

HSMA Deutschland e.V

Restarting 2021

Corporate Travel Outlook

Christiane Schmidt
Amadeus IT Group
15 April 2021

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Amadeus in a few words: Our customers



travel agencies,
online travel agencies,
tour operators and
corporations
worldwide



480+ airlines



128 airport
operators



129 ground
handlers



+1.6M unique
hotels



90+ rail
operators



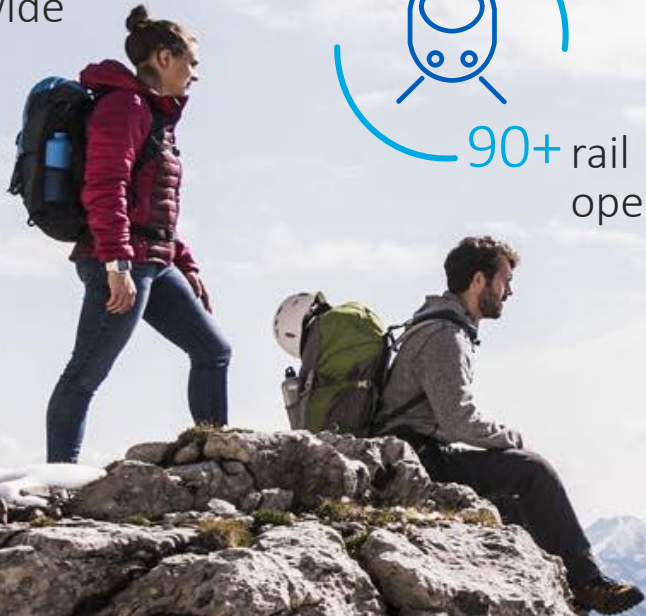
69 mobility
providers



32 insurance
provider
groups

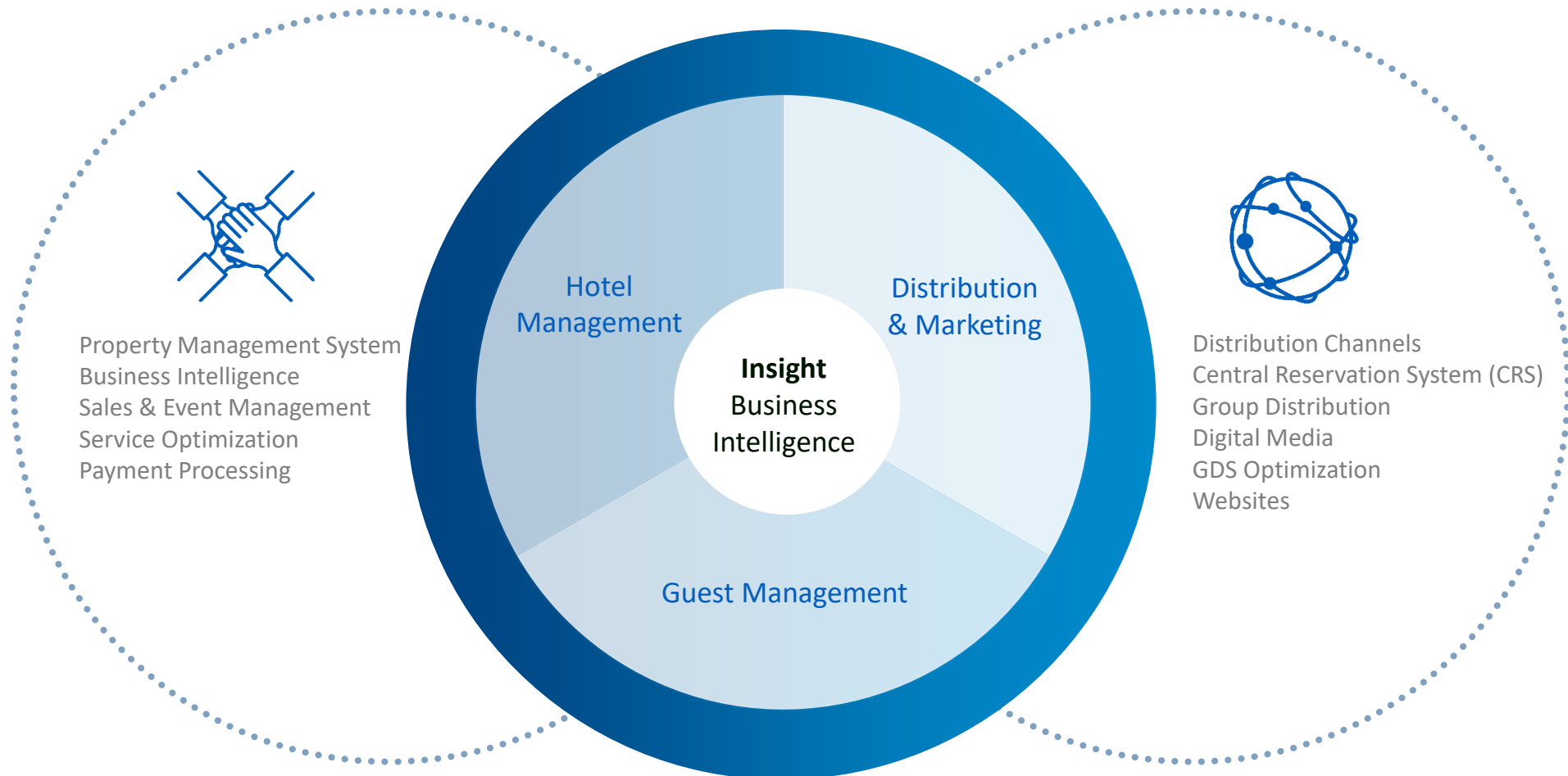


21 cruise
and
ferry
lines



Drive Profitable Demand and Enhance the Guest Experience

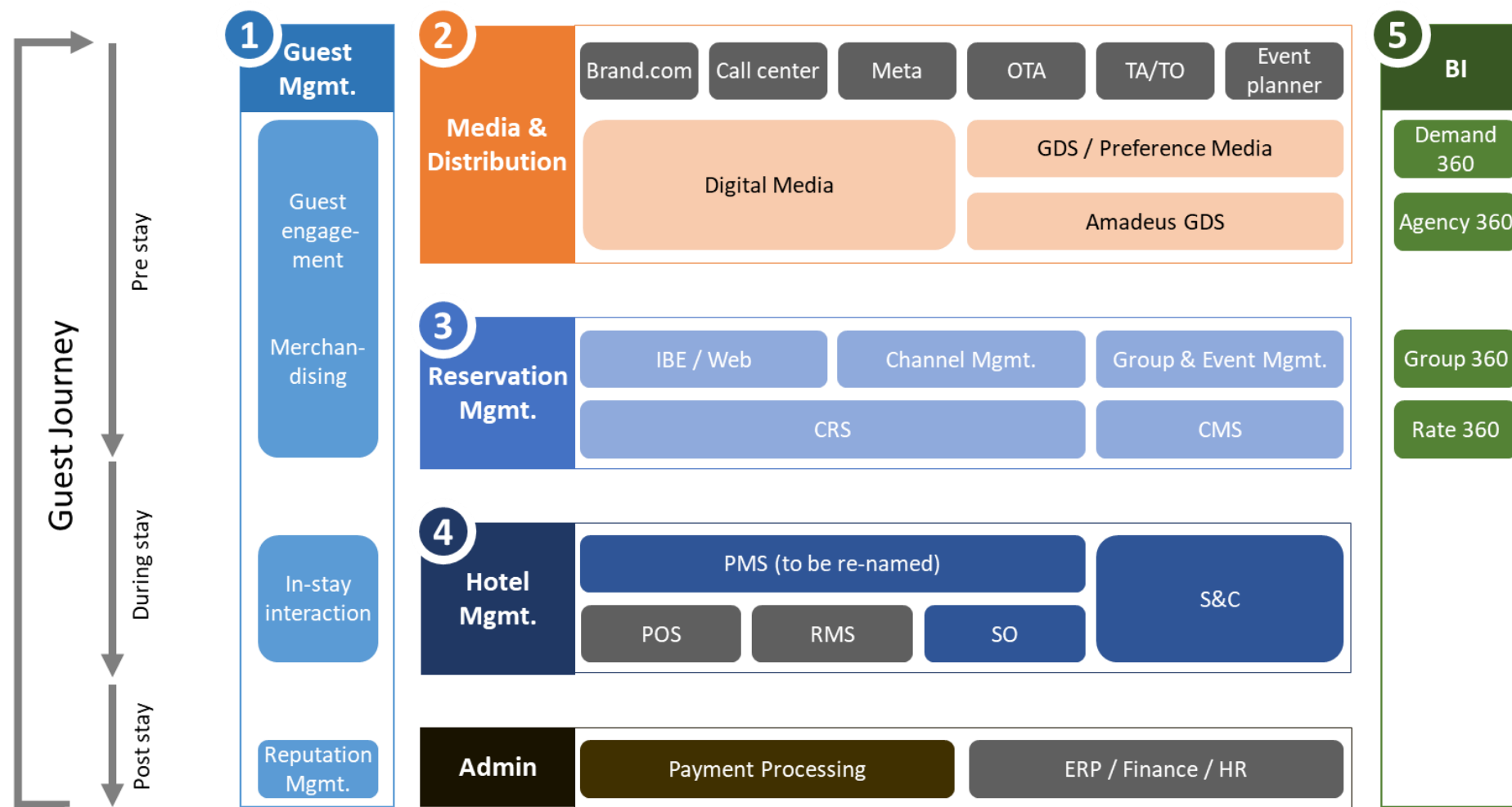
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Amadeus & TravelClick: together this is a Hospitality operating blueprint arranged to follow the guest journey

Amadeus recognize hotels have end-to-end solutions requirements:

1. Focus on consistent guest interactions & experience
2. Distribute content to acquire audiences across channels
3. Drive reservation conversion & increase RevPAR through merchandising
4. Deliver efficient on-site experiences
5. Optimize the journey through intelligent insights



Non 1A focus, 3rd party integration

Introduction



Christiane Schmidt

Director of Sales

8 Years with Amadeus Hospitality / TravelClick

Christiane started in the Hotel industry as an apprentice in Garmisch-Partenkirchen, then studied Hotel Management in Heidelberg and Florida and has worked in various roles within the industry for Starwood Hotels in Boston, New York City and Washington DC before moving to Berlin as Regional Director Sales & Marketing for Westin Hotels. In 2013 she took on the role as Director of Sales for Germany & Switzerland at TravelClick, now Amadeus Hospitality and used her hotel experience to support clients, advise them on relevant technology and consult on strategies.

Agenda (15 Minutes)

01 Market Insights Germany

02 The Future of Travel – Trend Developments

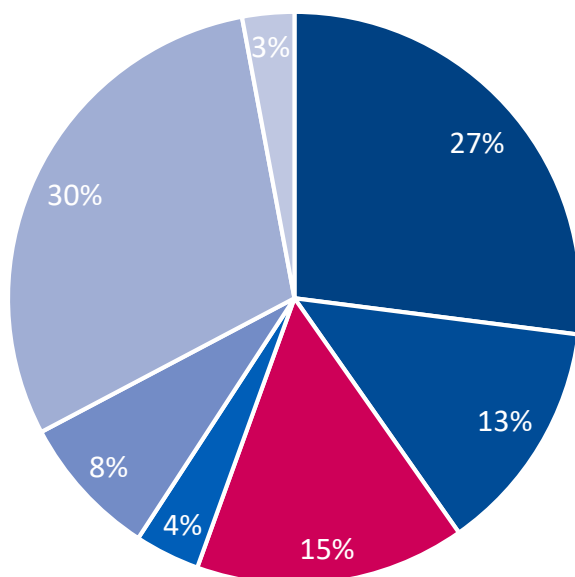
03 Takeaways for the Hospitality Industry

Agenda

01 Market Insights Germany and worldwide

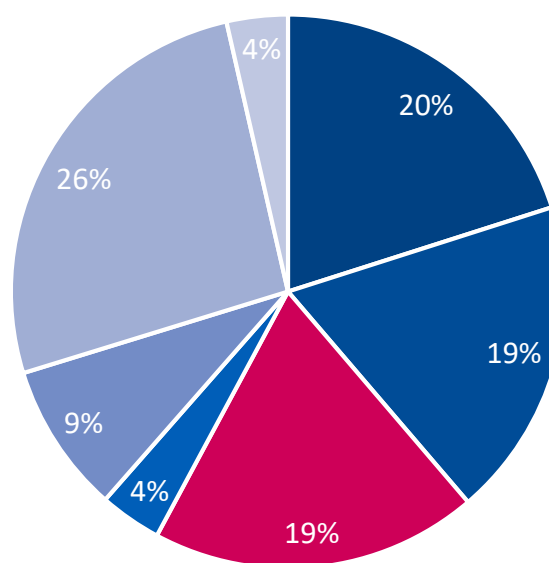
Q1 segmentation YoY | Worldwide

Q1 2021



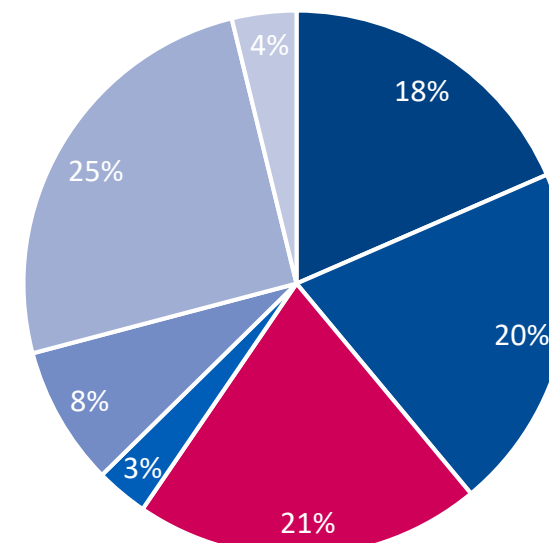
■ Discount ■ Group Sold ■ Negotiated
■ Other ■ Qualified ■ Retail
■ Wholesale

Q1 2020



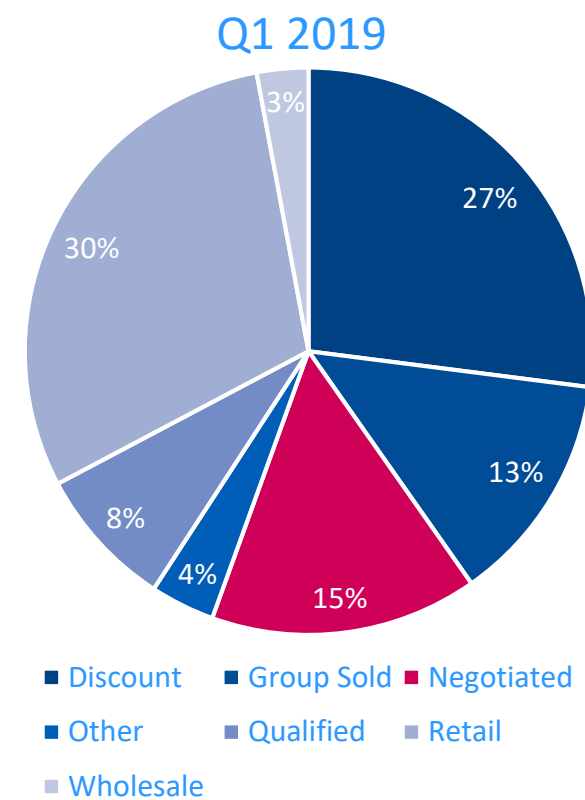
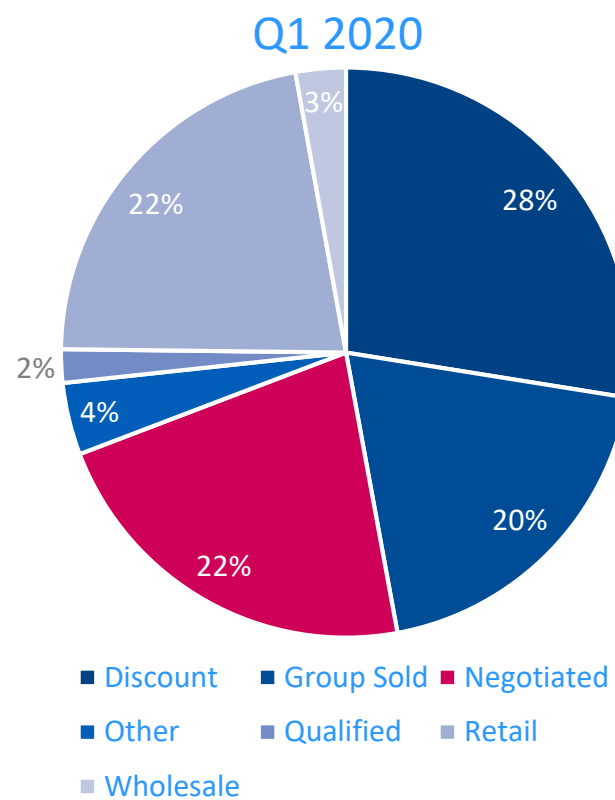
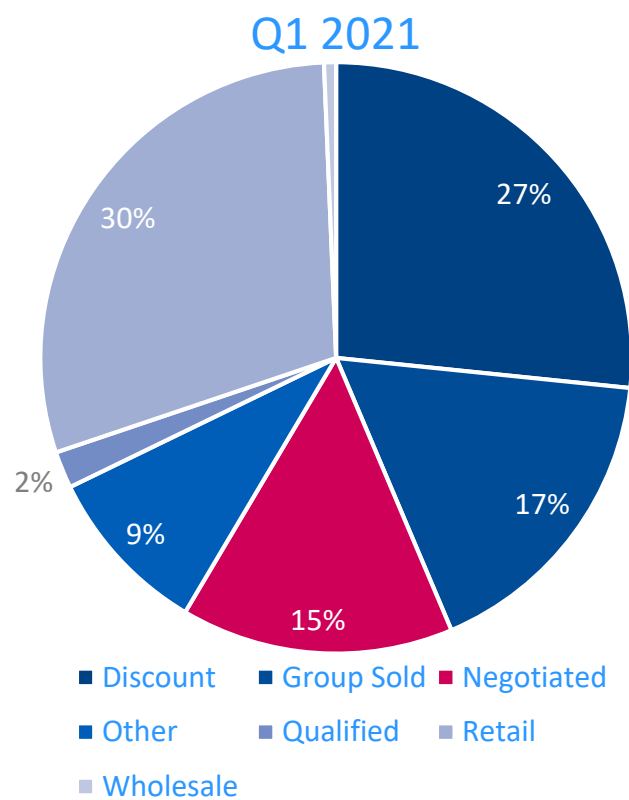
■ Discount ■ Group Sold ■ Negotiated
■ Other ■ Qualified ■ Retail
■ Wholesale

Q1 2019



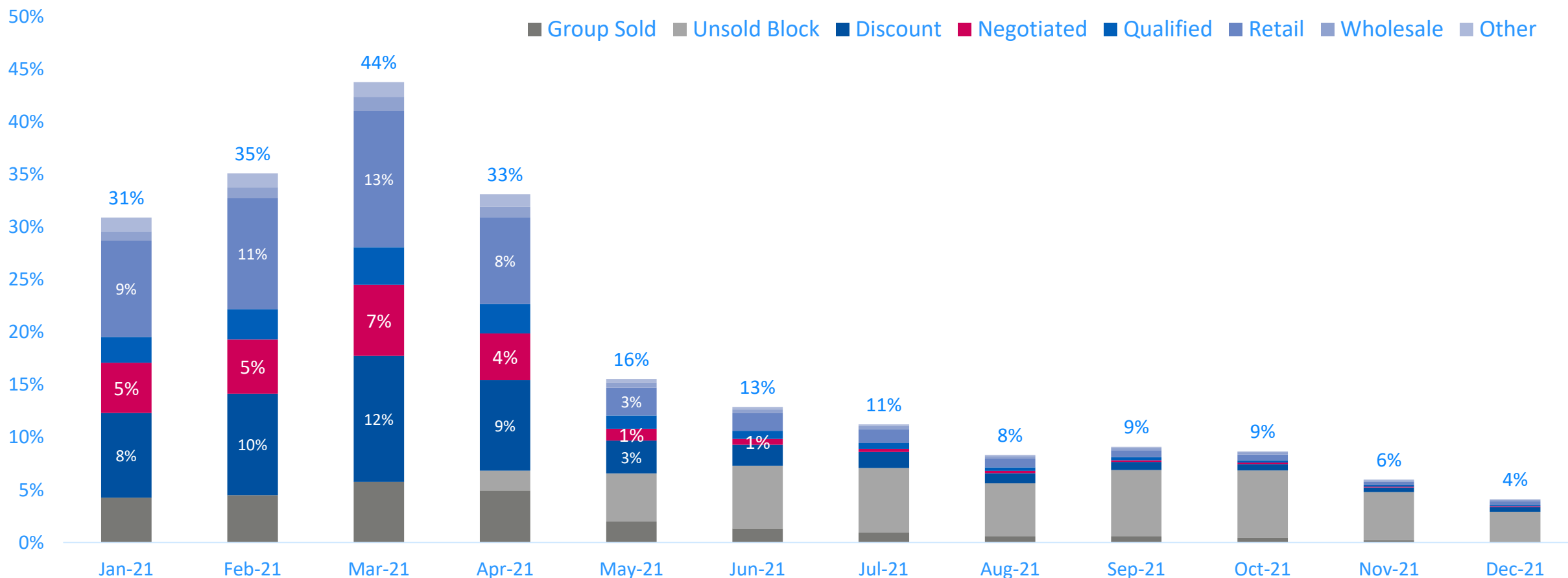
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Q1 segmentation YoY | Germany



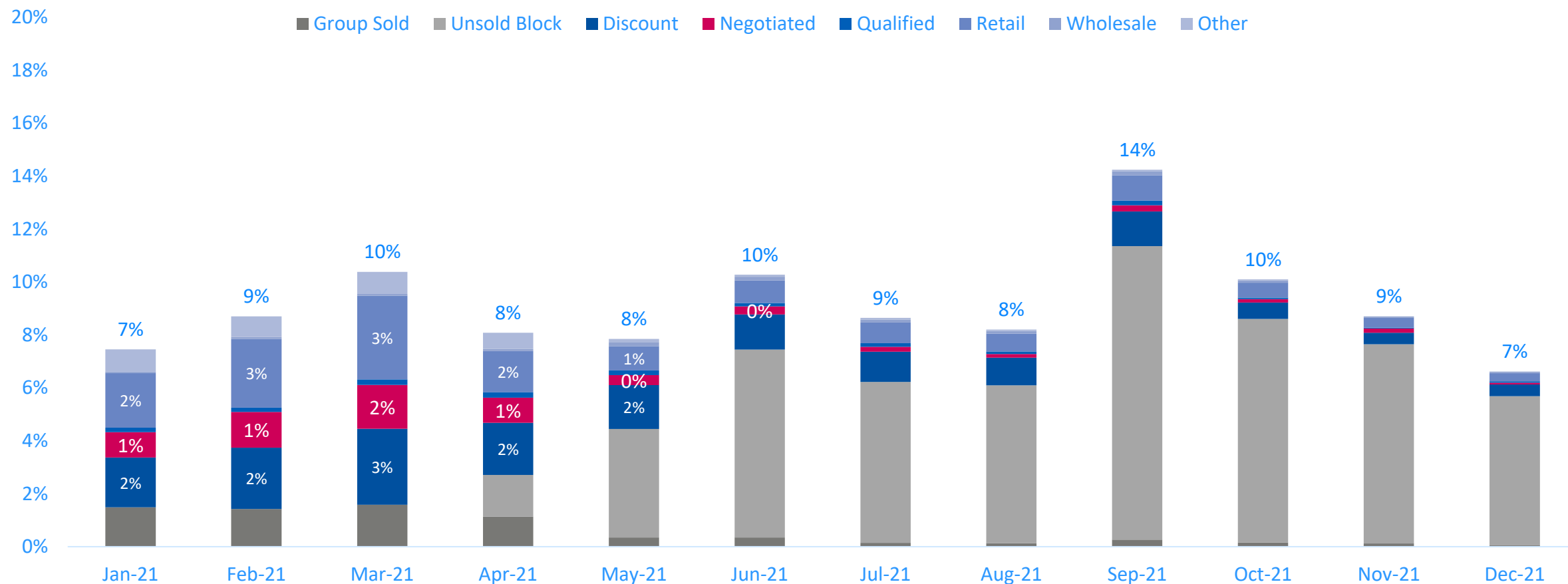
2021 Monthly segmentation | Worldwide

Negotiated business is consistently growing in 2021



2021 Monthly segmentation | Germany

Among limitations, Corporate is also picking up in Germany

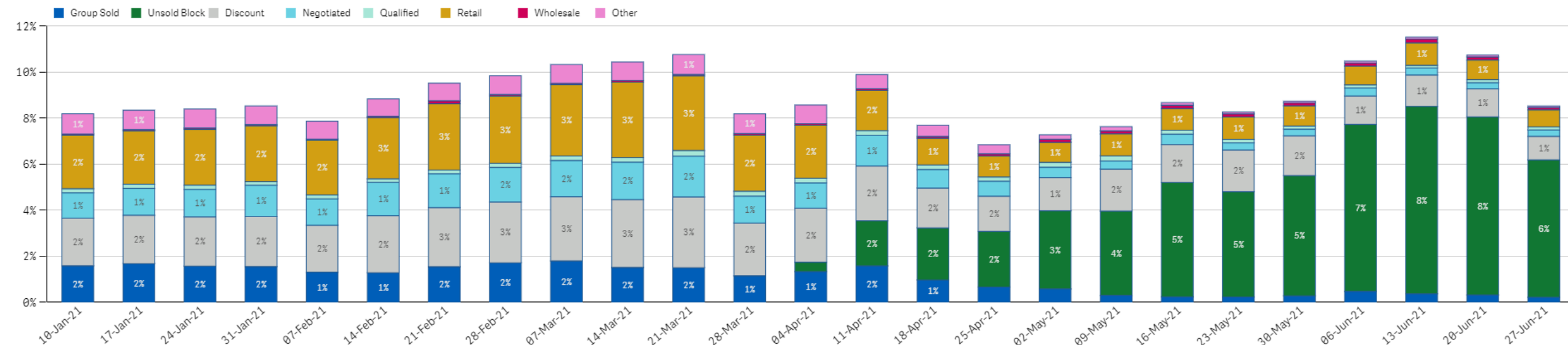


Germany Segmentation

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Occupancy % by Market Segment

Market: Germany

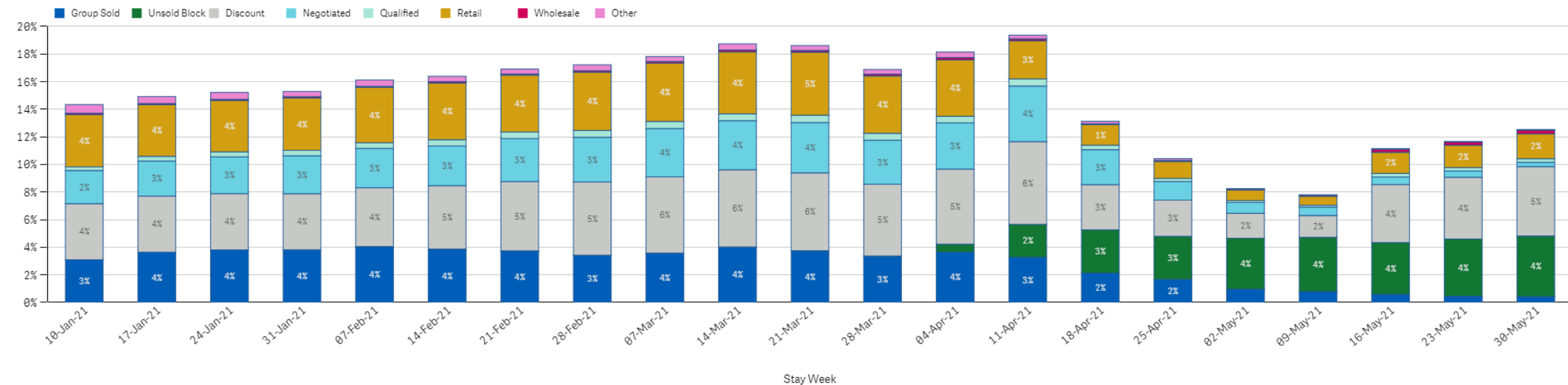


UK Segmentation



Occupancy % by Market Segment

Market: United Kingdom

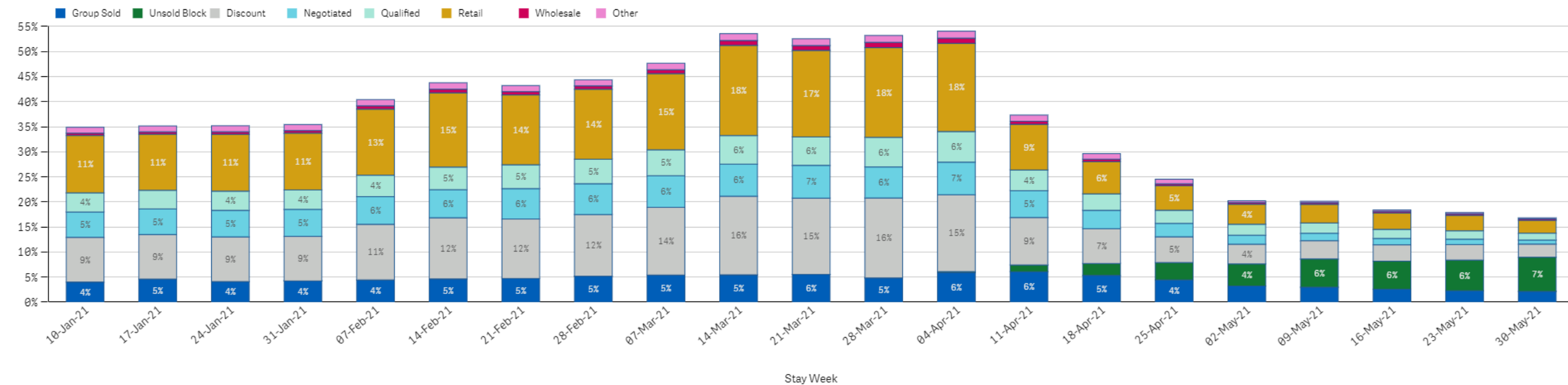


USA Segmentation



Occupancy % by Market Segment

Market: United States



Amadeus' Demand360® data as of April 12th

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Agenda

02 The Future of Travel – Trend Developments

2020 – The Big Shift

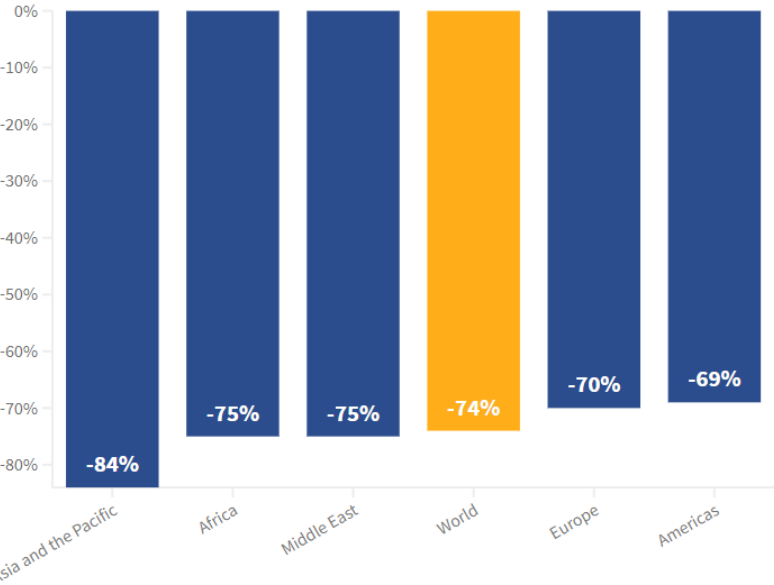
A Year of significant global disruption in the travel industry

HOTELS

	2020			2019			YOY % Change		
	Occ	ADR	RevPAR	Occ	ADR	RevPAR	Occ	ADR	RevPAR
Asia	33%	\$ 107.46	\$ 35.38	70%	\$ 144.20	\$ 100.65	-53%	-25%	-65%
Europe	25%	\$ 128.87	\$ 32.26	73%	\$ 165.90	\$ 120.39	-66%	-22%	-73%
Greater China	44%	\$ 85.91	\$ 38.19	64%	\$ 96.38	\$ 61.86	-31%	-11%	-38%
Latin America	27%	\$ 113.27	\$ 30.94	62%	\$ 123.57	\$ 77.11	-56%	-8%	-60%
Middle East/Africa	34%	\$ 135.30	\$ 46.50	64%	\$ 161.77	\$ 103.60	-46%	-16%	-55%
North America	38%	\$ 124.90	\$ 46.89	72%	\$ 158.56	\$ 114.53	-48%	-21%	-59%
South Pacific	38%	\$ 161.13	\$ 61.14	79%	\$ 190.04	\$ 150.73	-52%	-15%	-59%
Worldwide	36%	\$ 120.82	\$ 43.18	71%	\$ 153.34	\$ 108.54	-50%	-21%	-60%

INTERNATIONAL ARRIVALS

Change (%) 2020, by region *



Sources: Amadeus Demand360® data / * UNWTO



Recovery Trends

The industry is globally driven by the leisure segment

SEGMENTATION



- _ Leisure travelers are booking more accommodations than business travelers
- _ Leisure is primary travel reason for 64% of Europeans *

LEAD TIME

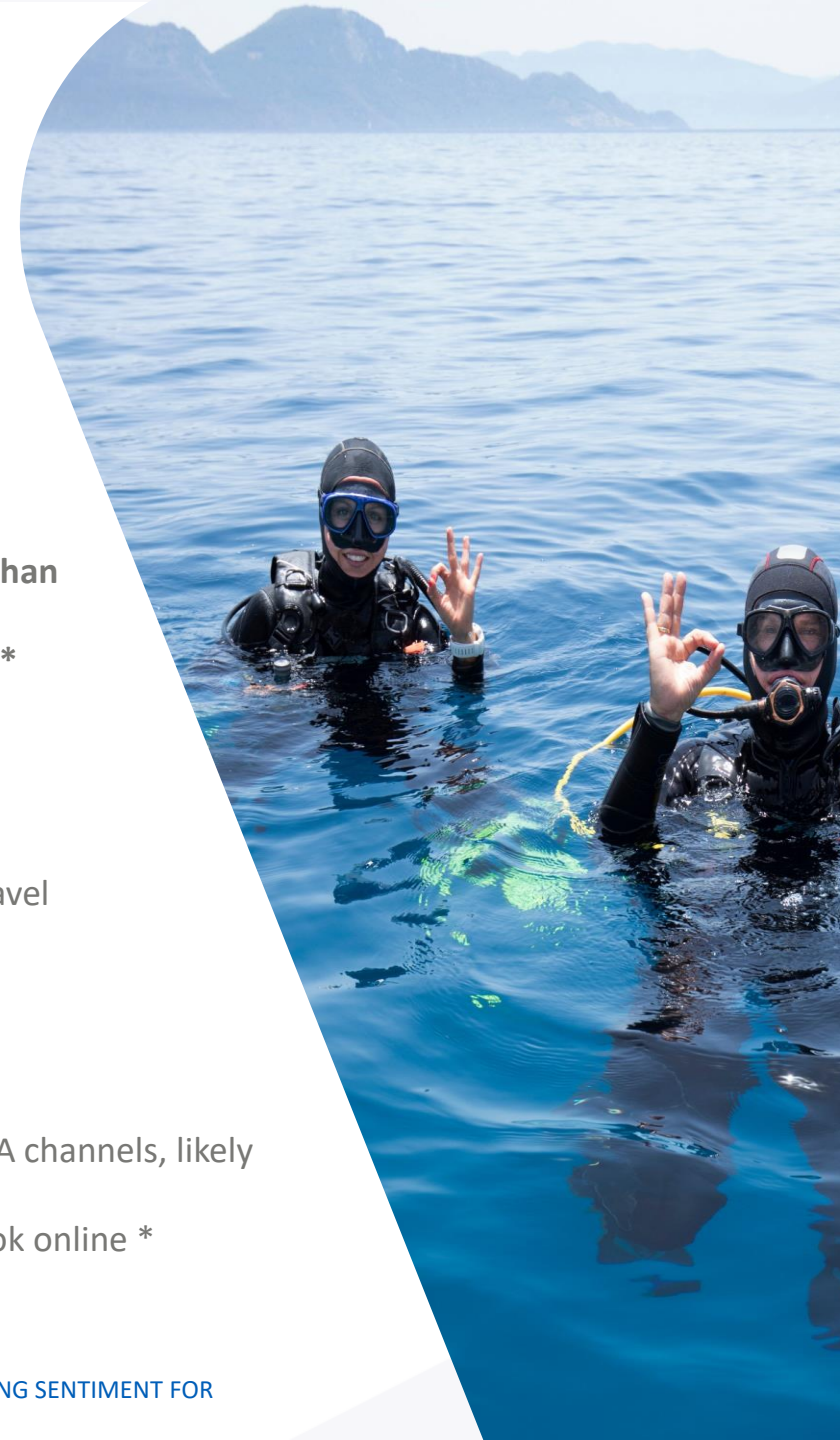


- _ The majority of bookings are made 0-7 days prior to travel

CHANNEL MIX



- _ Globally, travelers are booking more on Direct than OTA channels, likely drive by leisure segment
- _ 75% of Europeans with short-term travel plans will book online *



Recovery Trends

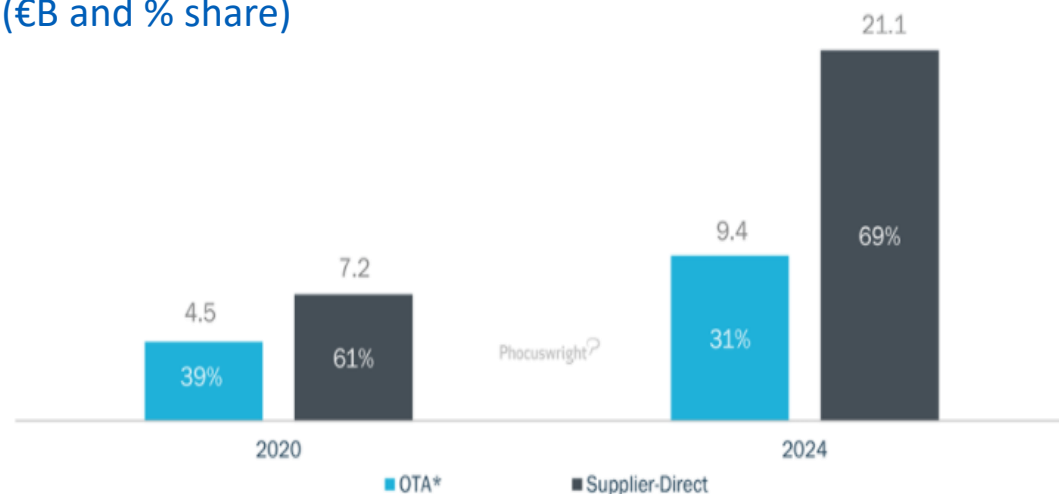
Distribution switching to Direct and Mobile

CHANNEL MIX



- _ Globally, travelers are booking more on Direct and OTA channels, likely driven by leisure segment
- _ 75% of Europeans with short-term travel plans will book online *

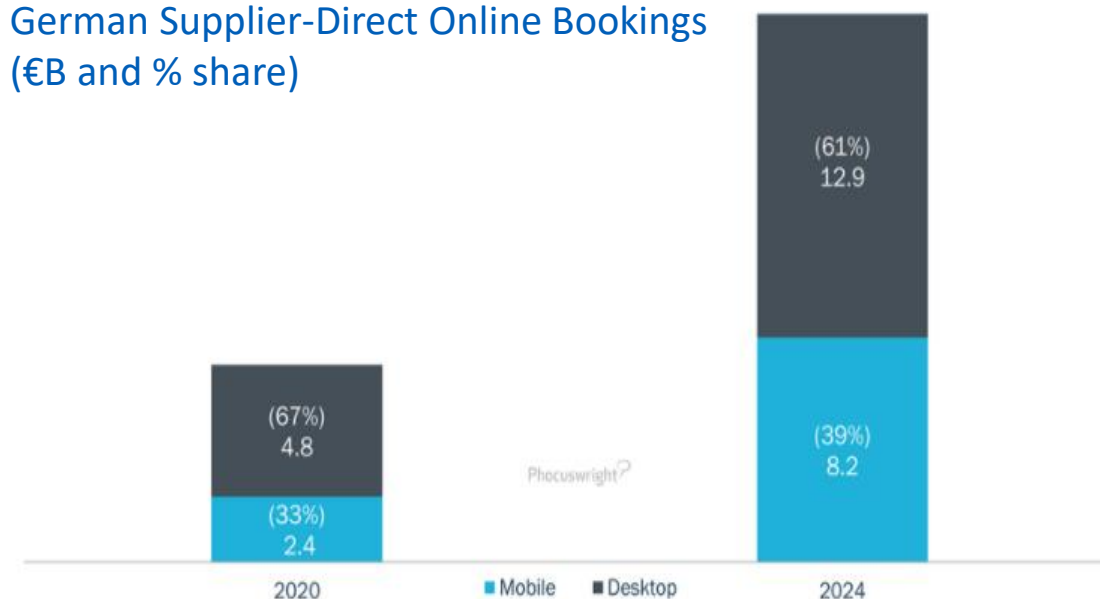
German Online Travel Market (€B and % share)



Note: *OTA bookings express the total transaction value of travel sold via OTAs and assigned to suppliers in each respective source market, excluding sales of non-domestic supply (e.g., hotels in the Middle East, international airlines). See Methodology for complete details. 2020 and 2024 projected.
Source: Germany Travel Market Report 2020-2024

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German Supplier-Direct Online Bookings (€B and % share)



Note: 2020 and 2024 projected.
Source: Germany Travel Market Report 2020-2024

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Traveler planning sentiment is favorable

They are eager to explore the world as soon as travel restrictions are lifted

WILLINGNESS TO TRAVEL

54%

_ of Europeans plan to travel in the next six months, a 7% increase compared to November 2020

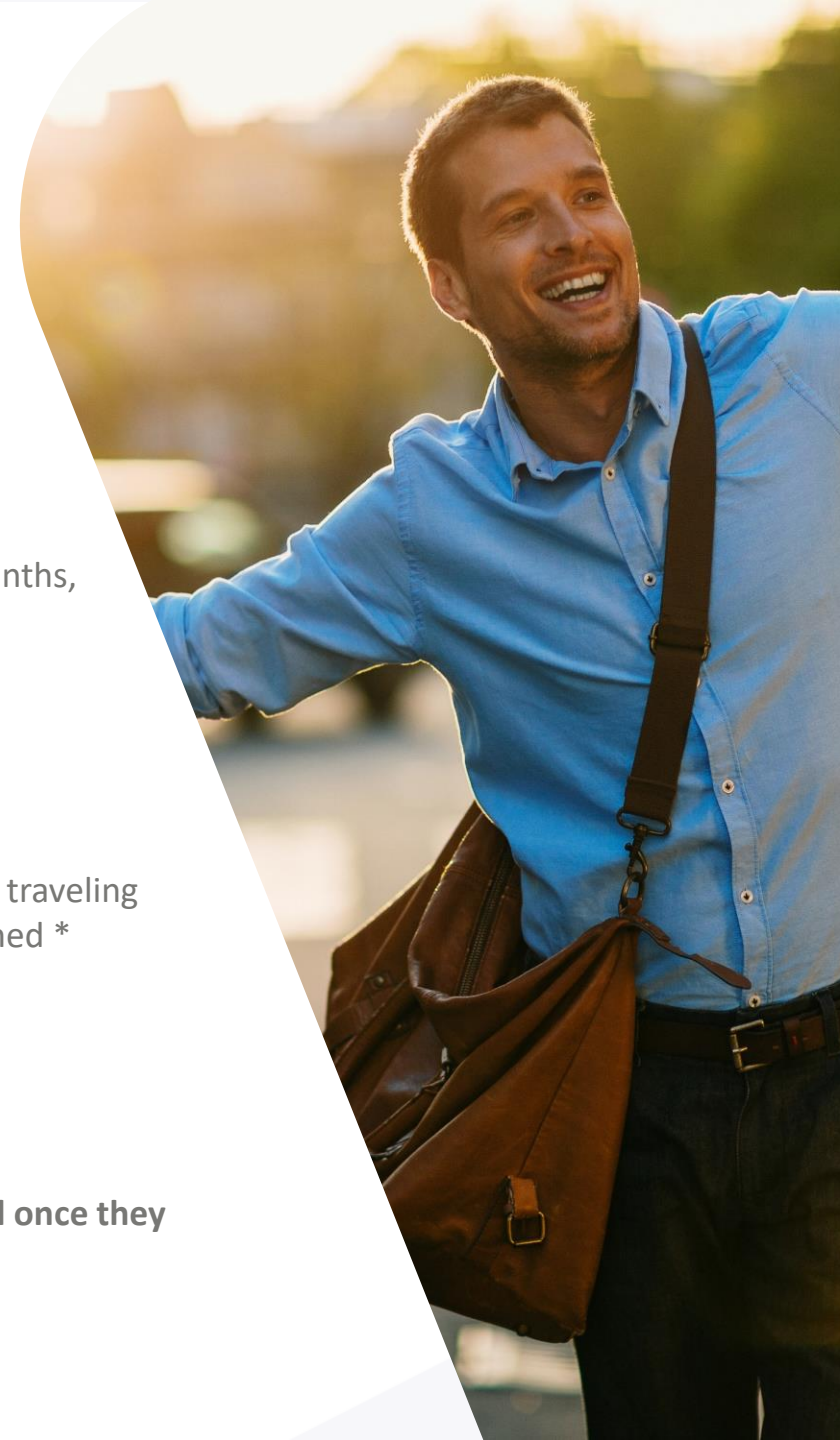
57%

_ of travelers surveyed worldwide expect to be traveling within 2 months of the pandemic being contained *

VACCINE IMPACT

81%

_ believe that they will be more likely to travel once they are vaccinated. *



The evolving traveler journey

Go Local

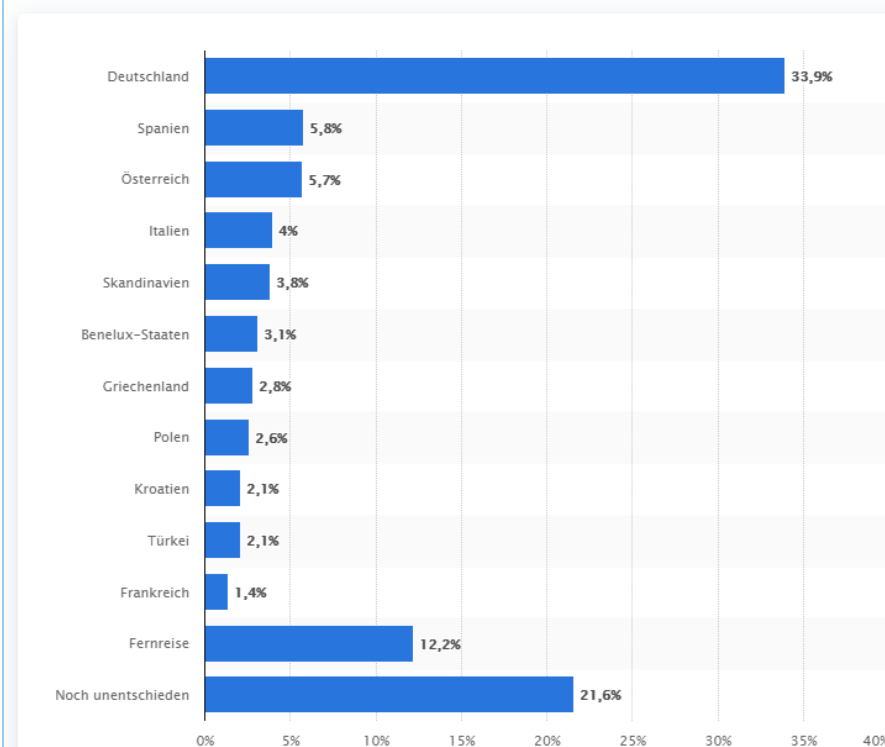
INCREASED
SEARCH FOR
LOCAL
EXPERIENCES



_Shifting Destinations

_Stay on top of local search trends by focusing on regional opportunities

Geplante Reiseziele der Deutschen im Jahr 2021



near me search trend



Source: [BAT Tourismusanalyse](#) / google trends 'near me'

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The evolving traveler journey

Reviewing recent trends, hoteliers must prepare for key shifts in the traveler's journey

CLEANLINESS



- _ Top factor influencing choice of a hotel

FLEXIBILITY



- _ Booking flexibility shifting from perk to expectation

DIGITAL NOMADS



- _ Flexcation/Workcation – travellers untie from traditional schedule constraints
- _ The new traveler searching for hotels delivering work-life balancing services – high demand for serviced apartments



The evolving traveler journey

Reviewing recent trends, hoteliers must prepare for key shifts in the traveler's journey

CONTACTLESS



- _ Acceleration of the contactless services
- _ By August 2020, 50% of Germans used contactless payments *
- _ 80% would download app allowing check-in, check-out and get all hotel information**
- _ 48 % more likely to go to hotel restaurant with ordering via an app. **

PERSONALIZATION



- _ Personalization at the core of loyalty
- _ 79% of consumers say that they are more loyal to brands with higher levels of personalization ***



Agenda

03 Takeaways for the Hospitality Industry

Take Aways for 2021

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Domestic Market

Capture increasing demand from guests within driving distance who are traveling but do not want to fly (or can't fly).



Flexibility

Promote relaxed cancellation fees, rate guarantees, and rebooking policies. A must to get guests to book.



Direct channels

Guests want to know more about the destination and hygiene standards. Driving demand to your direct channels.



Digitalization & Tech Infrastructure

Your tech ecosystem must allow you to service your customers' expectations and the market trends. Use IA powered systems to target customers and the right time with the right offer and content.

Flexcation/Workation

Cater for a new traveler segment looking for hotels with work-friendly private space and business amenities with in-destination pleasures.



Leisure first

Emphasize on the leisure market ready to travel. No one is expecting business travel to begin recovering until late this year.



Personalized Experience

Know your guests and preferences. Drive targeted communications to them based on what you know.



↓
ADR

Don't sacrifice your ADR.

Include/offer expected ancillary services in the package

A person is sitting on a dark, rocky cliff edge, looking out over a vast landscape under a deep blue night sky filled with stars and the Milky Way. The person is silhouetted against the light from the horizon. A large, white, abstract shape with flowing lines is on the left side of the image.

Thank You

**SHAPING THE FUTURE
OF TRAVEL**

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Amadeus in a few words



In world's top 10
Software companies
Forbes 2019 global
rankings



19,000+
employees made up
of 150 nationalities



5.5 bn revenues
in 2019



Euro Stoxx 50
Entry in 2018
Recognition as
one of the largest/
best performing
public companies
in Europe

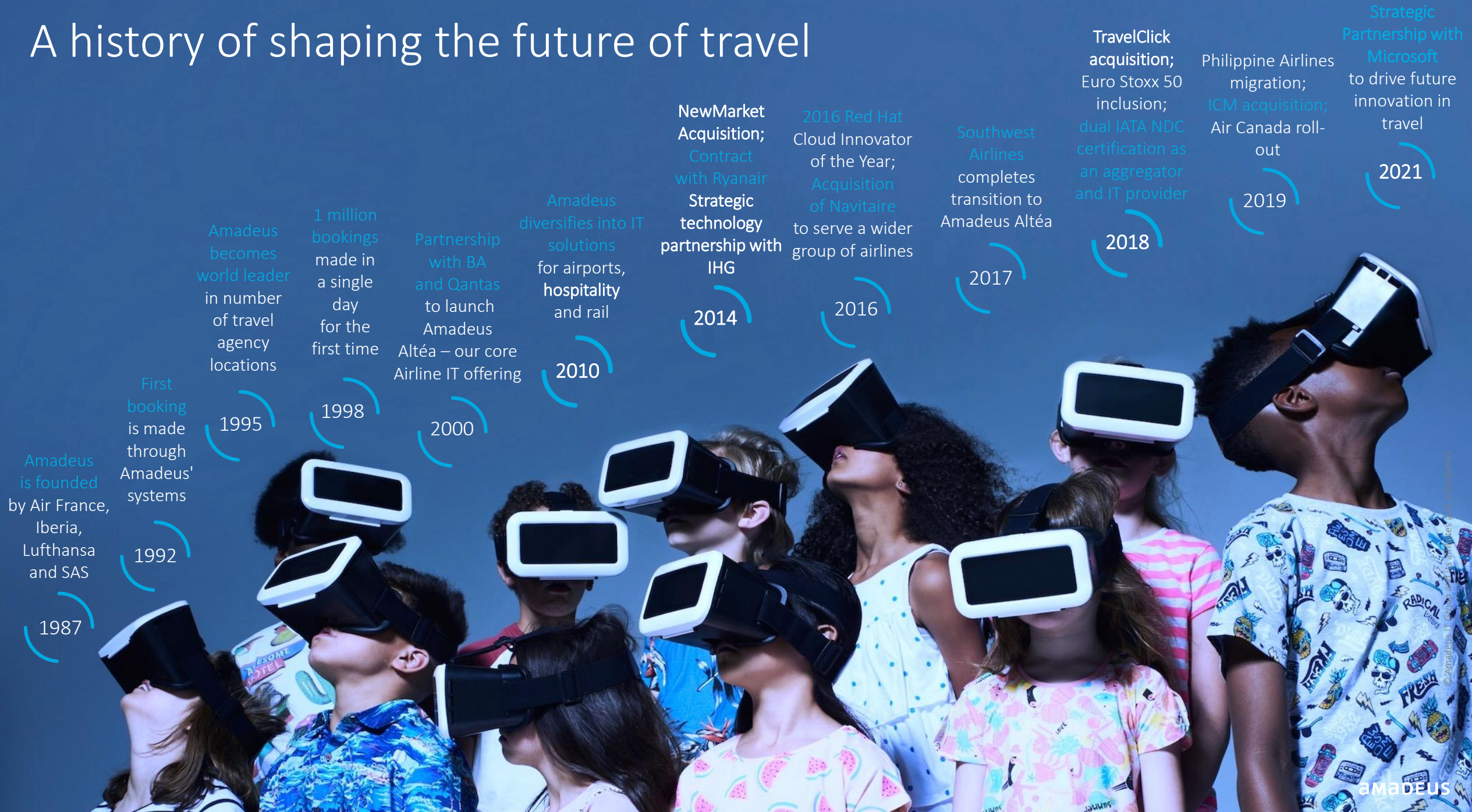
- We are the **leading technology company** dedicated to the global travel industry
- We are present in **190+ countries** and employ more than **19,000 people** worldwide
- Our solutions **enrich travel** for billions of people every year
- We work together with our customers, partners and other players in the industry to improve business performance and **shape the future of travel**



8th consecutive year
included in the DJSI

Recognized as world leader in the
Software & Services industry sector
in the Dow Jones Sustainability
Index in 2019

A history of shaping the future of travel



Our commitment to innovation & Our robust global operations



€7.5 billion
invested in R&D
since 2004



50+ technology sites
across the
world, from
Bengaluru to
Boston to Nice



20 average net bookings per second

On-going research:

- Cloud-based architecture
- Security
- Massive data
- Real-time analytics
- Mobile



Scalable technology
built on open systems and a
service-oriented
architecture



World's largest data processing center
dedicated to the travel
industry

Thank You!