



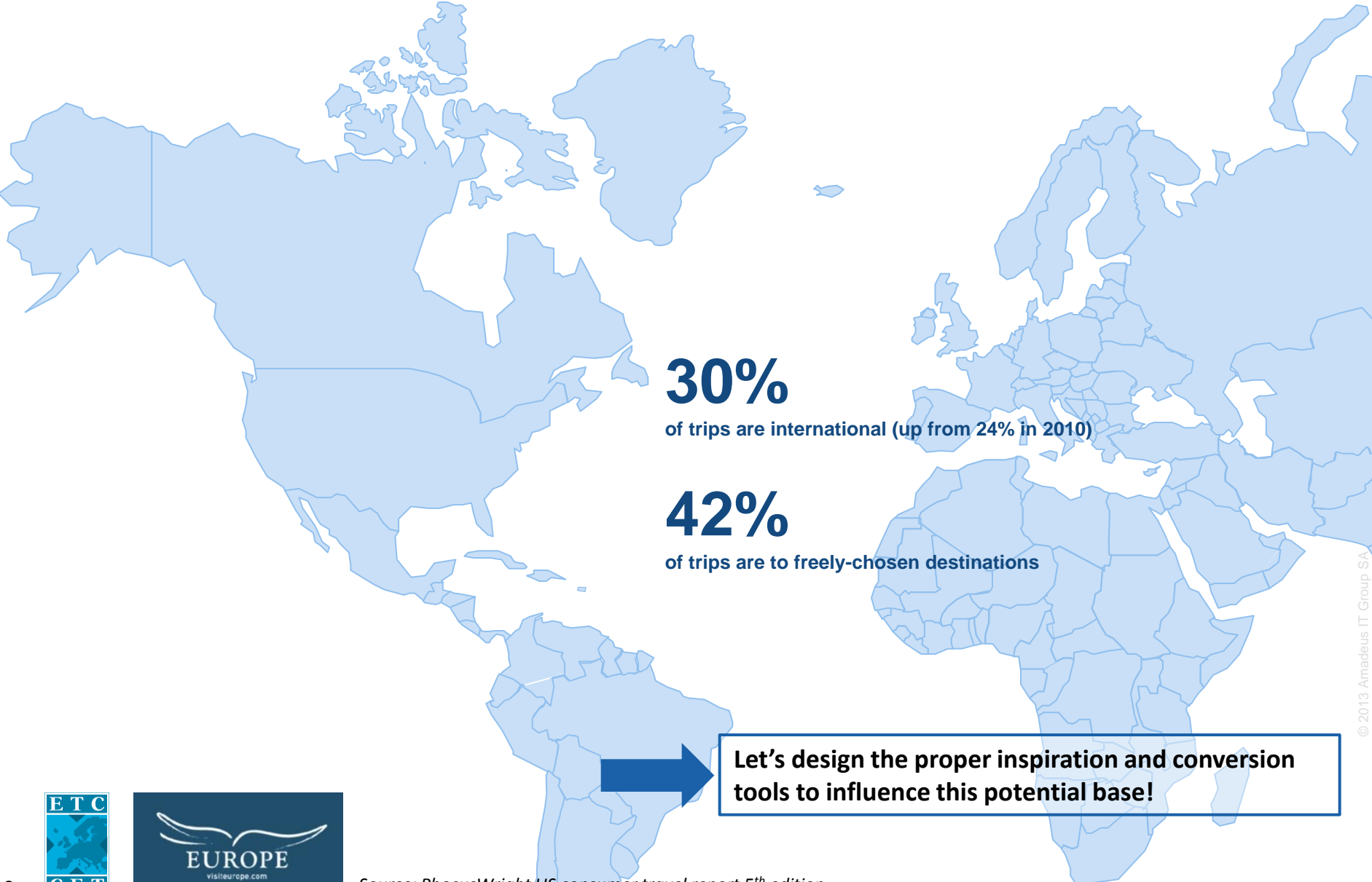
***European Travel Commission
Transatlantic conference
Visiteurope app initiative***

**Robert Buckman
Amadeus**

9th of May 2013

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North American travellers represent a significant potential customer base to attract



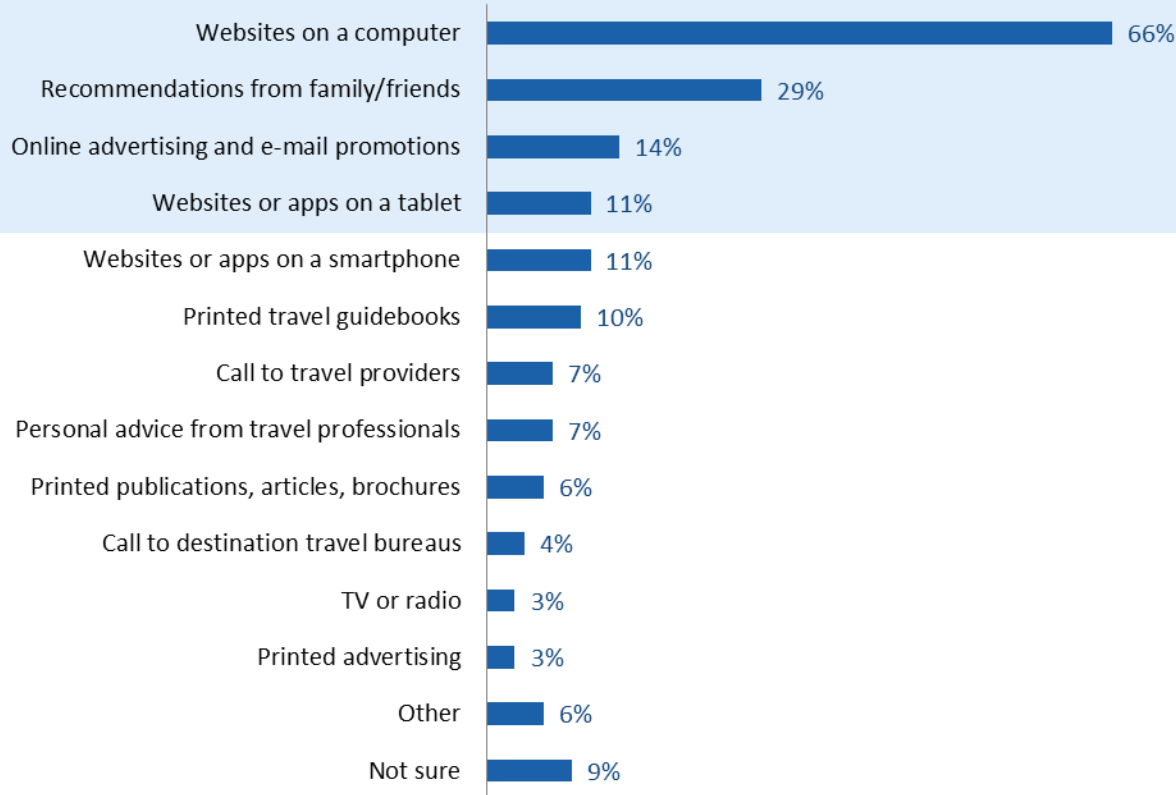
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Source: PhocusWright US consumer travel report 5th edition

Influence destination selection at mostly used information sources

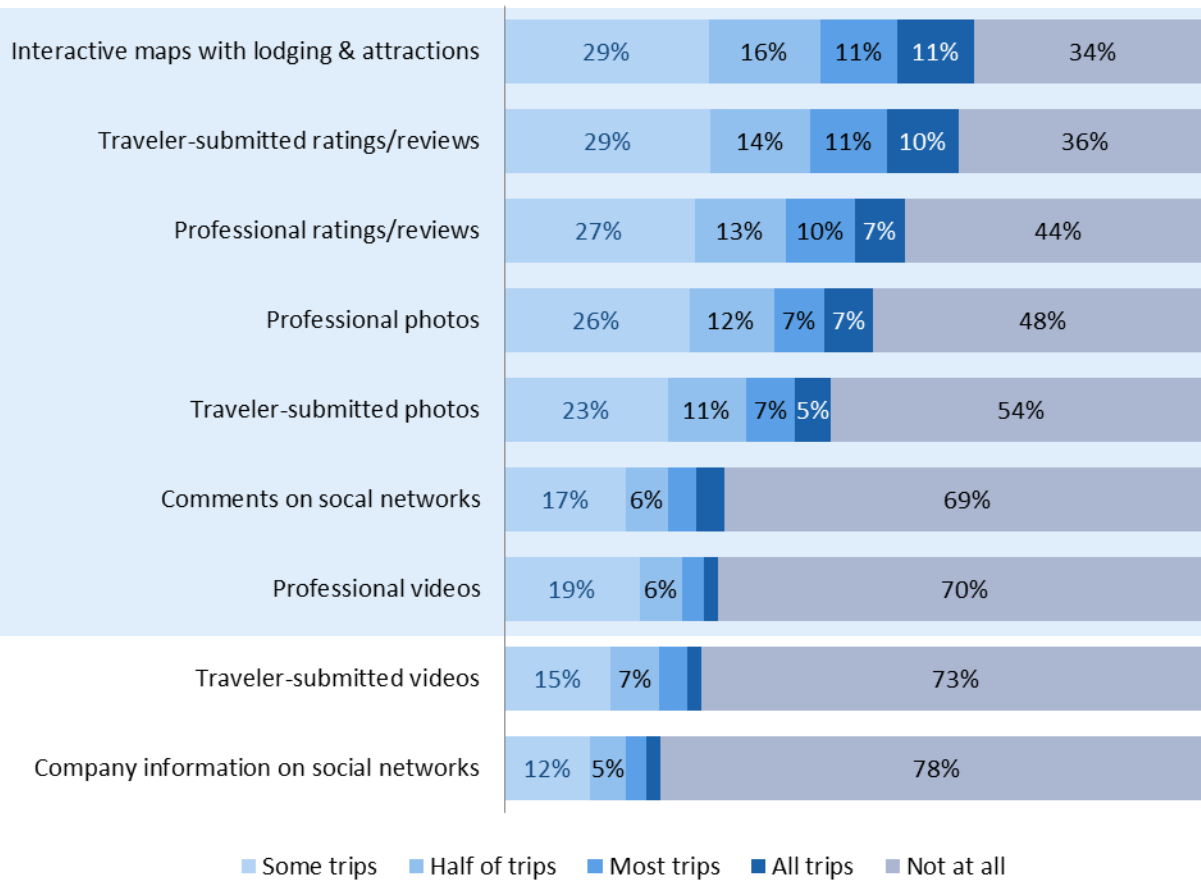
Information sources for destination selection



The Visit Europe app will cover all the main channels and platforms by targeting web, social & tablet

Influence destination selection at mostly used information sources

Online features used during travel planning



Visit Europe features

- ➔ Maps with content filters (e.g., attractions, friends, itineraries)
- ➔ Social graph elements from the community
- ➔ Editorial content on destinations
- ➔ Institutional photos
- ➔ Social graph photos
- ➔ Facebook check ins, living places
- ➔ Institutional video content

All key inspirational features are included!



Source: PhocusWright US consumer travel report 5th edition

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Personalization is key

“Customization & personalization are finally ready for prime time”

– Forrester 2012



1. **Know and connect** with the customer, enable him to save preferences, searches, photos...
2. **Personalize the experience:** show travelers' name and location, show previous searches, make the experience unique by integrating social graph elements (photos, check ins, living places...)
3. Provide **multiple paths to discover, plan, save & book** their perfect trip.
 - ▶ **Merge inspiration and price** / conversion pages into one single process, e.g., by displaying price on first inspiration content
 - ▶ Offer **multiple entryways into booking** so as to allow a customer to get started when inspiration strikes: provide paths using photos, videos, social, maps, activities, itineraries... in any order
 - ▶ Provide **deep link towards booking** with little hassle