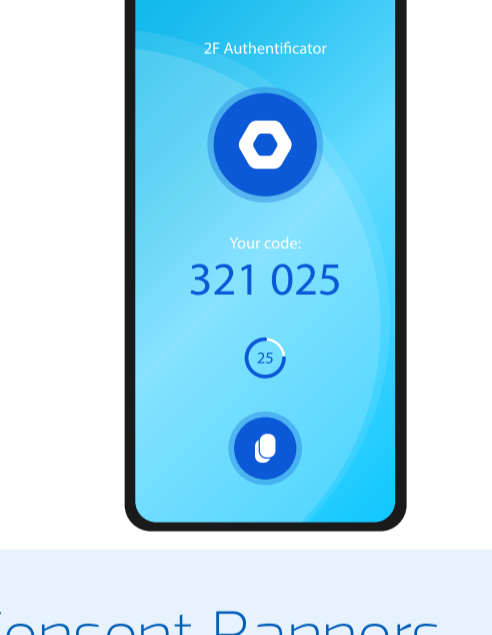
GMS

Enhanced Email Center platform for GMS

Redesigned and upgraded to leverage MJML functionality, the New Email Center enables anyone to create and track high-performing and responsive email campaigns with drag-and-drop content creation and real-time reporting

Key Recovery Tactic!

Leverage our robust template library of showcaseable, modern email designs to seamlessly download your brand's aesthetic and entice direct bookings



Enhancing Safety and Security

Amadeus continued implementing new safety and security protocols in 2021 to help our customers remain secure and compliant in the face of increasing threats and evolving compliance mandates

Multi-Factor Authentication (MFA)

Available for iHotelier, Call Center, and Web Solutions

Amadeus is protecting iHotelier with a second layer of authentication for user login to ensure that our platforms remain as secure as possible



Cookie Consent Banners

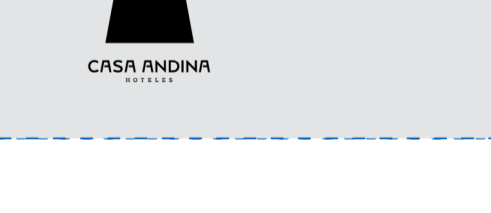
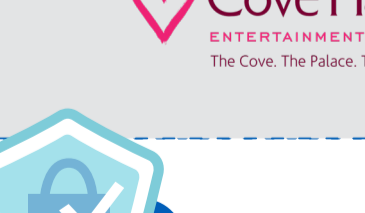
Available for iHotelier Booking Engine & Amadeus Web Solutions

Our new Cookie Consent Banners enable hotels to ask for guests' consent to having their cookies tracked in order to achieve compliance with GDPR legislation and data privacy laws

Increasing Distribution Reach

We continue expanding our connection portfolio with the most regionally relevant and high-value partners. With preferred partners such as IBS and DerbySoft, hotels can have access to a diverse array of local distribution partners using one simple connection.

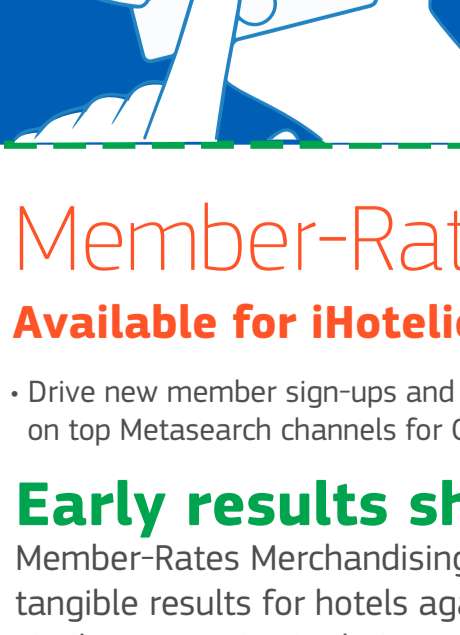
Please Welcome our Newest Regional Distribution Partners



We also have added new OTA and PMS connections to maximize the breadth and depth of your distribution

43+ new OTA Connections (340+ Total) 10+ new PMS Integrations (110+ Total)

Please Welcome our Newest iHotelier, GMS, and Web Enterprise Customers



Enhanced alternate payments flexibility for iHotelier now in Beta!

New payments integration allows guests to use Venmo and Apple Pay (powered by Braintree!)



INNOVATIONS COMING IN 2022!

NEW BOOKING ENGINE – BETA COMING SOON

Hoteliers want it. We built it. Our next-generation Booking Engine seamlessly combines Website + Booking Engine to deliver the smoothest shopping experience available in the industry for more frictionless guest experiences and higher conversions.

[LEARN MORE](#)

Member-Rates Merchandising – In Beta

Available for iHotelier Booking Engine

• Drive new member sign-ups and direct traffic to Brand.com with the ability to advertise member-only rates on top Metasearch channels for Google and Kayak, as well as the iHotelier Booking Engine

Early results show Member-Rates Merchandising drives tangible results for hotels against similar properties in their market!

+24% conversion rate

+50% click-through rate

*Results represent performance data generated since launching beta in March 2021 over the course of ~7-months

Integration with Amadeus Payments

• Leverage the complete Amadeus Payments ecosystem with access to more than 400 banks and 300 methods of payments

URM Quick Edit

• Save time managing and updating your rates, inventory, and restrictions by leveraging keyboard commands and apply single click in-line edits to increase productivity in iHotelier

Travel Insurance

• Maximize ancillary revenue streams and boost direct bookings with additional trip protection that provides reassurance and comfort to guests

Booker on Behalf

Available for iHotelier Booking Engine

• Enable third parties, such as executive assistants and/or travel agents, to book accommodations for guests on their behalf