

# Amadeus Media Solutions

Media Kit



# Amadeus in a few words

- We are the leading technology company dedicated to the global travel industry
- We are present in more than 190 countries and employ 15,000+ people worldwide
- Our solutions enrich travel for billions of people, every year
- We work together with our customers, partners and other players in the industry to improve business performance and **shape the future of travel**



**539.9 million total bookings processed in 2016**  
using the Amadeus distribution platform



**1,382.5 million passengers boarded in 2016**  
with Amadeus and Navitaire airline solutions



**#10 software company in the world**  
Forbes 2015 global rankings

# Amadeus Media Solutions - A specialist travel advertising network

\_ Display media that reaches a global audience of Travel Agencies and Travellers, along the travel journey.

\_ Data-driven targeting to ensure your advertising campaigns achieve remarkable results.

\_ We work with the world's most recognized brands to help them influence travel agent and traveller choice.

Target  
**195**  
markets  
worldwide

Advertise to a  
global network of  
connected Travel  
Agencies

Reach  
millions of  
high-spending  
travellers

Flexible  
targeting  
options



# How customers use our advertising solutions



## Airlines

To increase high yield bookings, targeting travel agents as they search and book.



## Hospitality

To stand out, by positioning properties as travel agents carry out city-based searches.



## Car Rental

To promote car rental offerings at the optimal time for the conversion.



## Cruise

To differentiate cruise offerings, during travel agent search.



## Rail

To maximize rail bookings at the travel agency point of sale.



## Insurance

To cross-sell insurance product during air and hotel booking.



## Luxury Retailers

To promote luxury brands to a global audience of wealthy travellers.



## Media Agencies

To access unique media channels and targeting data for the brands they manage.



## Airports & Duty Free

To promote airport services and attract retail business from arriving & departing passengers.



## In-Destination Services

To inform qualified, inbound travellers about their product or service.



## National Tourism Boards

To build awareness of the destination with travel agents and travellers.



# Audience and Media Overview



# An overview of our audience



## Travel Agencies

More than 2.2 billion travel searches

- \_ 100,000+ Travel Agent Points-of-sale, across 195 markets
- \_ Making 539.9 million bookings, annually
- \_ Agents use the Amadeus System more than 5.5 hours per day\*
- \_ 67% of premium cabin bookings are made by travel agents\*
- \_ A fully segmented audience, booking leisure and business travel
- \_ Identifiable agencies that book non-air content, such as hotels, rental cars, cruise and ferry content



## Global Travellers

Reach an audience of more than 70 million travellers

### Gender



Male

65%



Female

35%

### Affluence



Cost Conscious

91%



Affluent

8%



Very Affluent

1%

### Type of Trip



Alone

58%



Couple

23%



Family

9%



Group

10%

\*Based on Amadeus internal research.

# Data-driven campaign targeting

We understand passengers and travel agency behaviour. By using our rich travel data, we can implement a media plan that targets your prospective audience, at the optimal moment.



## Geography

- \_ Country
- \_ Region
- \_ City
- \_ Travel Agent Office Identifier



## Agent Behaviour

- \_ Screen being used to search
- \_ Travel agency size
- \_ Content type being booked
- \_ Travel Agency Clusters\*



## Trip Information

- \_ Origin & Destination: Country, City & Airport
- \_ Economy, Business & First Class
- \_ Airline code
- \_ Connecting airport

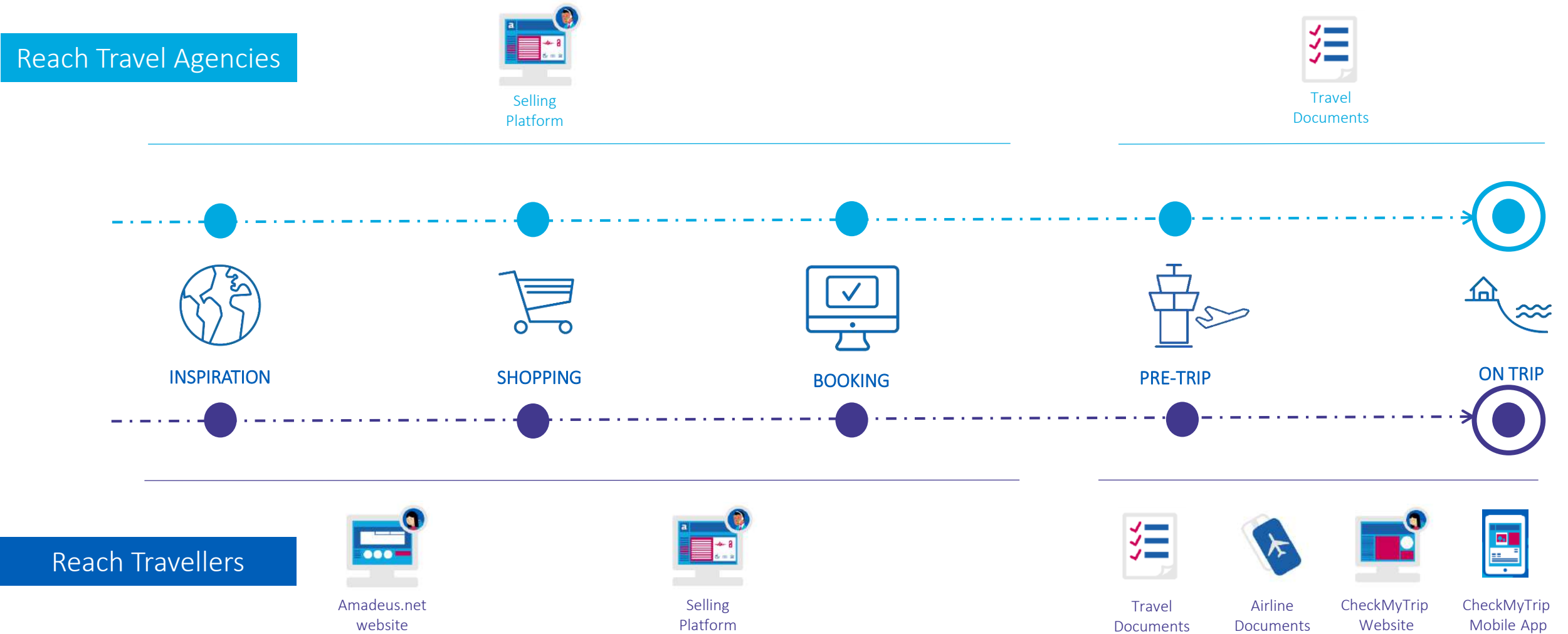


## Socio-demographics

- \_ Gender, Language & Nationality
- \_ Type of Trip: Travelling alone, as a couple, as a family or as a group
- \_ Affluence: Cost Conscious, Wealthy or Very Wealthy

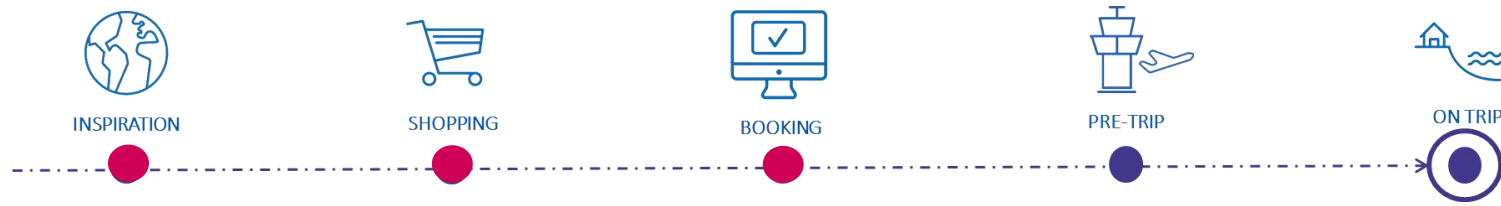
*\*15 clusters that describe global travel agencies, based on their business profile and content booking behaviour.*

Our media channels are at every stage of the traveller journey.  
From trip inspiration, to arriving at the destination.





# Amadeus.net – A travel inspiration website



## Monthly Audience Data

Sessions	106,314	% New Sessions	60.55%
Users	75,312	Ad impressions Destination Page	2,905
Page Views	392,121	Ad impressions Flight Search Page	120,663
Pages/Session	3.69	Ad impressions Planning Page	451
Average Session Duration	04:20 min		

## Description

An inspirational website oriented at travellers during the pre-trip phase. Offers 3 main services: A planning page, where travelers can get inspired by other users' experiences; A destination page, on which travellers can learn more about destinations; and finally Flight Search, where the user can search & book flights. The website also has useful trip tools to further enhance the trip planning experience.

## Value to Advertisers

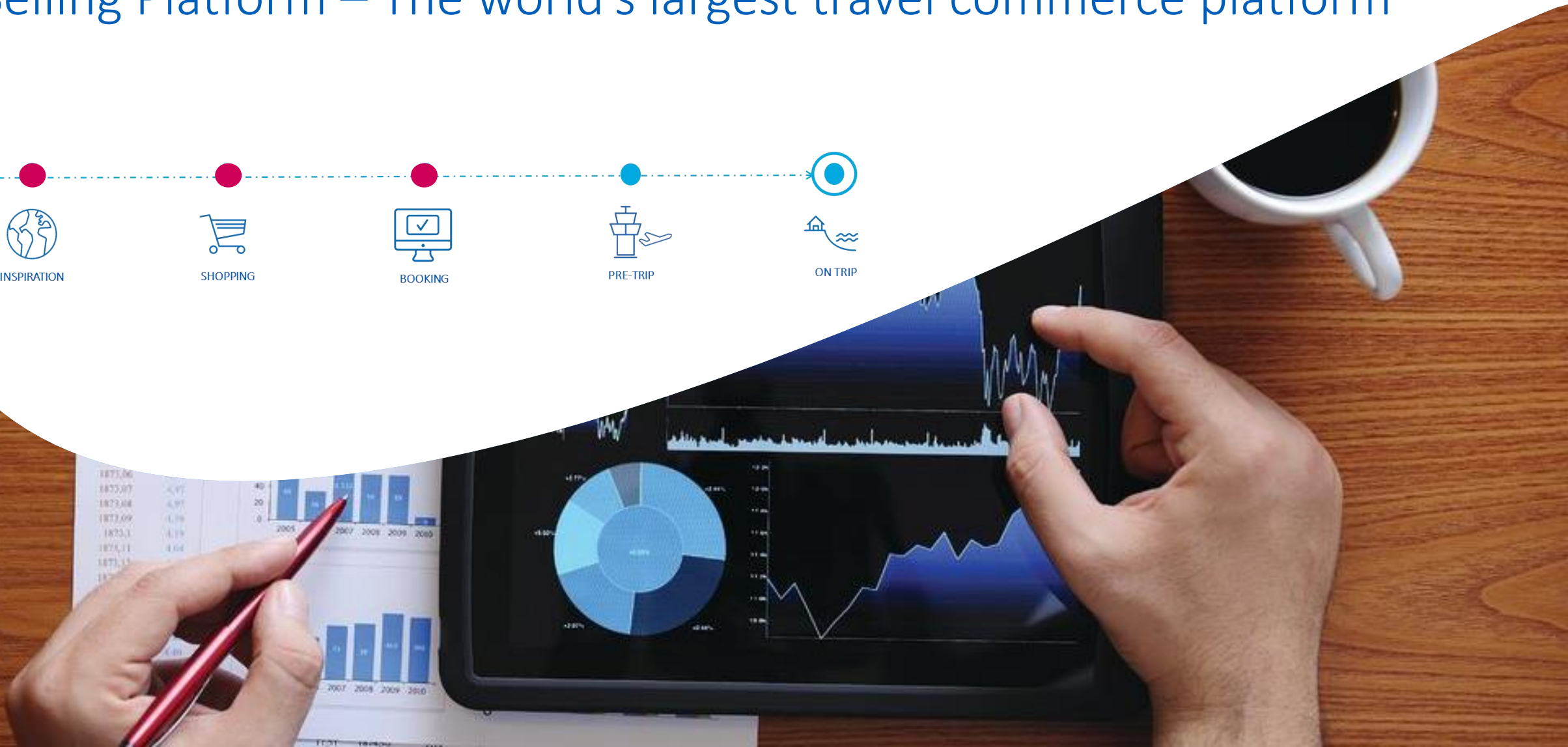
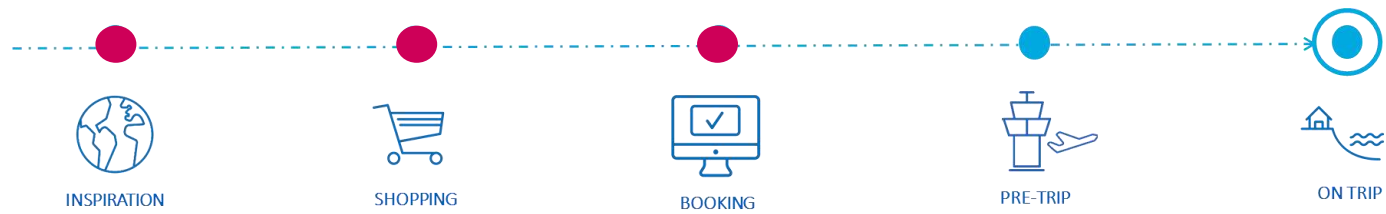
Allows advertisers to target a global audience of travellers during the early inspirational period, before selecting the trip destination.

## Campaign Targeting Criteria

IP Geolocation		Date	Language
Board Point		Off Point	
Banner	Dimensions	Size	Format
Full Banner	468x60 px	40 kb	JPEG/GIF
Wide Skyscraper	160x600 px	40 kb	JPEG/GIF

The screenshot shows the Amadeus.net website interface. At the top, there's a navigation bar with links like 'Feedback', 'Home', 'Take a Tour', 'Trip Tools', 'Sign up', 'Login', 'Plans', and 'My Account'. Below this, a search bar is visible. The main content area displays flight search results for 'Madrid to Austin'. It includes a calendar view for August 2016, a table of flight options with details like 'Most popular', 'Fastest', and 'Cheapest', and a section for 'Recent Searches'. A large blue banner is overlaid on the right side of the screenshot, indicating the placement of a 'Full Banner 468x60 px' and a 'Skyscraper 160x600 px'.

# Selling Platform – The world's largest travel commerce platform





## Monthly Audience Overview

Countries available	Worldwide (190+ Markets)
Audience	More than 100,000 Travel Agency Offices
Monthly Ad impressions	160 Million

## Description

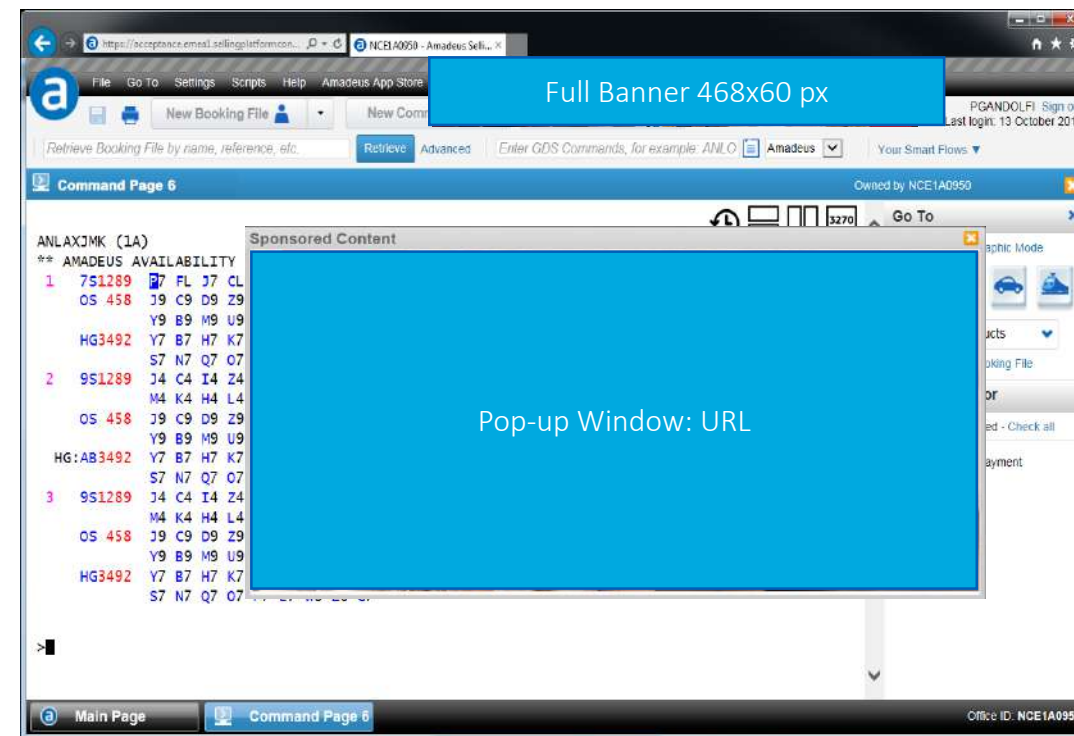
- The most popular platform for Travel Agencies to search & book travel content, globally.
- Influence the travel agent's decision, during key phases of the shopping and booking flow.

## Value to Advertisers

- ✓ Stand out and catch travel agent's attention as they search and book travel content
- ✓ Increase and protect your market share on strategic routes
- ✓ Differentiate your offer from the competition
- ✓ Increasing your brand awareness and promote ancillary services

## Campaign Targeting Criteria

Travel Agency Office	Provider Type	Date	Language
Board Point	Provider Code	Class	
Off Point	Carrier Code	Flight Number	
Banner	Dimensions	Size	Format
Half Banner	468 x 30 px	40 kb	JPEG/ GIF
Full Banner	468 x 60 px	40 kb	JPEG/ GIF
Square Pop up	250 x 250 px	40 kb	JPEG/ GIF
Pop-up Window	540 x 585 px	80 kb	Image or URL Video is supported



## Monthly Audience Overview

Countries available	Worldwide (190+ Markets)
Audience	More than 100,000 Travel Agency Offices
Monthly Ad impressions	160 Million

## Description

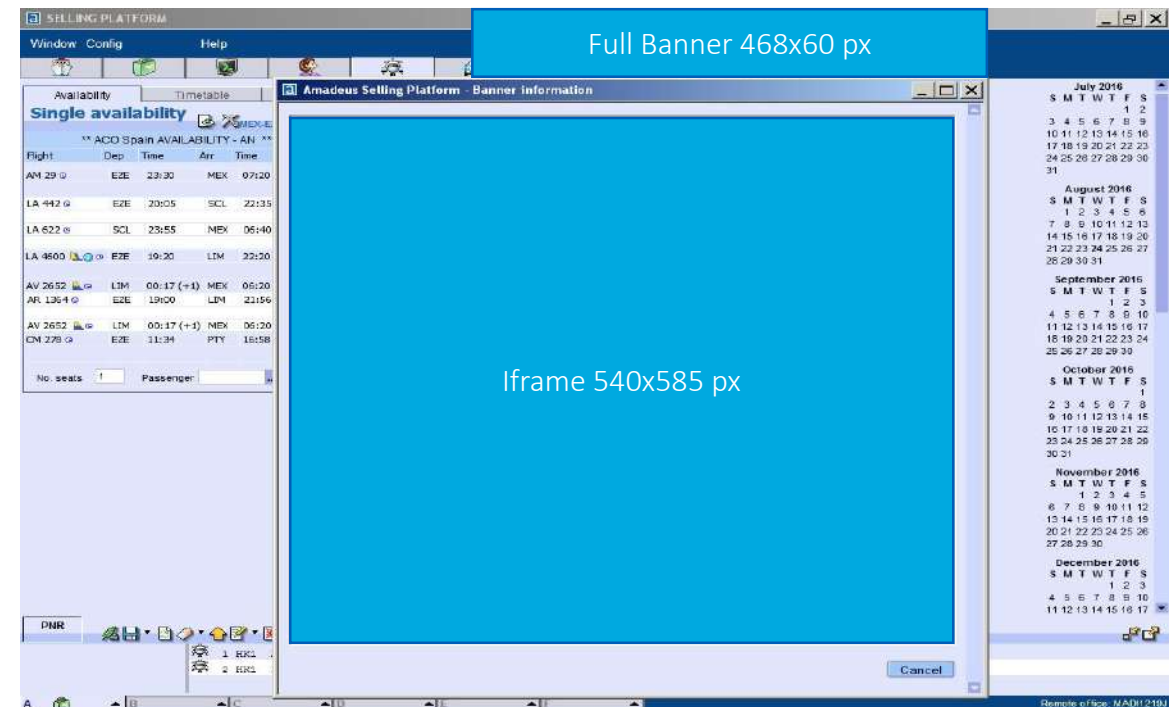
- The most popular platform for Travel Agencies to search & book travel content, globally.
- Influence the travel agent's decision, during key phases of the shopping and booking flow.

## Value to Advertisers

- ✓ Stand out and catch travel agent's attention as they search and book travel content
- ✓ Increase and protect your market share on strategic routes
- ✓ Differentiate your offer from the competition
- ✓ Increasing your brand awareness and promote ancillary services

## Campaign Targeting Criteria

Travel Agency Office	Provider Type	Date	Language
Board Point	Provider Code	Class	
Off Point	Carrier Code	Flight Number	
Banner	Dimensions	Size	Format
Half Banner	468 x 30 px	40 kb	JPEG/ GIF
Full Banner	468 x 60 px	40 kb	JPEG/ GIF
Square Pop up	250 x 250 px	40 kb	JPEG/ GIF
IFrame	540 x 585 px	80 kb	Image or URL Video is supported



Monthly Audience Overview	
Countries available	Worldwide (190+ Markets)
Audience	More than 100,000 Travel Agencies Offices
Monthly Ad Impressions	4.5 Million

### Description

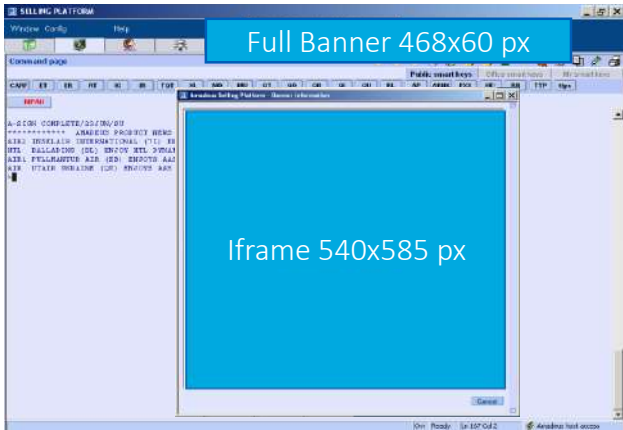
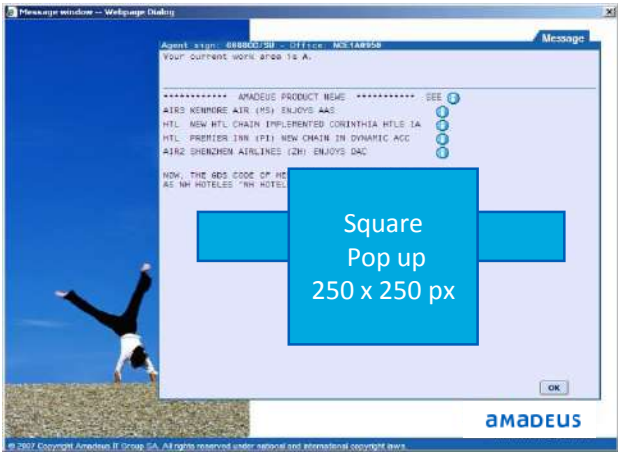
Position your marketing message on the first screen seen when travel agents log into the Amadeus system.

### Value to Advertisers

- ✓ Build brand awareness as Travel Agents logon to the Amadeus travel reservation system.
- ✓ A premium display location: make your brand stand out in the minds of travel agents, around the world.
- ✓ Promote news and events, corporate awareness campaigns and operational communications.

### Targeting Criteria

Travel Agency Office	Provider Type	Date	Language
Board Point	Provider Code	Class	
Off Point	Carrier Code	Flight Number	
Banner	Dimensions	Size	Format
Half Banner	468 x 30 px	40 kb	JPEG/ GIF
Full Banner	468 x 60 px	40 kb	JPEG/ GIF
Square Pop up	250 x 250 px	40 kb	JPEG/ GIF
IFrame	540 x 585 px	80 kb	Image or URL
Video is supported			





## Monthly Audience Overview

Countries available	Worldwide (190+ Markets)
Audience	More than 100,000 Travel Agencies Offices
Air Monthly Ad Impressions	90,956,880
Hotel Monthly Ad Impressions	2,577,400
Car Monthly Ad Impressions	181,799

## Description

The principal screen seen by travel agents when they book air fares, make hotel reservations or check car rental availability.

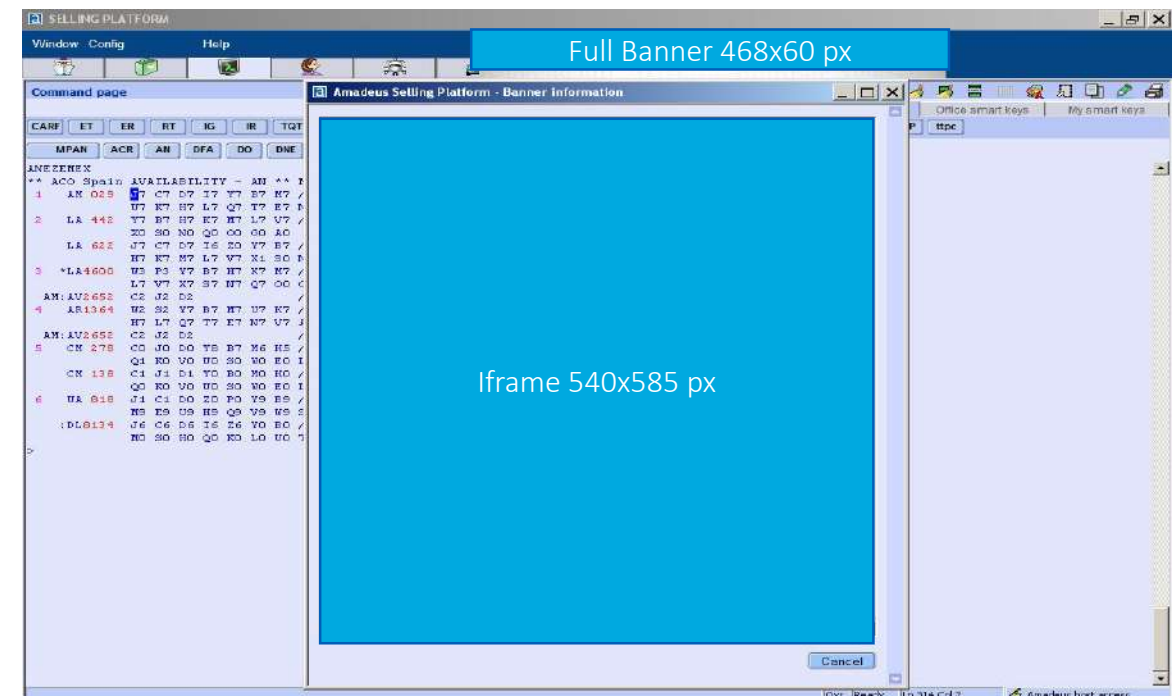
## Value to Advertisers

- ✓ Click-to-book banner option
- ✓ Dynamic Pricing banners
- ✓ Display valued-added services to agents, as they search
- ✓ Highlight your featured offering
- ✓ Promote bundled or un-bundled services
- ✓ Promote new routes, services, promotional fares or frequency changes

## Targeting Criteria

Travel Agency Office	Provider Type	Date	Language
Board Point	Provider Code	Class	
Off Point	Carrier Code	Flight Number	
Banner	Dimensions	Size	Format
Half Banner	468 x 30 px	40 kb	JPEG/ GIF
Full Banner	468 x 60 px	40 kb	JPEG/ GIF
Square Pop up	250 x 250 px	40 kb	JPEG/ GIF
Photo	120x90 px	20 kb	Image
IFrame	540 x 585 px	80 kb	Image or URL

Video is supported



## Monthly Audience Overview

Countries available	Worldwide (190+ Markets)
Audience	More than 100,000 Travel Agencies Offices
Monthly Ad Impressions	46,566,753

## Description

Advertising banner campaign slot to support the cross sell and up sell of additional services. On completing the booking, additional services can be offered to travel agents, such as ancillary services (seats, bags, fare families etc.).

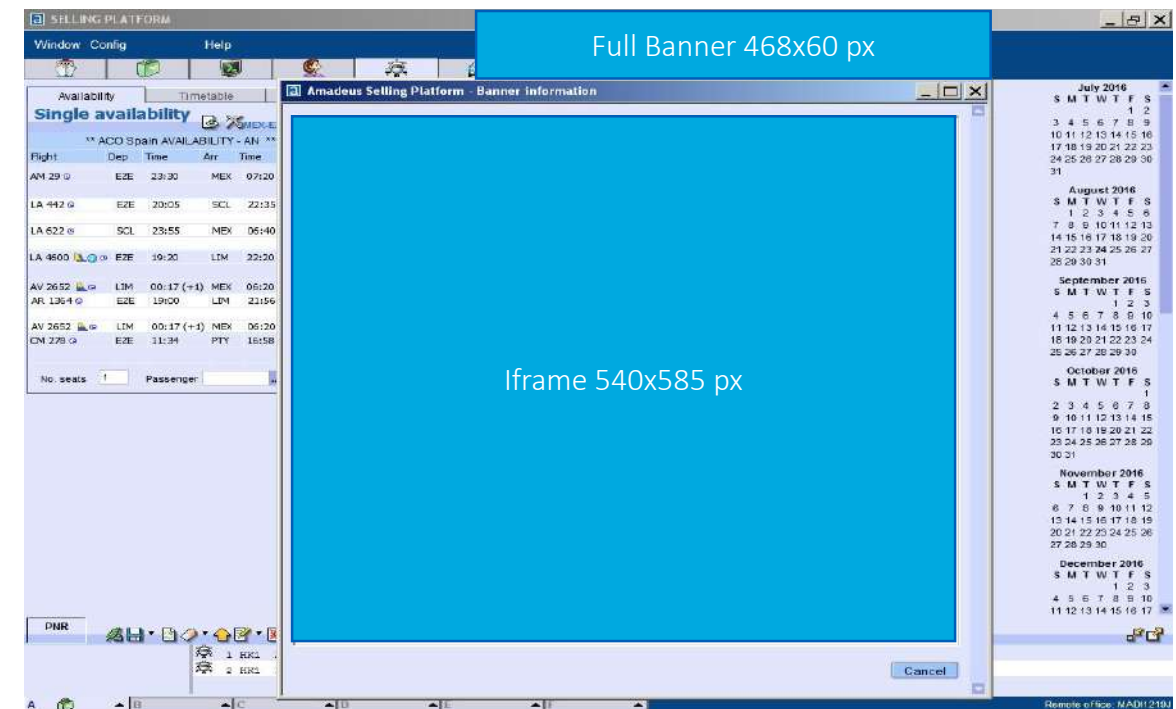
## Value to Advertisers

- ✓ Up-sell and Cross-sell additional content, once the booking has been made.
- ✓ Encourage sales on your preferred partners.
- ✓ Promote Ancillaries Services, such as Seats, Bags and Fare Families.

## Targeting Criteria

Travel Agency Office	Provider Type	Date	Language
Board Point	Provider Code	Class	
Off Point	Carrier Code	Flight Number	
Banner	Dimensions	Size	Format
Half Banner	468 x 30 px	40 kb	JPEG/ GIF
Full Banner	468 x 60 px	40 kb	JPEG/ GIF
Square Pop up	250 x 250 px	40 kb	JPEG/ GIF
Iframe	540 x 585 px	80 kb	Image or URL

Video is supported



## Monthly Audience Overview

Countries available	Worldwide (190+ Markets)
Audience	More than 100,000 Travel Agencies Offices
Monthly Ad Impressions	90,956,880

## Description

Display value-added flight services to differentiate your airline's product from competition, right at the availability display. Highlight your featured offering through an on-screen label, short text description, images and a list of applicable booking classes.

## Value to Advertisers

Best time to promote bundled or unbundled services:

- ✓ Ancillary services (seats, baggage, meals and fare families...)
- ✓ Differentiate your service offering for different cabin classes.
- ✓ Promote Loyalty programmes.

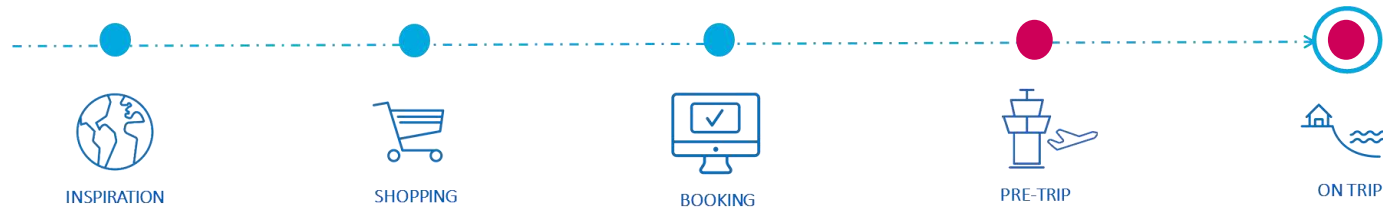
## Targeting Criteria

Travel Agency Office	Provider Type	Date	Language
Board Point	Provider Code	Class	
Off Point	Carrier Code	Flight Number	
Banner	Dimensions	Size	Format
Flight Feature	120 x 90 px	20 kb	JPEG/ GIF
Explanatory Text	160 Characters (80 characters max. on 2 lines)		
Message Label	9 Characters max. on 1 line		

The screenshot shows the Amadeus flight availability interface. The main window displays a table of flight options. A section titled 'Single Neutral availability' is highlighted. Below this section, there is a table with columns: Flight, Dep, Time, Arr, Time, T, Dur, S, Typ, P, and Classes. The table lists several flight options, including IB 3645, U2 7938, IB 3639, VY 6413, VY 1081, AZ 7362, IB 8713, and AF 5565. A blue box highlights a '120 x 90 px' area, and a yellow box highlights an 'Explanatory text' area. The interface also includes a menu bar with 'Window', 'Config', and 'Help' options, and a toolbar with various icons.

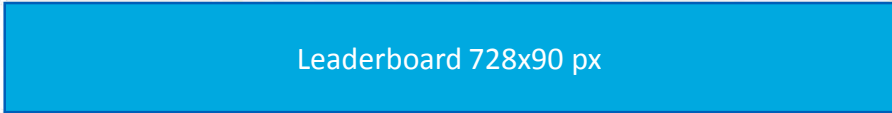


# Travel Documents – Graphical and direct to the traveller



Monthly Audience Overview			
Number of documents sent		2,550,280	
Monthly Ad Impressions		45,123,512	
Number of Countries		170	
Description			
Trip confirmation emails and documents issued by travel agencies to confirmed travellers in 170 markets. Sent in two formats (HTML and PDF) with two banner positions (top and bottom). Banners are fully clickable.			
Value to Advertisers			
Interact with a global audience of confirmed travellers before initiating the trip. Accompany them until they reach their destination. Broad range of trip context and traveller related targeting criteria available.			
Targeting Criteria			
IP Address	Provider Type	Cabin Class	Gender
Travel Agency Office	Provider Code	Flight Number	Travel Group
Board Point	Carrier Code	Language	Affluence
Off Point	Date	Nationality	
Banner	Dimensions	Size	Format
Leaderboard	728x90px	200 kb	JPEG/ GIF

<b>Your trip</b>		Booking ref: <b>22NVZY</b>	<a href="#">Check My Trip</a>
		Issued date: <b>26 November 2015</b>	
Traveler	<b>Mr Natarajan</b>	Agency	<b>SCHOONER VIAGGI SRL</b>
			<b>Via Manzoni, 7</b>
			<b>CASATENОВО</b>
		Telephone	<b>+390392915820</b>
		Fax	<b>+390399202652</b>



Monday 21 December 2015



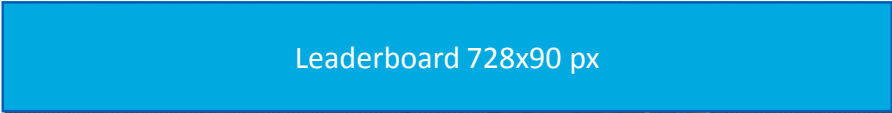
**Avianca AV 146**

Departure	21 December 10:22	Lima, (Jorge Chavez Intl) (+)
Arrival	21 December 13:32	Medellin, (Jose Maria Cordova Intl) (+)
Duration	03:10 (Non stop)	
Booking status	Confirmed	
Class	Economy (V)	
Baggage allowance	2PC	
Equipment	EMBRAER 190	
Meal	Meal	
Operated by	Trans American Airlines - Taca Peru,	


**Ticket details**

E-ticket AV 134-9326557480 for Natarajan


<b>Ecological information</b>	
Calculated average CO2 emission is 232.92 kg/person	
Source: ICAO Carbon Emissions Calculator	
<a href="http://www.icao.int/environmental-protection/CarbonOffset/Pages/default.aspx">http://www.icao.int/environmental-protection/CarbonOffset/Pages/default.aspx</a>	
<b>Airline Booking Reference(s)</b>	
AV (Avianca): 22NVZY	



Monthly Audience Overview			
Countries Available	72		
Total Ad Impressions	995,671		
Air Corsica Passengers	102,000	Czech Airlines Passengers	164,500
Aigle Azur Passengers	153,500	Seaport Passengers	8,167
Royal Air Brunei Passengers	99,917	Garuda Indonesia Passengers	8,508,859
Air Mauritius Passengers	122,333	Singapore Airlines Passengers	7,225,811
Description			
A range of advertising channels offered by our partner Airlines, including passenger Boarding Passes, E-ticket receipts and web & mobile check-in screens.			
Value to Advertisers			
Connect with airlines passengers before they take off: at booking confirmation or during the check-in process. Airline travel documents are reviewed regularly by passengers prior to and during the trip. Broad range of trip context and traveller related targeting criteria available.			
Document Types			
Printed Boarding Pass	Itinerary	Boarding Pass (email or PDF)	
Web/Mobile check-in screens	Web Confirmation Screens		
Targeting Criteria			
IP Geolocation	Date		
Language	Carrier Code		
Board Point	Flight Number		
Off Point			
Banner	Dimensions	Size	Format
Leaderboard	728x90 px	200 kb	JPEG/GIF
Mobile Leaderboard	320x50 px	50 kb	JPEG/GIF



Security nb: 1 - Ticket: 064241094403101



### Boarding Pass

**RUSU/PAUL**

FLIGHT	SEAT	LATEST BOARDING TIME	GATE
OK 4654	7A	19:30	Check monitors

20:00

28 Jun 2015

FROM

PRG

Terminal 1

TO


LGW

Terminal 2


20:55

28 Jun 2015


#### TRAVEL INFORMATION




**Boarding pass information**  
Airport authority requires that you present your boarding pass. You can print it, receive it by SMS or collect it at the airport.




**Travel documents**  
Please note that the passenger is responsible for the validity of passport and other travel documents for the complete journey.



**Other information**  
Gate subject to change. Gate closing 15 min before departure. Services: LOUG



**Checked baggage allowance**  
1 pcs



**Carry-on baggage allowance**  
Business:  
2 bags total 12 kg  
Flexi:  
1 bag 12 kg  
Standard:  
1 bag 8 kg


**FREQUENT FLYER**  
None

**CLASS OF TRAVEL**  
U ECONOMY \*U\*8


**BOOKING REFERENCE**  
YQYJ3M

**TICKET**  
ETKT  
064241094403101


#### NEXT STEPS




**Note**  
Please reserve enough time for baggage check-in, security control and boarding.




**Carry-on baggage only**  
Proceed to gate when you have carry-on bag only and required boarding passes.




**Baggage drop closing time**  
Take your baggage to the Baggage Drop desk at the latest by 06:20.



**Boarding**  
Please report at the boarding gate at the latest by 06:30.



**Departure**  
Czech Airlines wishes you a nice flight.



Security nb: 1 - Ticket: 064241094403101

Leaderboard 728x90px

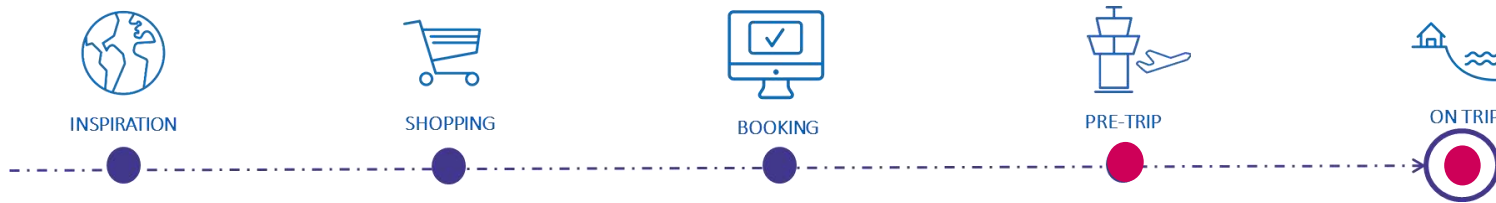
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amadeus 20

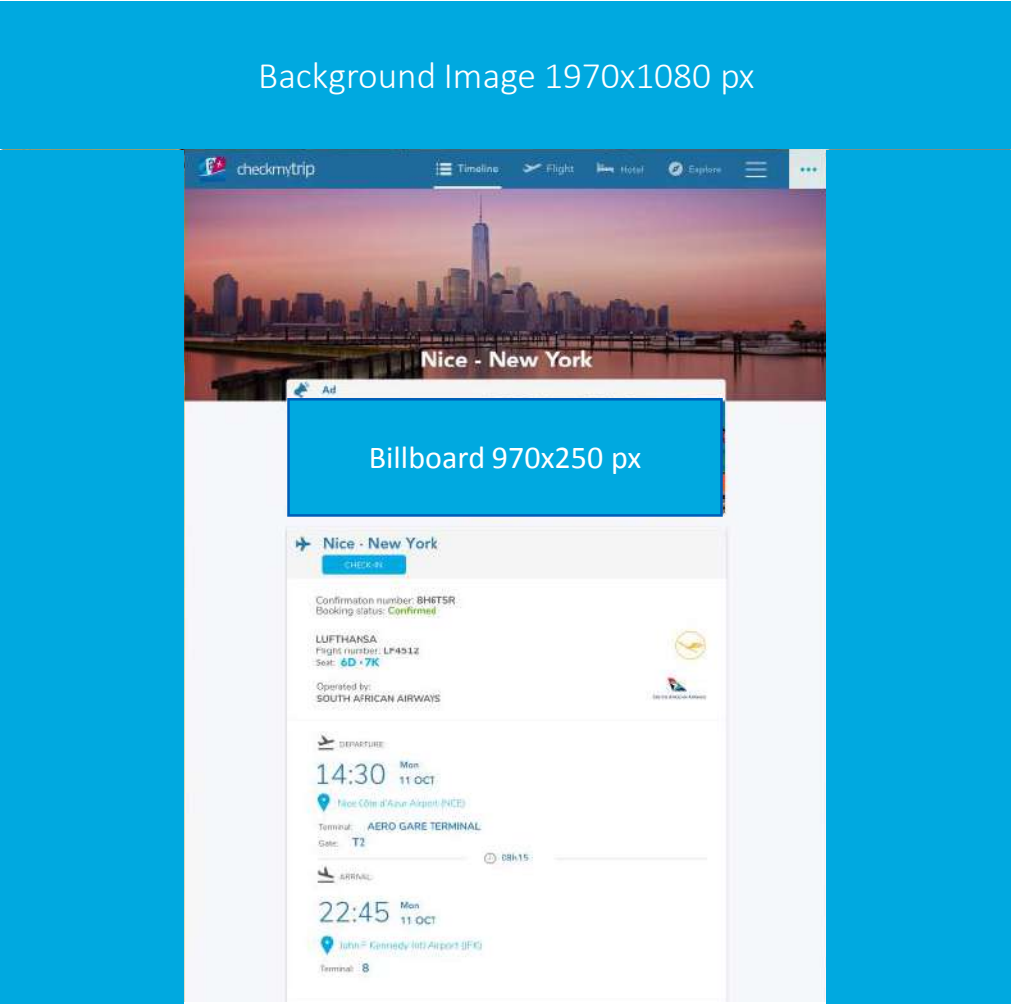


# 4

## CheckMyTrip – A leading travel website and mobile application



Monthly Audience Overview			
Sessions	3,233,689	Bounce rate	8.17%
Users	1,976,997	% New Sessions	50.51%
Page Views	20,722,511	Ad Impressions Itinerary Page	8,508,859
Page/Session	6.41	Ad Impressions login Page	7,225,811
Average Session Duration	03:51 min	Countries Available	Worldwide
Description			
Website used by travellers to check and manage present and future trips. The site also includes trip tools and notification services to communicate to travellers any change to their scheduled trip.			
Value to Advertisers			
Reach a wide audience of regular travellers before, during and after their trip experience. Use trip context and traveler socio-demographic data to target campaigns with unparalleled precision.			
Targeting Criteria			
IP Geolocation	Travel Agency Office	Gender	
Language	Date	Trip Type	
Board Point	Carrier Code	Affluence	
Off Point	Flight Number	Connection Point	
Banner	Dimensions	Size	Format
Billboard	970x250 px	200 kb	JPEG/GIF
Background Image	1920x1080 px	300kb	JPEG/GIF



### Monthly Audience Overview

Sessions	804,348	% New Sessions	11.42%
Accumulated Downloads	1,063,538	Ad Impressions Itinerary Page	8,508,859
Screen Views	7,008,914	Ad Impressions Login Page	1,291,852
Screen/Session	8.71	Countries Available	Worldwide
Average Session Duration	10:21 min		

### Description

Mobile app used by a growing base of travellers to check and manage present and future trips. The app includes value-added trip tools and notification services to communicate to travelers any changes to their scheduled trip.

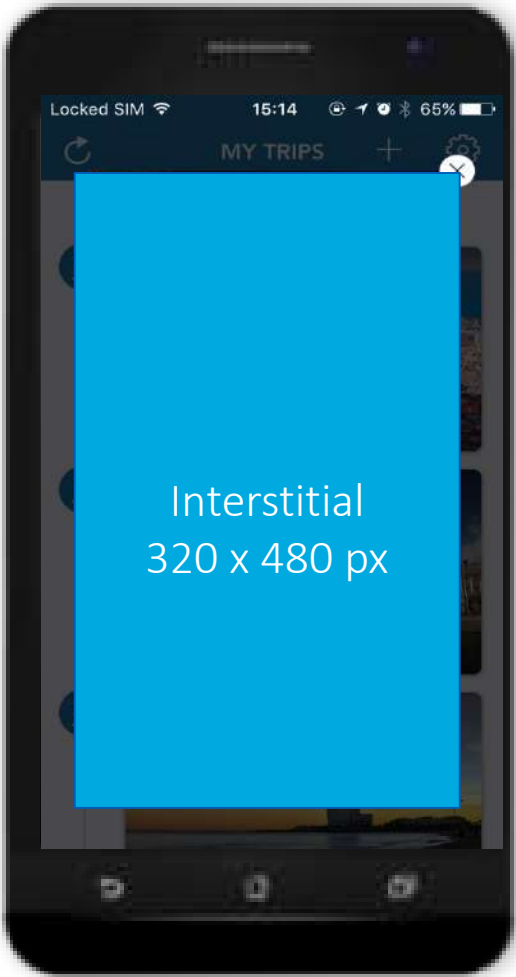
### Value to Advertisers

Reach a wide audience of travellers before, during and after the trip experience. Use travel context and socio-demographic data to target campaigns along the mobile supported travel experience and to contextualize in-app offers.

### Targeting Criteria

IP Geolocation	Date
Language	Gender
Board Point	Travel Group
Off Point	Affluence
Travel Agency Office	Trip Context

Banner	Dimensions	Size	Format
Mobile Promotion	600x300 px	200 kb	JPEG/ GIF
Mobile Leaderboard	320x50 px	50 kb	JPEG/ GIF
Medium Rectangle	300x250 px	40 kb	JPEG/ GIF
Interstitial	320x480 px	50 kb	JPEG/ GIF
Large Mobile Banner	320x100 px	50 kb	JPEG/ GIF
Mobile Banner	320x50 px	50 kb	JPEG/ GIF



For more information,  
contact one of our **Media Specialists**



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Or visit our [website](#)