

amadeus

# 2021 Year in Review

*How Amadeus Hospitality helped rebuild travel this year*







In a year where our worlds continued to be rocked by COVID-19, Amadeus Hospitality worked to provide support to our customers and the industry. Some of the ways we did this include

- Since 2020, we've provided complimentary Business Intelligence reports to show how demand is returning globally, enabling smarter business decisions.
- This year, we surveyed over 600 hoteliers to identify trends and actionable insights and made this free for download in the Rebuilding Hospitality whitepaper.
- We prioritized enhancements that would bring the greatest value to customers.

Our goal is to help each one, big and small, to drive more profitable demand, generate loyalty and guest engagement and increase operational efficiency.



Want to learn more about the Amadeus Hospitality Portfolio? [Watch our video >](#)





Click on each area to find out how we've improved our products this year to help you reach your goals

### Drive more profitable demand

As travel returns, we're focused on helping our customers create smarter strategies to attract and book more business.



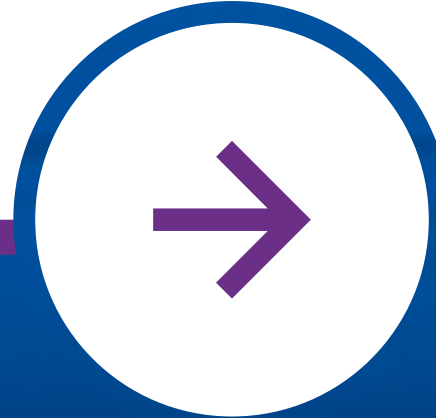
### Generate loyalty and engagement

Guest expectations are evolving. Our technology can help deliver memorable guest experiences and repeat bookings.



### Increase operational efficiency

Hygiene measures and reduced resources remain key for the foreseeable future. Our solutions help hoteliers streamline operations.



 Want to know what our product experts are saying for 2022? [Check it out here >](#)





# Drive more profitable demand

## Launched Agency360+!

A complimentary evolution to Agency360® bringing hoteliers more data – incorporating GDS, Demand360® and Amadeus Intelligent Markets - to enhance sales planning and prospecting.



 Looking for more complimentary resources to help you drive profitable demand in 2022? [Check it out here >](#)





# Drive more profitable demand

30,000+

hotels across the globe partner with us to provide industry-leading Demand360® data.



 Looking for more complimentary resources to help you drive profitable demand in 2022? [Check it out here >](#)





# Drive more profitable demand

## We said hello to Amadeus Demand Generation!

The power of five solutions working as one to attract, convert and retain more guests.

[💡 Find out more about how we're making it possible >](#)



[💡 Looking for more complimentary resources to help you drive profitable demand in 2022? Check it out here >](#)





# Drive more profitable demand

## Amadeus Hotel Metasearch delivered

### In 2021 vs 2020

38% growth in bookings

520K direct bookings

52% growth in hotel revenue

\$204M in total hotel revenue

### In 2021 vs. 2019

4% growth in bookings



 Looking for more complimentary resources to help you drive profitable demand in 2022? [Check it out here >](#)





# Drive more profitable demand

## **New enhancements for Travel Seller Media include**

15 banner placements, 5 banner formats  
and 15 more targeting criteria.

## **We launched Featured Property as a single solution**

In collaboration with Travelport, **Featured Property** is  
now a single solution in **Travel Seller Media**. Hotels  
will be exposed to 65,000 agencies globally.



 Looking for more complimentary resources to help you drive profitable demand in 2022? [Check it out here >](#)





# Drive more profitable demand

## Offer more personalization with iHotelier® Service Promotions!

You can offer discounts on services and enhancements, instead of rates, across metasearch and direct booking channels.

Mundo Imperial saw a 168% uplift on their most popular enhancement (“dog friendly” stay).

[💡 Read the full Mundo Imperial case study to learn how they did it >](#)



[💡 Looking for more complimentary resources to help you drive profitable demand in 2022? Check it out here >](#)





# Drive more profitable demand

## Check-in to the future of leisure travel with Amadeus Hotels for Leisure!

We're diversifying our distribution business  
to bring more benefits for you.

[💡 Learn how we're creating a win-win  
approach for all players in this video >](#)



[💡 Looking for more complimentary resources to help you drive profitable demand in 2022? Check it out here >](#)





# Drive more profitable demand

## Top resources

### 💡 **Amadeus Market Insights Portal**

Check out our Market Insights hub for global market performance and trends. >

### 💡 **The Personalization and Direct Bookings Playbook**

Discover new strategies and tactics to make your website and booking engine a high-converting powerhouse through personalization. >



💡 Looking for more complimentary resources to help you drive profitable demand in 2022? Check it out here >





# Generate loyalty and engagement

## **We're getting creative with loyalty!**

Our latest Loyalty Program enhancements in our Guest Management Solution (GMS) enable hoteliers to choose from a variety of loyalty program types, including Member Program, Surprise and Delight Public Tiers, and Reward and Redeem.

## **New design for the GMS Email Center**

Users can now create and track high-performing and responsive campaigns with drag-and-drop content creation and real-time reporting.

 [Preview the updated Email Center >](#)



 Looking for additional complimentary resources to help you generate more loyalty and guest engagement in 2022? [Check it out here >](#)





# Generate loyalty and engagement

## **Leverage centralized guest data with iHotelier® and GMS Audience Builder**

Target different guest segments with special offers to better personalize the shopping experience and drive higher conversions.

*After 1 month of Audience Builder, Hotel Riverton benefitted from*

- 48 room nights booked, with consistent Average Daily Rate (ADR)
- \$20,000+ revenue growth (USD)



 Looking for additional complimentary resources to help you generate more loyalty and guest engagement in 2022? [Check it out here >](#)





# Generate loyalty and engagement

## **The Amadeus Integrated Booking Suite is growing!**

More properties across the globe started using this bundle in 2021, enabling them to discover a new era of distribution, merchandizing and guest engagement.

**PODCAST** [How to Build Profitable Offerings and Loyalty Programs During Recovery with Jon Davis, CTO Village Hotels >](#)



Looking for additional complimentary resources to help you generate more loyalty and guest engagement in 2022? [Check it out here >](#)





# Generate loyalty and engagement

## Top resources

💡 **Not sure how the Amadeus Integrated Booking Suite works?**  
[Check it out in action with this video >](#)

💡 **Hear how Village Hotels boosted occupancy, drove revenue and generated loyalty as part of their crisis recovery in this case study >**

💡 **The Hotelier's Guide to Loyalty**  
Discover the latest tips, tricks, and strategies for establishing profitable and lasting relationships with your guests. [>](#)



💡 Looking for additional complimentary resources to help you generate more loyalty and guest engagement in 2022? [Check it out here >](#)





# Increase operational efficiency

**Introducing the future of Service Optimization...  
the new HotSOS experience!**

Gain a competitive edge with a new standard of efficiency  
across operations, with enhanced functionality  
and a new modern, intuitive experience.



 Looking for more complimentary resources to help you increase operational efficiency in 2022? [Check it out here >](#)





# Increase operational efficiency

5,095,518 service orders

related to room inspections carried out through  
Amadeus Service Optimization.



 Looking for more complimentary resources to help you increase operational efficiency in 2022? [Check it out here >](#)





# Increase operational efficiency

## **New HotSOS Housekeeping features support operational needs related to ongoing COVID-19 challenges**

These new features include 'dropped rooms,' 'hours vacant' and reporting tools.

**💡 When COVID-19 presented itself with several challenges, including high staff turnover, Copthorne Kings turned to Amadeus Service Optimization. Find out how we helped their business recover overall productivity in 2021. >**



**💡 Looking for more complimentary resources to help you increase operational efficiency in 2022? Check it out here >**





# Increase operational efficiency

## **New self-onboarding for Amadeus Sales and Event Management - Advanced!**

Reduce cost and start selling and executing events from day one.



 Looking for more complimentary resources to help you increase operational efficiency in 2022? [Check it out here >](#)





# Increase operational efficiency



Successful migration of  
**over 1,700 hotels**

to enjoy the latest **Amadeus Sales**  
and **Event Management** technology.



 Looking for more complimentary resources to help you increase operational efficiency in 2022? [Check it out here >](#)





# Increase operational efficiency

## Top resources

💡 **Find out more about how and why we've delivered the new HotSOS experience in this video >**

💡 **Using Data to Shape Hotel Operations**

In this guide, check out how market insights and industry trends can inform your operations strategy. >



💡 Looking for more complimentary resources to help you increase operational efficiency in 2022? Check it out here >







# Our view on 2022

We are looking forward to 2022 with a sense of optimism as we focus on driving more value to our customers and guiding our industry into recovery. We will continue delivering on our vision to bring new and actionable data sets into our products, and we are excited to further expand our already industry-leading network of demand providers as we bring new partnerships online throughout the world.



**Sara Duggan**  
Vice President of Business Intelligence, Go-to-Market



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# Our view on 2022

It's vital for hoteliers to have the capabilities and tools to quickly evolve as guest expectations change. In 2022, developments such as the Amadeus Integrated Booking Suite – a truly differentiated, customer-centric eCommerce platform – will continue to enable hoteliers to better capture and convert demand while personalizing the guest experience. I'm excited by how we've fueled industry innovation during these challenging times and I'm proud to help Amadeus lead the way forward.



**Marc Liebman**

SVP, Reservations and CRM Product Development



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# Our view on 2022

The privacy topic has been making the headlines, and our Media Team has been working hard to ensure we stay current with regulatory requirements to protect consumer privacy and deliver high-performing campaigns for our customers. From implementing universal identity solutions and long-lived identifiers and enhancing contextual targeting to using Amadeus' extensive proprietary data, we've prioritized adapting our strategies to deliver maximum returns in 2021 that will extend into 2022.



**Scott Falconer**

Executive Vice President, Media Solutions



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# Our view on 2022

As travel returns, Service Optimization (SO) has several key goals to help our customers to attract and book more business. The first is to modernize our HotSOS platform, creating a more user-friendly interface, enhanced security features, and easier deployment. This foundation enables us to capitalize on a post-COVID hospitality market that will demand greater efficiency from technology while still meeting the demands of cleanliness. We believe that 2022 would prepare us for a much larger global hospitality market in 2023.



**Michael Broderick**  
Product Director, Service Optimization



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# Our view on 2022

As we move into 2022, we have several key goals for Amadeus Sales and Event Management. First, we will deliver more partner integrations with new APIs to enable market-leading connectivity between systems. Second, we will improve the ability for customers to sell more meeting space with enhancements to online meeting space capabilities. Finally, we will continue our focus on customer feedback and deliver key product enhancements to ensure users are able to book more business with less effort.



**John Russell**

Director of Product, Sales and Event Management



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In 2021, we proudly supported industry leaders from around the globe, including...



... and many more!

Thank you for trusting Amadeus to be your technology partner.





We look forward  
to working with  
you in 2022!

**amadeus**  
Hospitality

RESOURCE CENTER >

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