KNOW WHAT TRAVELERS WANT NEXT
[Sara Pastor/MD Destinations EMEA]

Brussels September 16th, 2019
“I think having a land and not ruining it is the most beautiful art that anybody could ever want”

- Andy Warhol
What Data/AI in Travel is all about?
Dreaming & Planning

Hey Mezi! My wife and I want to go on vacation to Greece from August 21-28.

Can you help me plan and book it?

Sure thing, John! Are there specific cities or sites you were interested in seeing?

Athens would be nice for architectural ruins. We also want to go to one of the islands to relax!

Sounds like a dream vacation 😊. Let me pull together an itinerary and get back to you in a few minutes!

I've found some amazing hotel options for your stay in Santorini! My personal favorite is Astro Palace, with glowing reviews and just a 5 minute walk from Fira downtown.

Astro Palace
$1,014.97
Take it

$230.32 per night
Hotel Star Rating: 5.0/5
Guest Rating: Excellent (4.5/5) by 624 customers

Choose Dates

Dec

Jan

fa.reboom
REAL DEALS QUICK AND EASY
Planning & Traveling

Your Itinerary
February 15-21, 2019

Day 1  Friday, February 15

Morning
Cookshop

Afternoon
Aperture Gallery

Evening
Sarabeth's

Add Activity
Traveling

Hilton and IBM pilot "Connie", the world's first ...

Realtime Crowd Insights Sample

Demographics (infrared)

Watson

Microsoft
Traveling
Why should Destinations care?
The Hypersegmentation in the Travel Industry

Source: World Economic Forum/Accenture analysis
ADARA Is The World's Travel Data Co-op

With **200+ trusted travel brands**, we have a simple vision of growing the travel industry together.
Becoming SMART & SUSTAINABLE DESTINATIONS…
Unrecognized Traveler

- Unknown traveler
- Limited Search & Trip Data
- Unknown avg purchase

**TOTAL SPEND:** $200

**CAMPAIGN ROI:** $

**CUSTOMER LTV:** Unknown

**LOYALTY POTENTIAL:** Unknown

- No engagement
- Upgrades to economy plus after manual research
- Complains about leg room on Twitter
- Buys through OTA
- No additional purchases
- Compares dest. brands, price through aggregators
Recognized Traveler

- Platinum Status with Airline X
- Dest./Activity/Alt. Dest. Search Data
- $600 avg. purchase size
- High ancillary propensity

- Targeted across dest. search with upfront pricing
- Offered free lounge access
- Receives activity suggestions in dest.
- Buys brand direct (offered bonus miles)
- Joins loyalty program + redeems miles
- Purchases lounge access + bus. class upgrade

HIGHER SPEND: $750
CAMPAIGN ROI: $$$
HIGHER LOYALTY: $$$$
CUSTOMER LTV: $12K
Planning
Booking
Traveling
Reflecting

Dreaming

Discover the real Holland beyond Amsterdam. From shopping to museum hopping.

Fly with KLM Royal Dutch Airlines to Holland. Book now.

Before you rent your tourist accommodation, check that it has a tourist licence on www.fairtourism.barcelona.

Cliquez et faites gagner le grand prix à Genève. Votez ici.
"I NEED SPAIN" & "SPAIN IS A PART OF YOU" - ADARA IMPACT TRACKED RESULTS

<table>
<thead>
<tr>
<th>Flights</th>
<th>Hotels</th>
<th>Total Nights (from hotel bookings)</th>
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</thead>
<tbody>
<tr>
<td>Searched</td>
<td>Bookings</td>
<td>Total nights in market</td>
</tr>
<tr>
<td>4,462,266</td>
<td>35,134</td>
<td>294,077</td>
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ADARA Market Monitor’s demand forecasting tracks **actual travel activity** against a robust **future demand prediction**, and **allows a response** with directional advertising during soft demand periods.
Competitive benchmarking delivers **actionable insight** into your destination’s bookings against relevant competitors and outlines future revenue opportunities in a **timely, outcome-oriented way**.
“If you control the tourism… You get what you want. If not, you get what you get.”

Deede Weithorn, Former Commissioner Miami Beach
Thank you!

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