

Case Study

Tenerife gains a competitive edge by attracting diverse traveler types from different markets

How Tenerife uses Amadeus travel data
and campaign management services
to attract travelers all year long



Turismo de Tenerife, the Destination Marketing Organization (DMO) responsible for Tenerife's tourism sector, has partnered with Amadeus to position the island as a leading destination for unmatched nature excursions, culture, and gastronomy.

The longstanding relationship between both entities is now two-fold. Tenerife has continuously used Amadeus' business intelligence including air search and booking data to track their positioning and, starting in 2021, the island launched new advertising campaigns with support from Amadeus.

With travel recovery well underway, Tenerife strategically marketed to a wide array of visitor profiles - from family travelers that enjoy time off by the Spanish coastline, to those who love outdoor adventures or eco-conscious activities. By using Amadeus' proprietary tools and insights, Tenerife is able to reach the right vacation-seekers, positioning the destination as a sustainable and high-quality hotspot, no matter the season or time of year.

Goal

Support Tenerife in its repositioning efforts to better attract new visitors from a variety of backgrounds and markets who are interested in enjoying the local culture and attractions throughout the year.

Strategy

To meet the established goal, Amadeus developed an impactful strategy leveraging data-driven insights to promote the destination, measure key results, and outperform other industry players. By using Amadeus business intelligence, Tenerife gained insights into air demand to the destination, new seasonality and booking patterns as well as a full picture of who, when, and how to target travelers via a digital advertising campaign.

1. Business intelligence: Tenerife has consistently used Amadeus' air search and air booking data to track demand and get a better sense of how the destination is performing within the competitive landscape. Key insights from the air data allowed the DMO to uncover new origin markets and seasonality patterns, as well as popular flight connections. The information on post-pandemic origin market recovery showcased which markets started to search and book, and highlighted emerging trends filtered by market. Diving into when and where travelers are researching their travel plans, in addition to details on length of stay and lead times, are crucial to inform the marketing decision-making process.

2. Digital advertising campaign: Using market and other aggregated air search and agency booking data, Turismo de Tenerife along with Amadeus developed a campaign with multiple strands of messaging tailored for various segments, all while framing the destination in unique ways. The segments specifically selected were family travelers, solo travelers and couples, along with different traveler profiles, such as adventurers or those seeking a relaxing vacation. By generating creative display and video ads for each segment, in line with Turismo de Tenerife's current branding and tagline "Tenerife Awakens Emotions", the Amadeus team targeted priority markets such as Germany, France, United Kingdom, United States, and Spain. These campaigns were reviewed and optimized regularly thanks to Amadeus' machine-learning algorithms specifically customized for DMOs.



Results & Outcome

Amadeus and Turismo de Tenerife worked hand-in-hand to achieve a successful campaign that delivered impressive results.



Video ads: The average viewability of these ads surpassed 70%, while markets such as France and the United Kingdom had higher rates at around 91% and 89%, respectively. As for video completion rates (measuring the percentage of viewers who watched the ad from beginning to end), UK viewers had the highest rate at nearly 70%, followed by viewers from Finland and Norway.

Display ads: Another key metric Amadeus assessed was click-through-rate (CTR). The highest CTRs can be attributed to Spain, the UK, and France, with rates three times higher than the industry average. Thanks to Amadeus' unparalleled campaign analysis, Turismo de Tenerife also learned that certain markets responded better to different messaging themes. To illustrate, the French and German preferred a family vacation ad, while Spaniards responded better to an ad reflecting Tenerife's relaxation offering.

Conversions and ROAS: As a value-added approach to DMO digital media campaigns, the Amadeus digital advertising ecosystem allows actual conversion measurement, depicting how many visitors who interacted with the campaign vacationed on Tenerife. Due to the destination's appeal to domestic travelers, the Spanish market recorded the highest number of conversions at over 131,000. The campaign also piqued the interest of many German and British travelers, resulting in approximately 14,000 and 11,000 conversions, respectively. By measuring actual conversions or visitors, the return on advertising spend (ROAS) for international display ads resulted in over 60, surpassed by a higher ROAS for national (Spain-based) display ads.



At Amadeus, data is at the focal point of all our media solutions. During the campaign process, our partners at Turismo de Tenerife were able to grow their demand and increase competitiveness, while promoting their unique and sustainable tourism sector. We are thrilled to continue to work with them and strengthen our partnership.”

“Although Tenerife has long been on the map, the team at Amadeus understood immediately what we required to reposition our offering and put together a comprehensive solution that helped us reach new year-round, high-quality travelers from around the world. Turismo de Tenerife is committed to contributing to the recovery of the travel industry knowing we must do so sustainably and responsibly with help from travel tech innovators such as Amadeus.”



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David Pérez,
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For further information, visit amadeus-hospitality.com or speak to an Amadeus representative today.

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