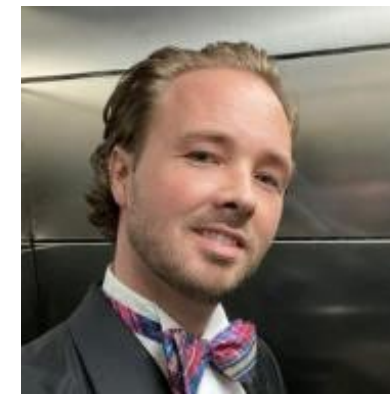




Presenters

Bram van Berkel,
Field Marketing Director,
Amadeus



Building Back Business: Digital Media Strategies in the New Normal

Thursday, September 17, 2020 2:00-3:15pm et
#CHTALive

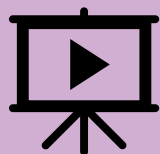
Edward Lines,
Travel Industry Manager,
Google



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ASSOCIATION



Please post your questions via the Q&A box.
Questions will be addressed at the end of the session.



The on-demand video recording of today's
presentation will be distributed within 48 hours of
the webinar. A copy of the presentation and any
support materials can be found in the Members' Only
portal.



This session is scheduled through 3:15PM ET.



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CHTA Key Member Resources

A dark grey banner with the CHTA logo (a colorful starburst) and the text "CARIBBEAN HOTEL & TOURISM ASSOCIATION" above the word "ROUNDTABLES" in large, bold, blue letters. Below this, it says "Join a Conversation with Your Peers" and "Be Part of the Solution & Help Us 'Build Back the Caribbean!'". At the bottom, a blue button contains the text "Participation is FREE for CHTA Members & Non Members" and "Save Your Spot Today!".

CARIBBEAN HOTEL & TOURISM ASSOCIATION

ROUNDTABLES

Join a Conversation with Your Peers
Be Part of the Solution & Help Us "Build Back the Caribbean!"

Participation is FREE for CHTA Members & Non Members
Save Your Spot Today!

The six peer groups for our first phase of the CHTA Roundtables are:

1. Hospitality Owners and Managing Directors – Sept. 18
2. Hospitality General Managers – Sept. 25
3. Hospitality and Tourism Allied Members and Suppliers – Oct. 9
4. Hospitality Human Resources Leaders – Oct. 23
5. Tourism Business Leaders (e.g. attractions, restaurants, other tourism providers) – Oct. 30
6. Hospitality and Tourism Stakeholders in Spanish-speaking destinations – Nov. 6

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CHTA Key Member Resources

Providing Reopening Resources to Help You Get Back to Business

Marketing Tools to Build Customer Trust



As a Safe Travels Ambassador,
CHTA is authorized to issue
this globally recognized stamp
to Caribbean businesses



Exclusive to CHTA members,
including listings in websites
and resources to travel advisors
and consumers



Recognition from CARPHA –
Caribbean Travellers Health
Assurance Stamp

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CHTA Key Member Resources

Providing Reopening Resources to Help
You Get Back to Business



MEMBER EXCLUSIVE TRAVEL PROTECTION PLAN ADMINISTERED BY TRIP MATE



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PROTECT



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CHTA Membership



Your membership helps us continue our work to safeguard the industry and build towards a strong recovery.

Join the **#MyCHTA** community!
Membership@CaribbeanHotelandTourism.com
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Adventures in Time

CHTA Live Upcoming Webinar



**Rebuilding the Caribbean Focus on
Modern Customer Service**

Thursday, September 24, 2020

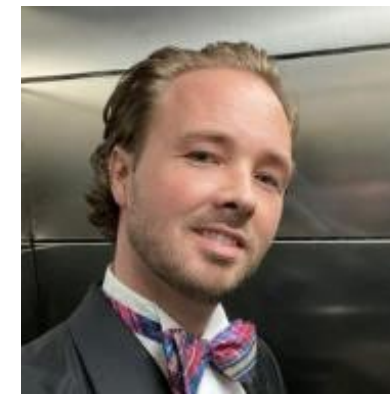
2:00 – 3:15PM ET

www.caribbeanhotelandtourism.com



Presenters

Bram van Berkel,
Field Marketing Director,
Amadeus



Building Back Business: Digital Media Strategies in the New Normal

Thursday, September 17, 2020 2:00-3:15pm et
#CHTALive

Edward Lines,
Travel Industry Manager,
Google



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



Building Back Business: Digital Media Strategies in the New Normal



Today's presenters



Edward Lines


Travel Industry Manager
Google



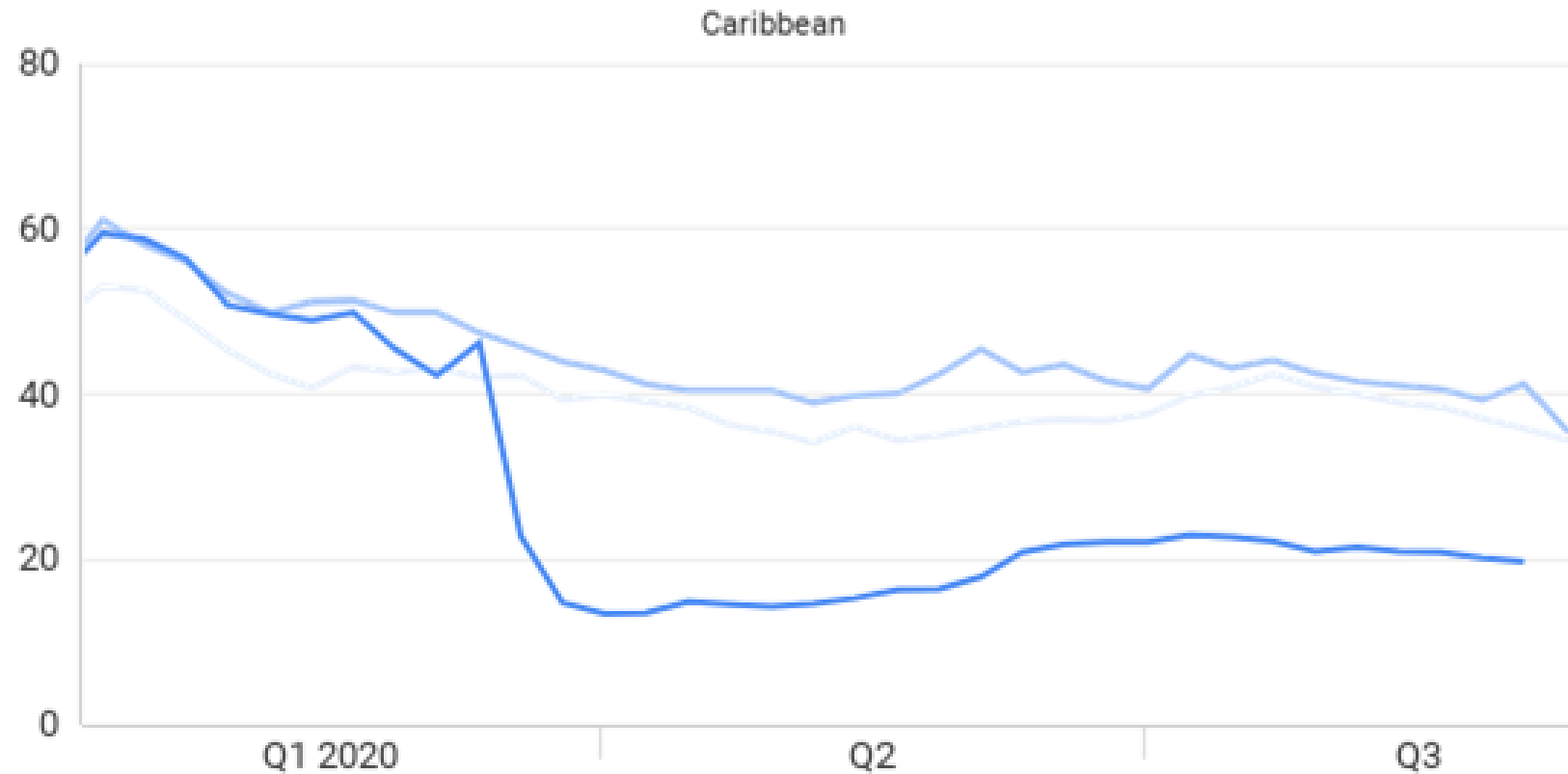
Bram Van Berkel

Field Marketing Director
Amadeus

About Google and Amadeus

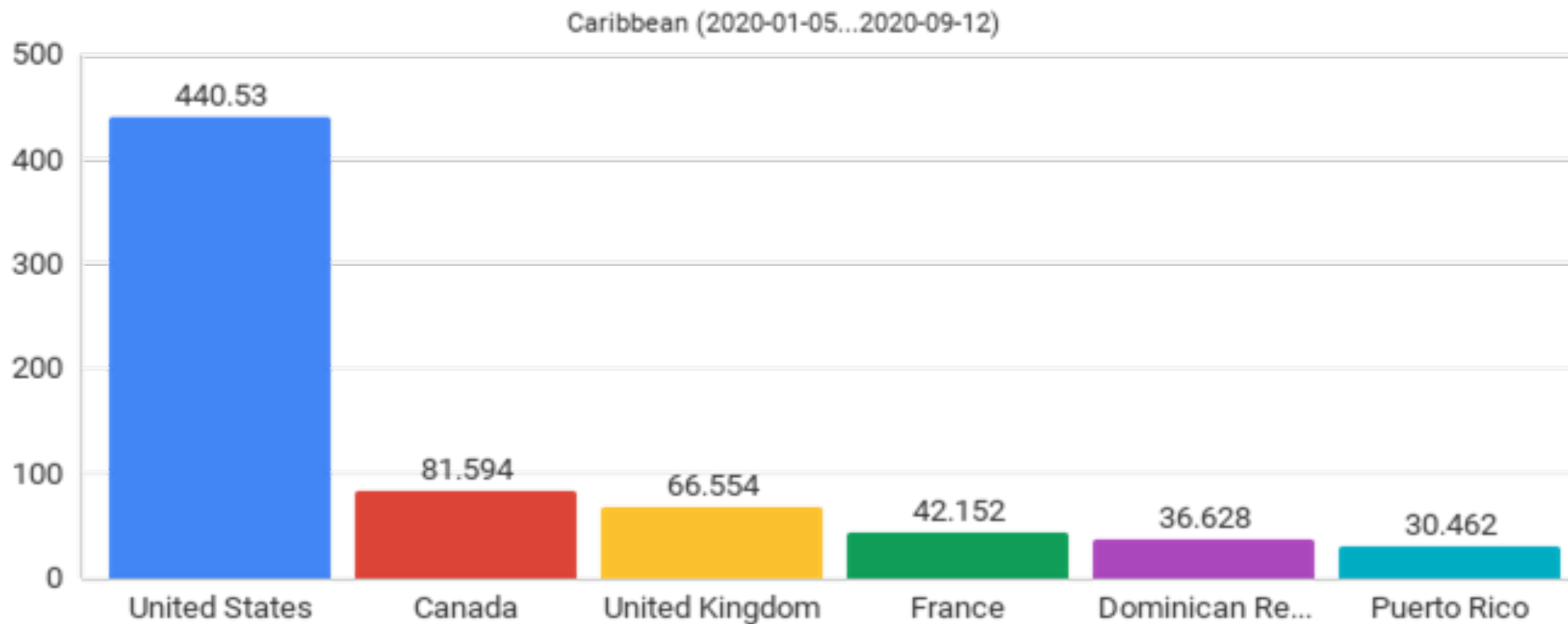
The Google logo is displayed in its standard multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, green, and red respectively.The Amadeus logo is displayed in a bold, blue, sans-serif font.

Travel queries for the Caribbean have recovered slightly from -68% to - 50% YoY



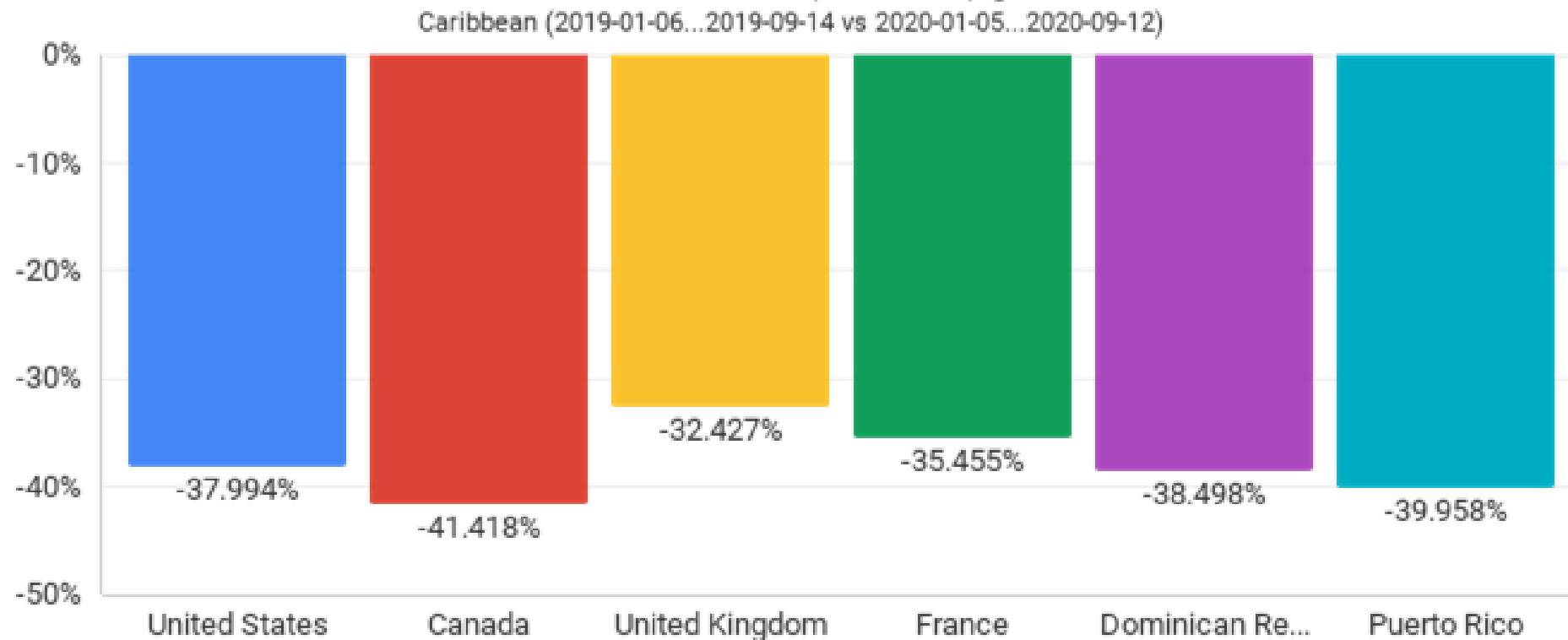
Source: Google, Sep 2020.

Top source markets for the Caribbean in 2020

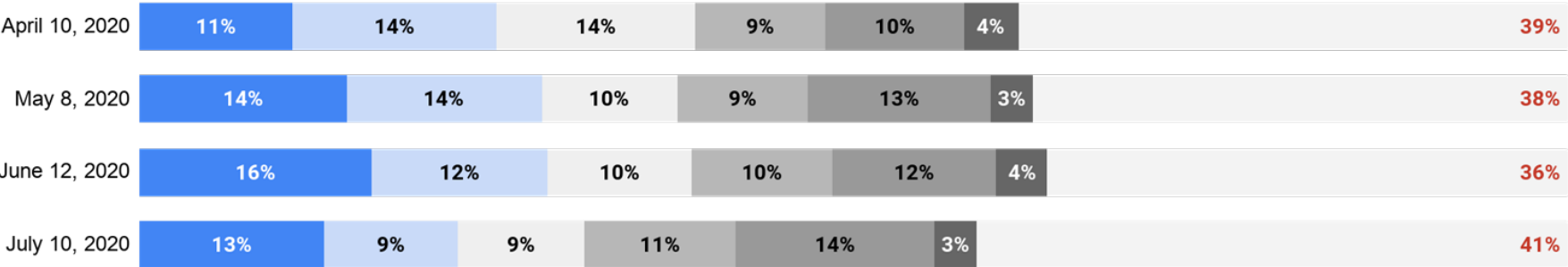


Source: Google, Sep 2020.

Top Caribbean source markets YoY query volume in 2020

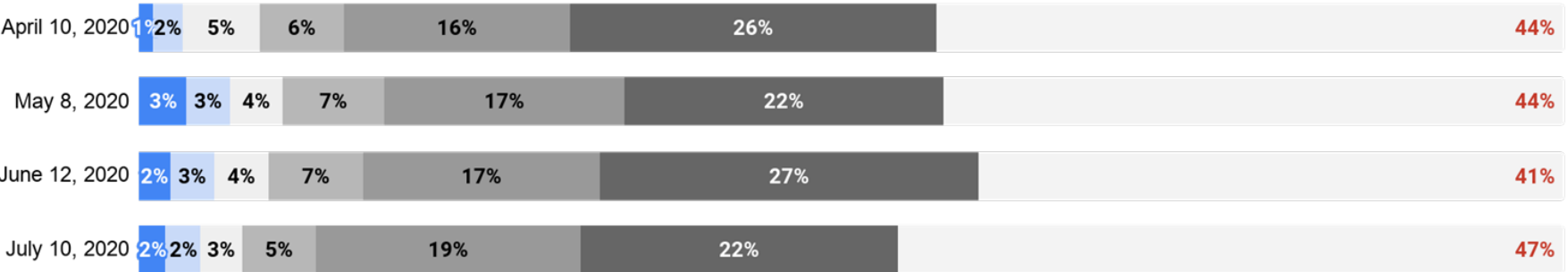


USA: When are you next planning to travel for a vacation?



0% 25% 50% 75%

■ In the next 3 months ■ In 3-6 months ■ In 6-9 months ■ In 9 months - 1 year ■ After a year from now ■ I never go on holiday within [Home Country] ■ I'm not sure / prefer not to say



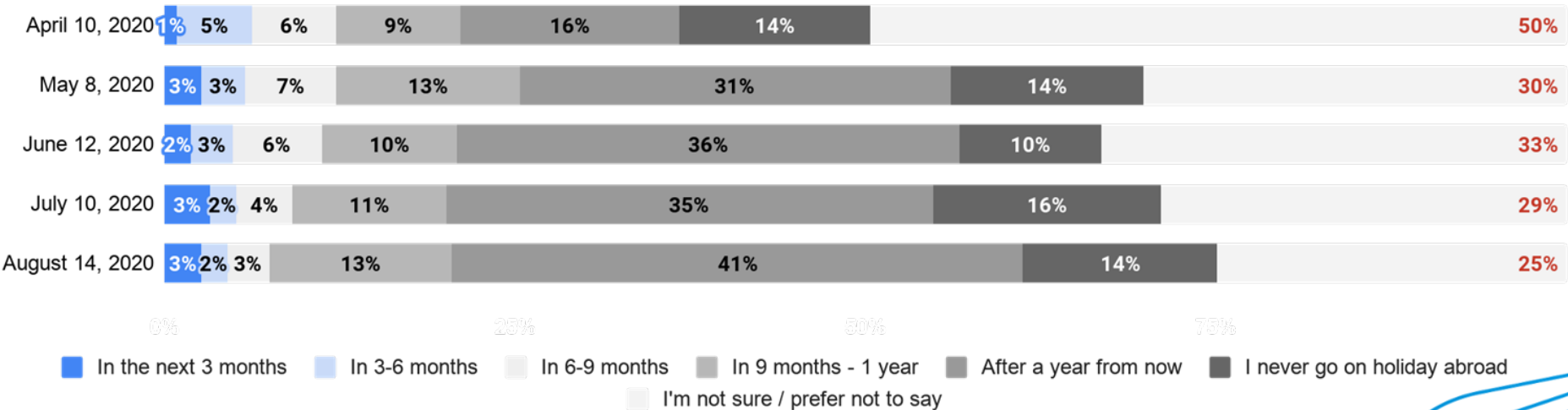
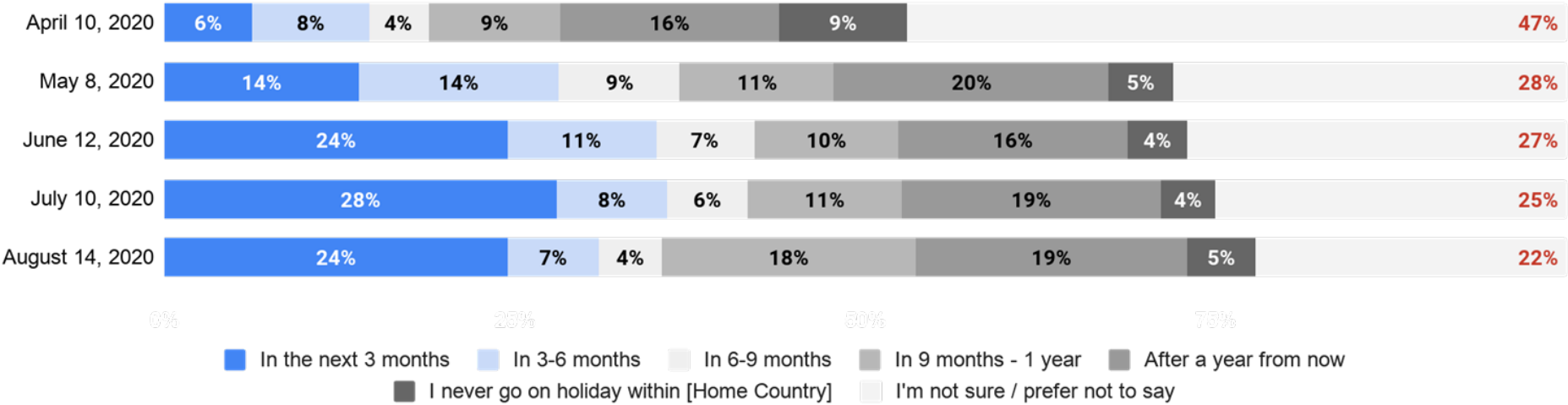
0% 25% 50% 75%

■ In the next 3 months ■ In 3-6 months ■ In 6-9 months ■ In 9 months - 1 year ■ After a year from now ■ I never go on holiday abroad ■ I'm not sure / prefer not to say

Source: Google, Sep 2020.



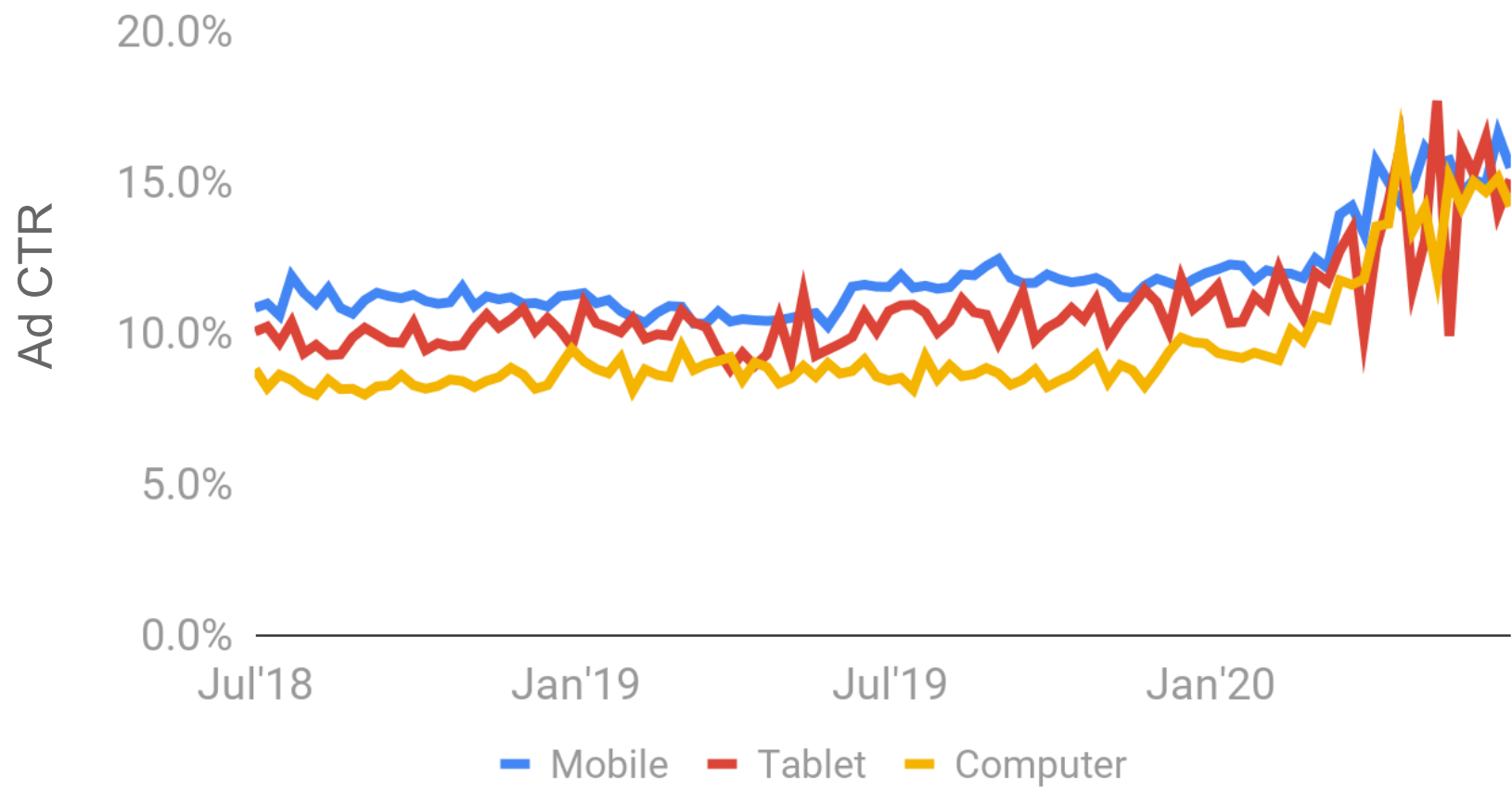
Canada: When are you next planning to travel for a vacation?



Source: Google, Sep 2020.

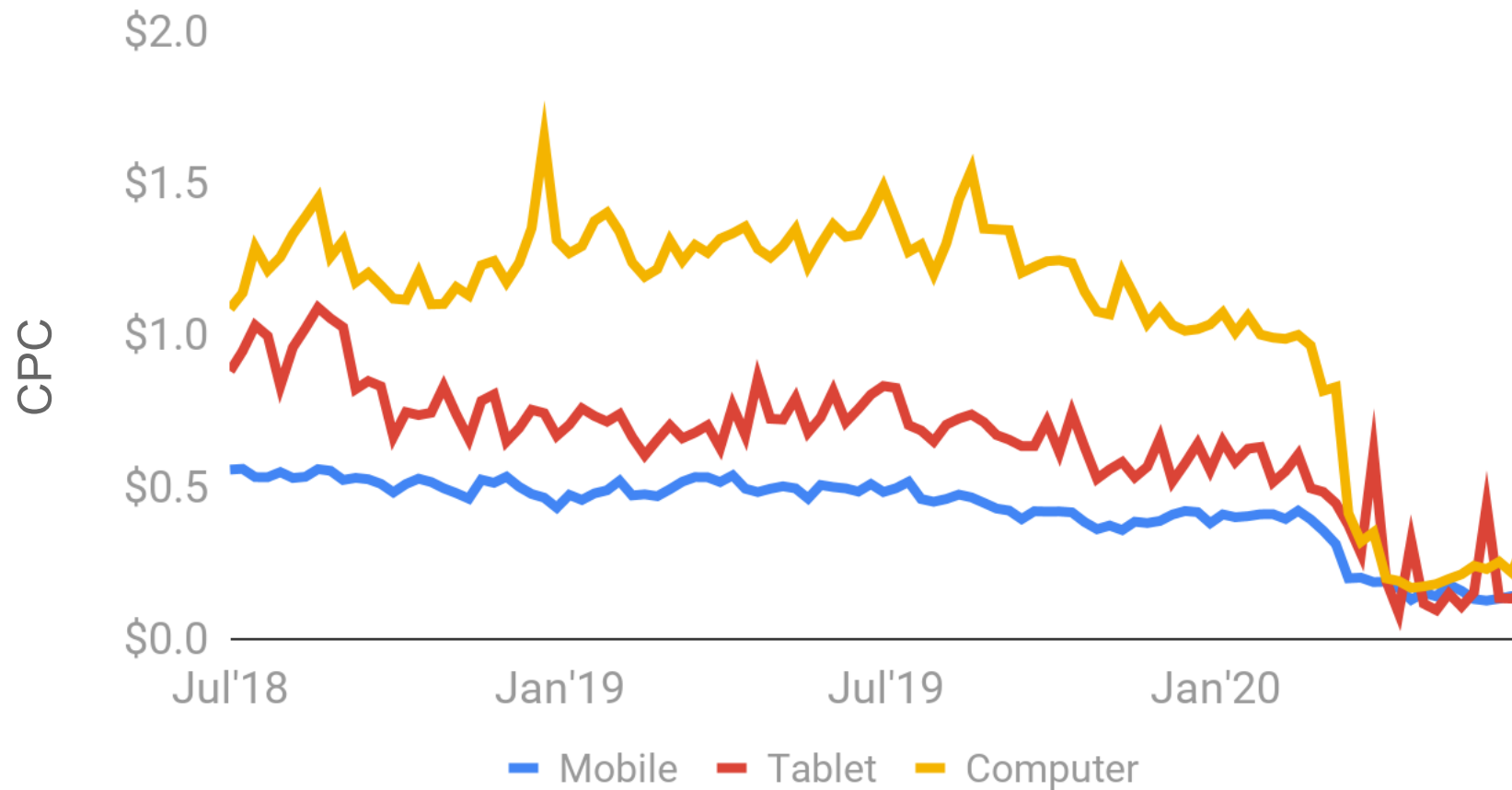


Click Through Rates for Barbados Ads grew 50% in Q2



Source: Google, Sep 2020.

CPCs for Barbados Ads were -78% in Q2

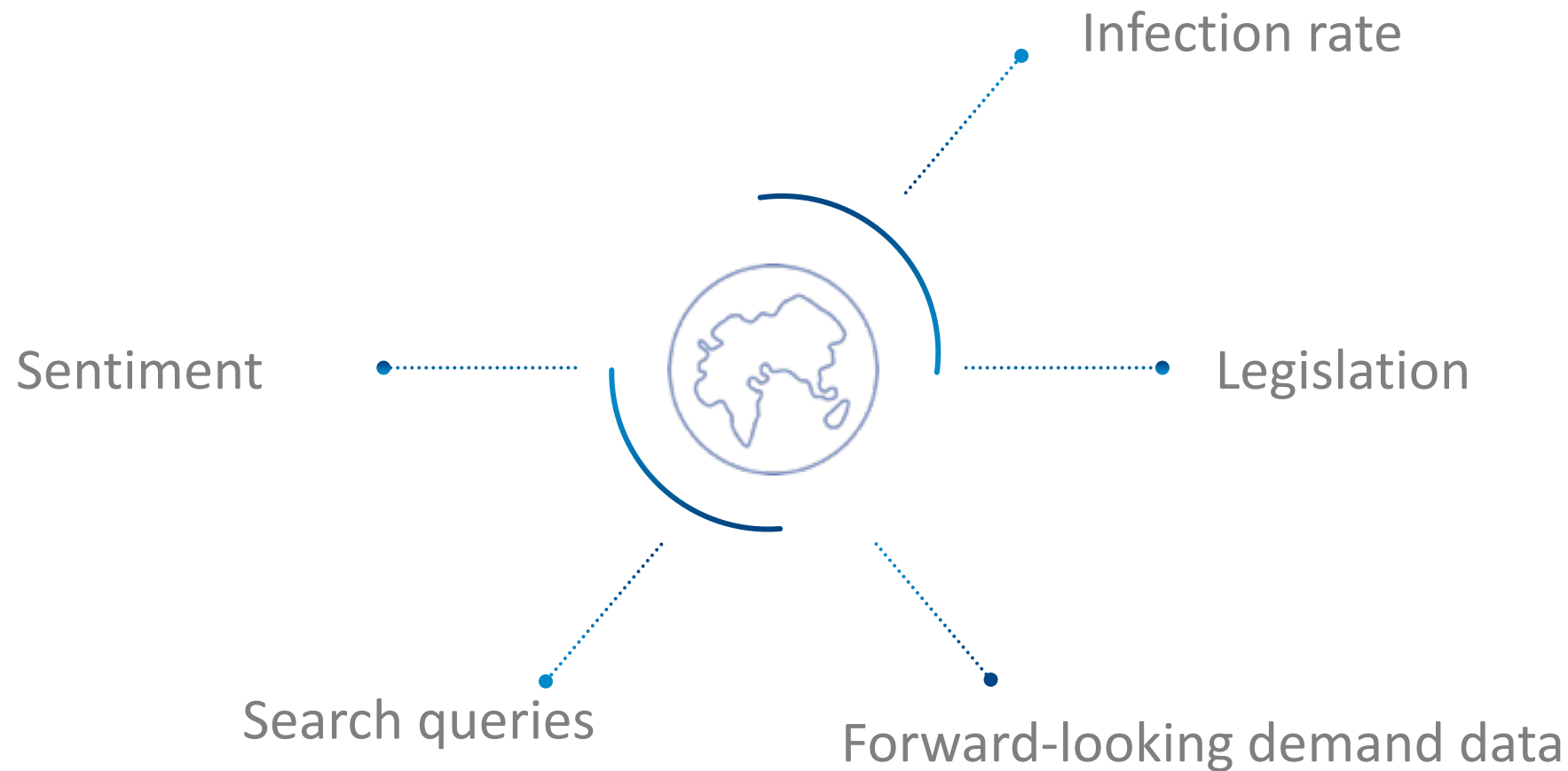


Source: Google, Sep 2020.

A person wearing a blue shirt is looking at a laptop screen. The background is a bokeh of light circles. A white, abstract, curved shape is overlaid on the left side of the image, containing the text.

Evaluating your
market's conditions
and recovery status

What data can we look at to identify action needed



Data and experience-driven methodology

We've developed best practices for digital media to aid in recovery:

- Amadeus Recovery Insights Dashboard
- Google Demand Dashboard
- Real-world case studies
- Recovery media simulation studies
- Demand360®
- iHotelier® CRS
- Rate360®

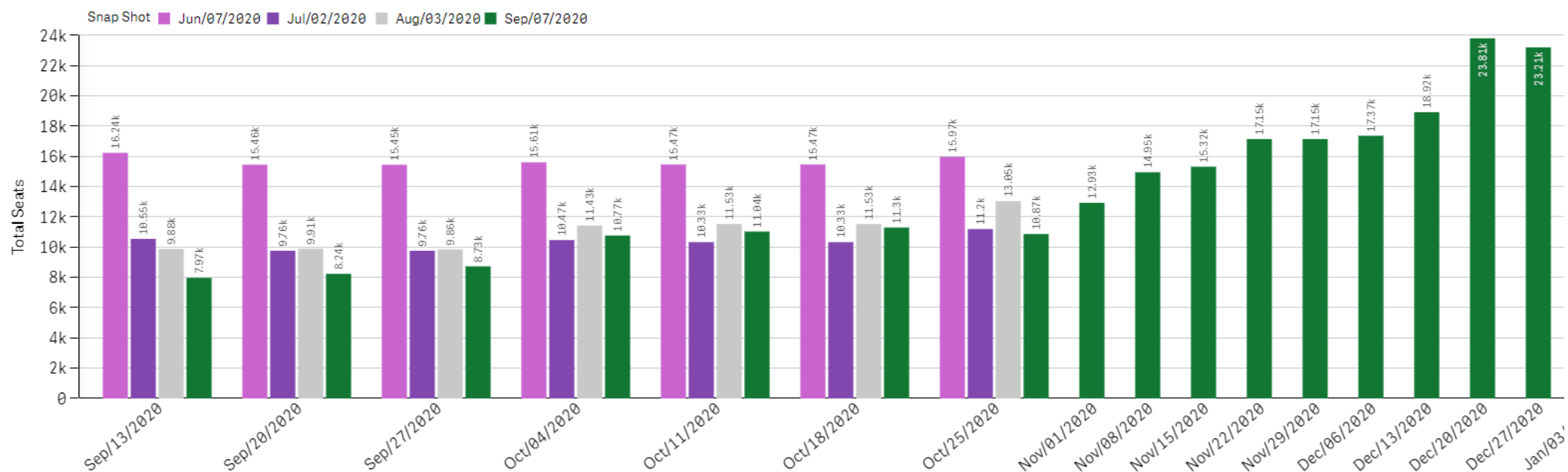


Example market: Dominican Republic

Amadeus Airline data

Total Seats for Daily Capacity for the Travel Week

Market: Dominican Republic

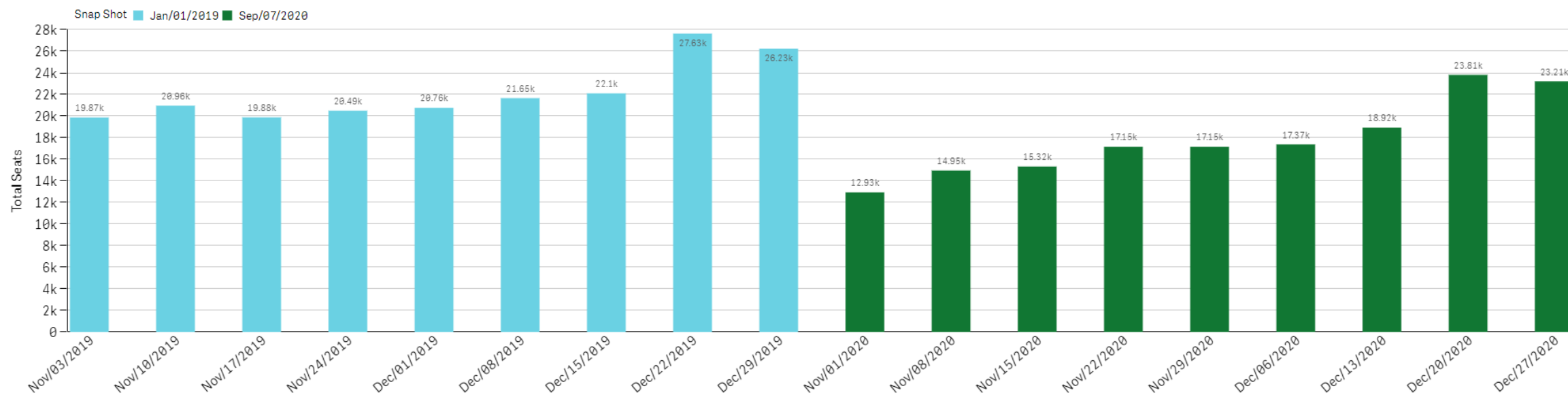


Example market: Dominican Republic

Amadeus Airline data

Total Seats for Daily Capacity for the Travel Week

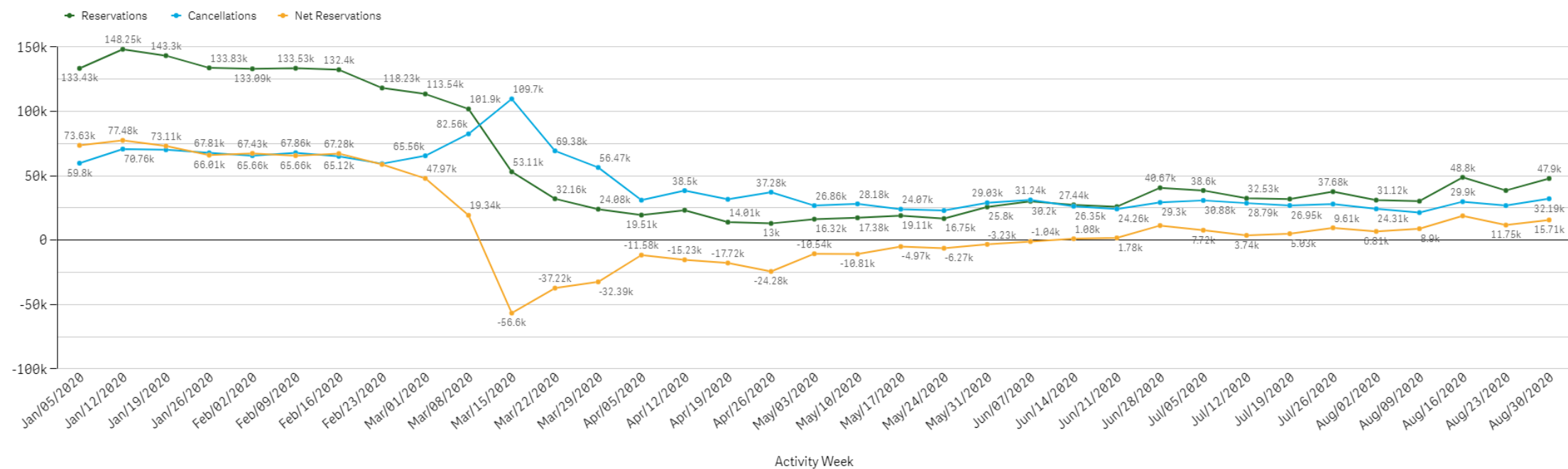
Market: Dominican Republic



Example market: Dominican Republic

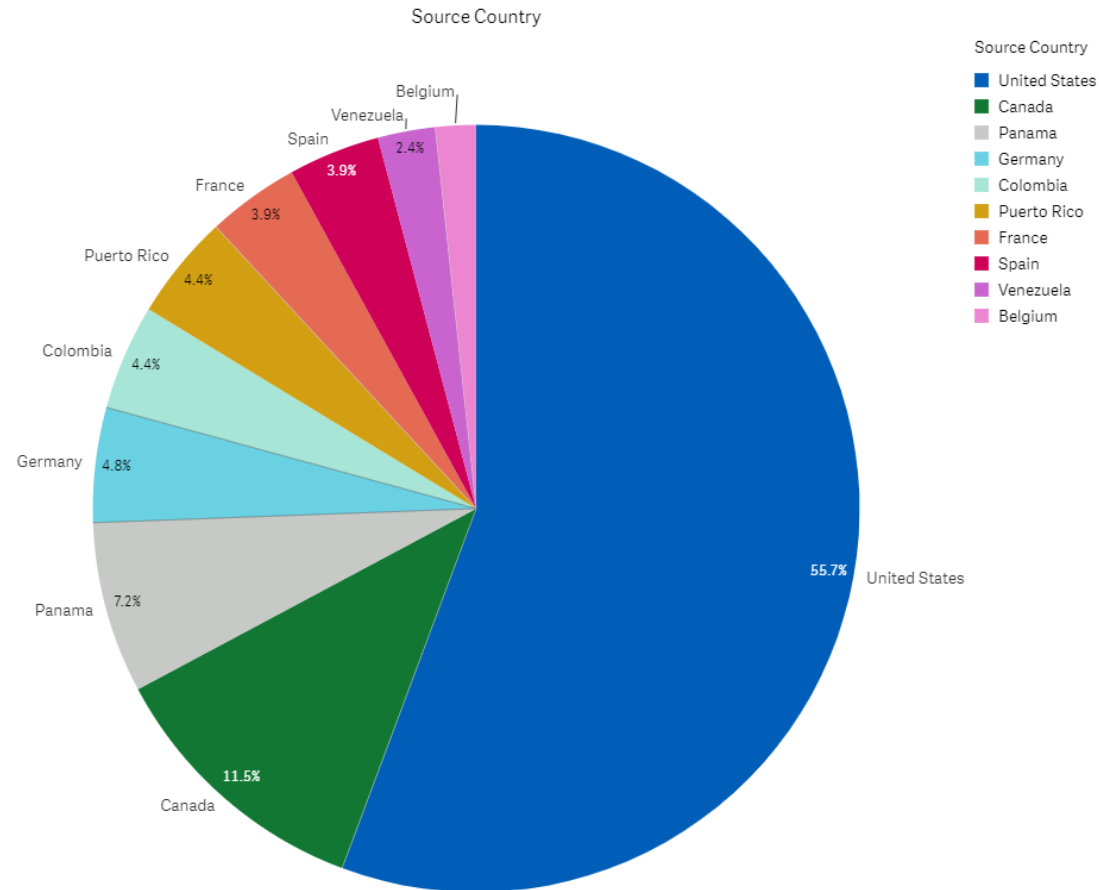
Reservation Trends

Market: Dominican Republic



Example market: Dominican Republic

Top 10 Sourcing Country, Total Seats for Market Selected



Be careful making decisions based on historical data only

Search, booking and travel behavior
has changed drastically compared
to pre-COVID-19



Steps to take now



High-level process to prepare for each new recovery phase

Modeling the approach to different recovery phases

MODEL

EVALUATE

Evaluating your market's conditions and recovery status

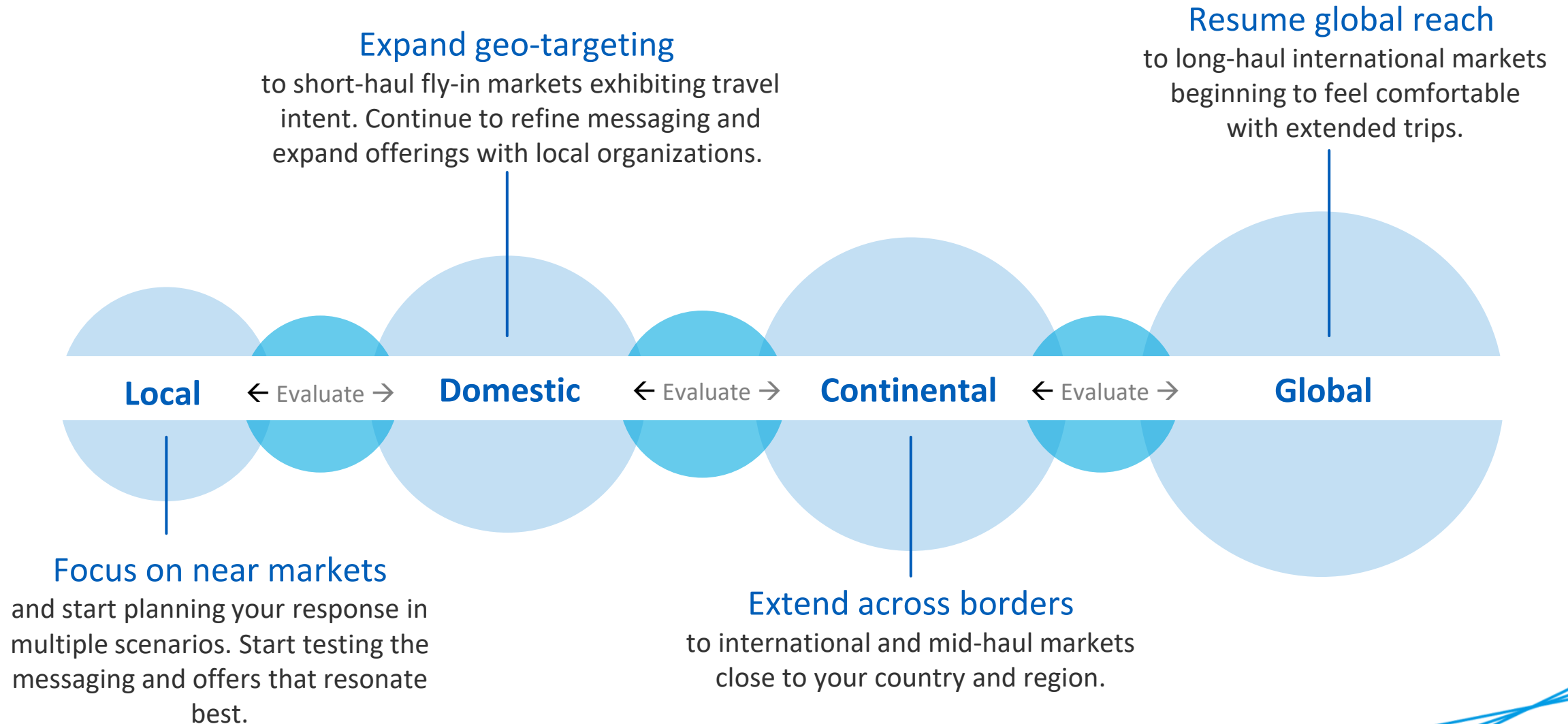
Crafting guest-specific messaging

CONNECT

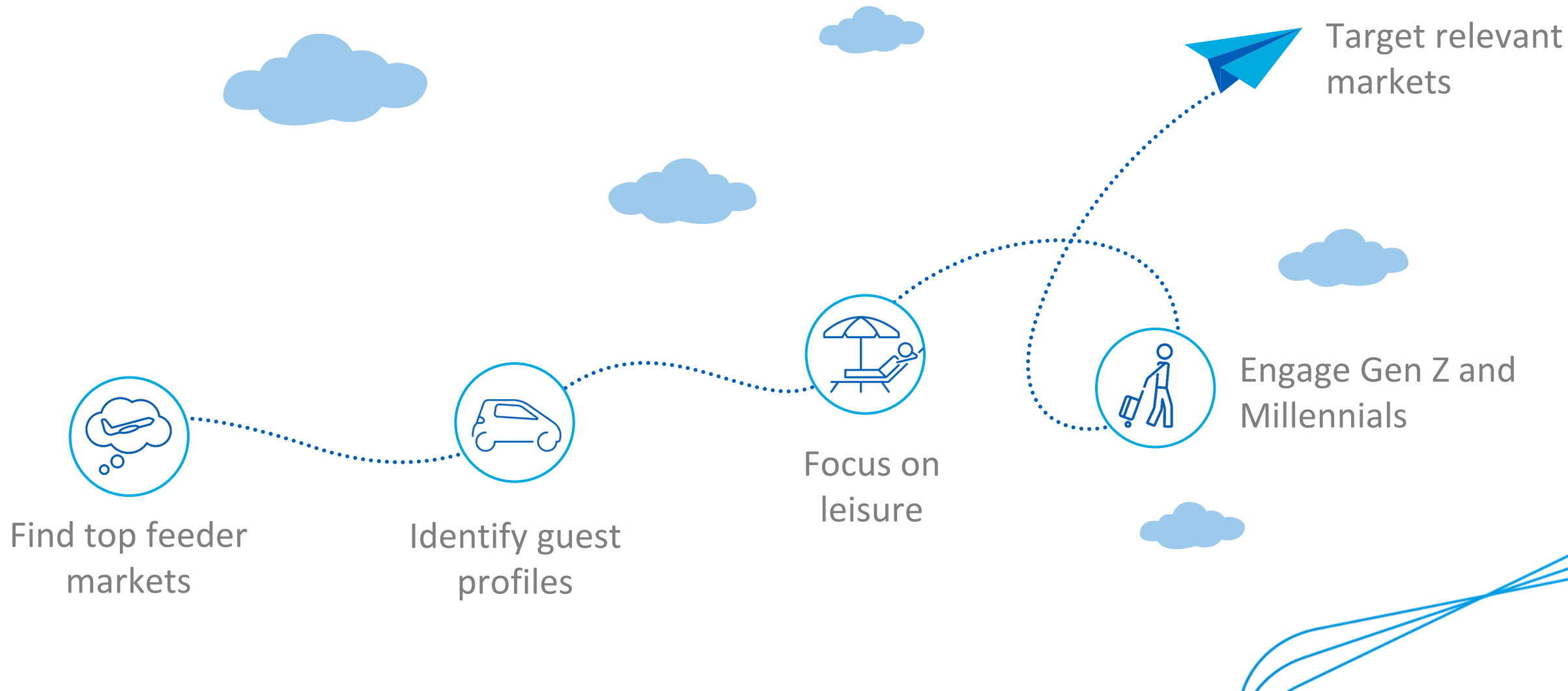
PROMOTE

Building a media strategy to support recovery

Continue to adjust in each stage of recovery



Focus and spend on the markets you know will travel



Consider how COVID-19 has affected the traveler's mindset

COUPLES

- **Goal:** Break free from our quarantine routine and revitalize our relationship
- **Pain points:**
 - Isolated together for weeks or months (in some cases with children)
 - Haven't seen each other throughout the period of isolation
 - Cancelled the trip planned for our anniversary.
- **Expectations:**
 - Spend quality time together with fun, intimate activities
 - Relax without worrying too much about safety
- **What's holding us back:**
 - Budget concerns due to a salary reduction
 - Worried available activities at the destination will be limited



Collaborate with other teams to build successful offers

Idea/objective	Marketing/digital media	Revenue Management	Distribution
<ul style="list-style-type: none"> Generate short lead-time business with a flash sale 	<ul style="list-style-type: none"> Broad audience Value-focused message 	<ul style="list-style-type: none"> Attractive price Provide significant availability Control availability restrictions on key dates 	<ul style="list-style-type: none"> Determine whether promotion is available on direct bookings only or available on all channels
<ul style="list-style-type: none"> Drive bookings from most profitable audience 	<ul style="list-style-type: none"> Target affluent audience with travel intent Value-added packages for more expensive rooms 	<ul style="list-style-type: none"> Target need periods Consider short and long lead times Attractive price that shows value 	<ul style="list-style-type: none"> Work with specific partners to support distribution
<ul style="list-style-type: none"> Build awareness with recovering key origin markets 	<ul style="list-style-type: none"> Target users with intent to visit destination 	<ul style="list-style-type: none"> Normal rates Normal inventory 	<ul style="list-style-type: none"> Normal distribution

Launch promotions with messaging that addresses guest concerns





Up your Google-Game

1. Align your ad investment with your business goals

Hotel A



\$10K invested

\$200K revenues

20:1 ROI

\$190K net revenue

Hotel B



\$100K invested

\$1M revenues

10:1 ROI

\$900K net revenue

Hotel C



\$1M invested

\$5M revenues

5:1 ROI

\$4M net revenue

2. Use first-party data to target previous customers

Companies that deliver relevant content across the purchase journey see revenue increases of up to **20%** and cost savings of up to **30%**

Boston Consulting Group, 2019



3. Adapt your messaging and creative to emphasize cleanliness, flexibility, empathy and deals

Answer	Flight	Hotel	Car	Cruise
25% discount on rate	31%	32%	39%	33%
Enhanced, hospital grade cleaning	20%	31%	24%	18%
No change / cancellation fees	27%	19%	18%	16%
Free sanitizer, wipes and masks in rooms	15%	12%	12%	20%
Double miles or rewards points on stay/rental/flight	7%	7%	8%	13%

Source: Google Consumer Surveys, US, 2020

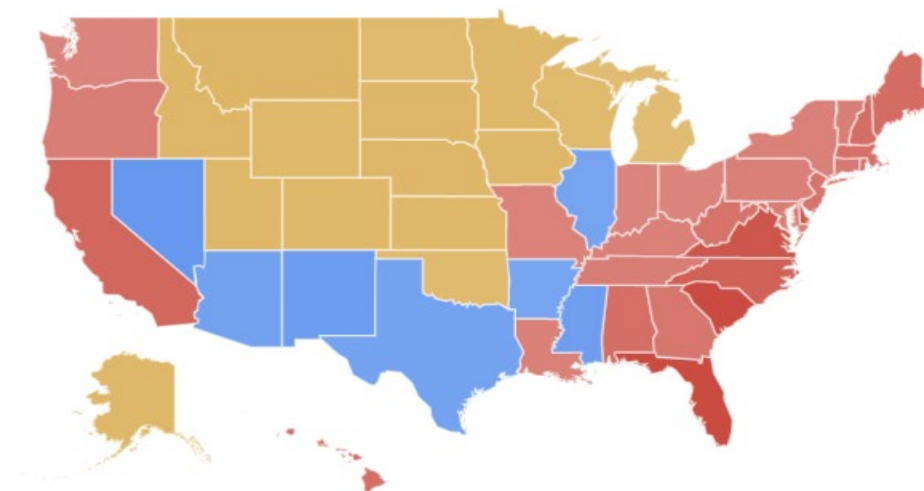
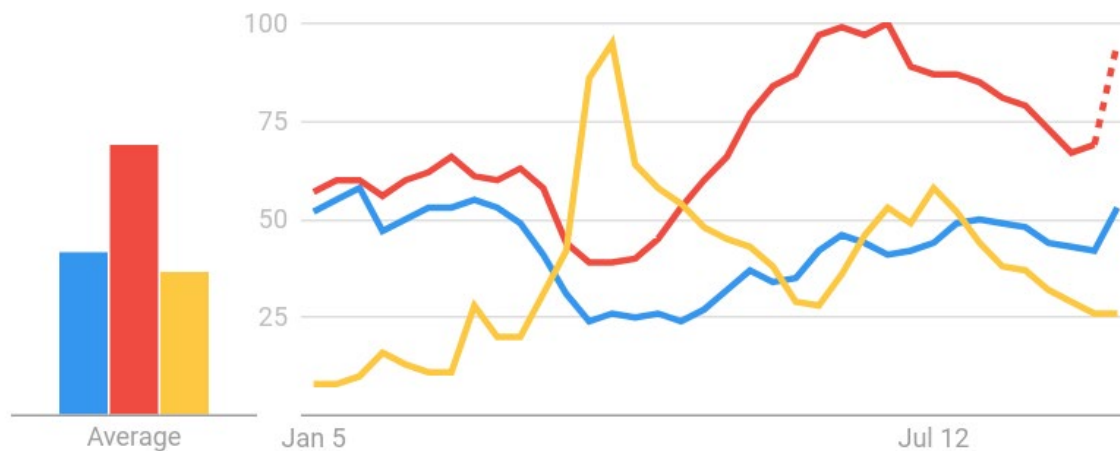
4. Keep up with changing trends

Interest over time

Google Trends

● hotel ● beach ● mask

● hotel ● beach ● mask



Source: Google, Sep 2020.

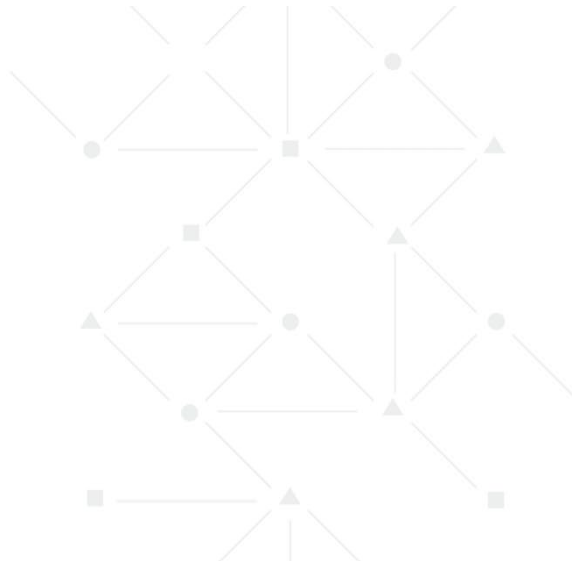
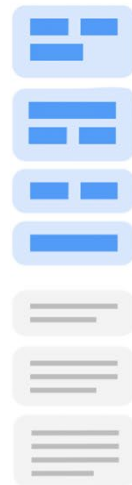
5. Automate your ads

You add

15 titles
4 descriptions

We use

3 headlines
2 descriptions





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Q&A



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Thank you!