



**GLOBAL  
BUSINESS  
TRAVEL**

# **DIGITAL EXPERIENCES 2023**

**Property Level Digital Marketing Solutions  
AMEX GBT GLOBAL SUPPLIER PARTNERSHIPS**





# AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL (AMEX GBT)

## THE GLOBAL LEADER IN B2B TRAVEL

- 100 years of travel experience (carved out from American Express in 2014)
- Leading B2B travel platform by total spend with the largest concentration of high-value travelers
- Proprietary end-to-end digital solution and innovation hub powering omni-channel service platform
- Leading Meetings and Events solutions provider
- Leading T&E and expense management software
- Acquisition of Egencia, the world leading B2B travel software platform, strengthens presence in the high-value US SME customer segment
- Industry-leading compliance and Environmental, Social, and Governance (ESG) program

**\$39B** (2019)

Total Transaction Value  
(TTV)<sup>1,2</sup>

**74%** (2021)

of transactions through  
digital channels<sup>3</sup>

**~19K** (2021)

Corporate customers

**90** (as of 2021)

of Fortune's Top 500<sup>4</sup>

**~12K** (2021)

Global employees

**9** (as of 2021)

Value-enhancing acquisitions  
since 2016

1. Total Transaction Value ("TTV") refers to the sum of the total price paid by travelers for air, hotel, rail, car rental and cruise bookings, including taxes and other charges applied by suppliers at point of sale, less cancellations and refunds.

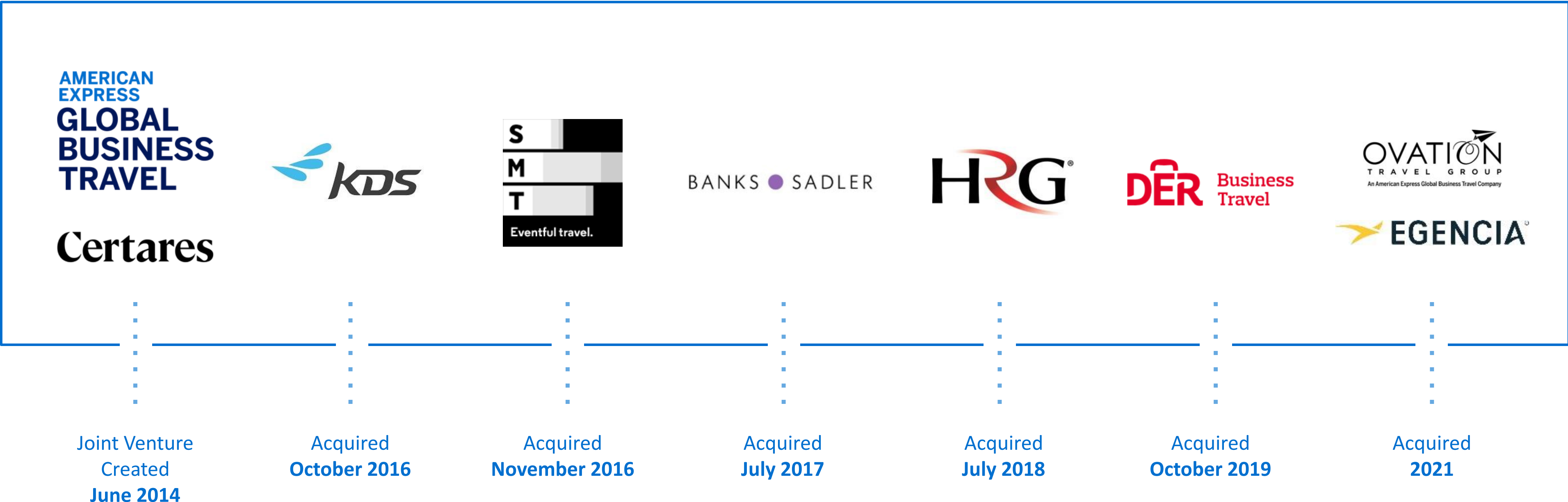
2. Pro forma for 12 months of Egencia ownership.

3. Includes transactions initiated through self-service on digital tools.

4. Amex GBT Internal Reporting, 2021.

# REACHING AND SERVING MORE CLIENTS AND TRAVELERS WORLDWIDE

GROWTH THROUGH ACQUISITION



# BRANDS BY THE NUMBERS



Brand description	Business Travel and Meetings & Events for All Clients	Solution of Choice for Digital-First SME Clients
Clients	9,100+	9,000+
Travelers <sup>1</sup>	11.9 million+	2 million+
Sales % from SME <sup>2</sup> Under \$20M in PAV	31%	80%
Travel sales volume in 2019 <sup>3</sup>	\$28.5 billion	\$8.3 billion

1. Number of travelers in our database in 2022. Not necessarily active travelers. Amex GBT has 2.2 million active travelers from May 2021 to May 2022. Egencia total traveler count as of 2022.

2. Amex GBT Internal Reporting, 2021.

3. Travel sales volume is for proprietary geographies only and excludes Joint Venture (JV) and Travel Partner Network (TPN) volumes.

# DIGITAL MARKETING DRIVES TANGIBLE SALES/SHARE SUCCESSES

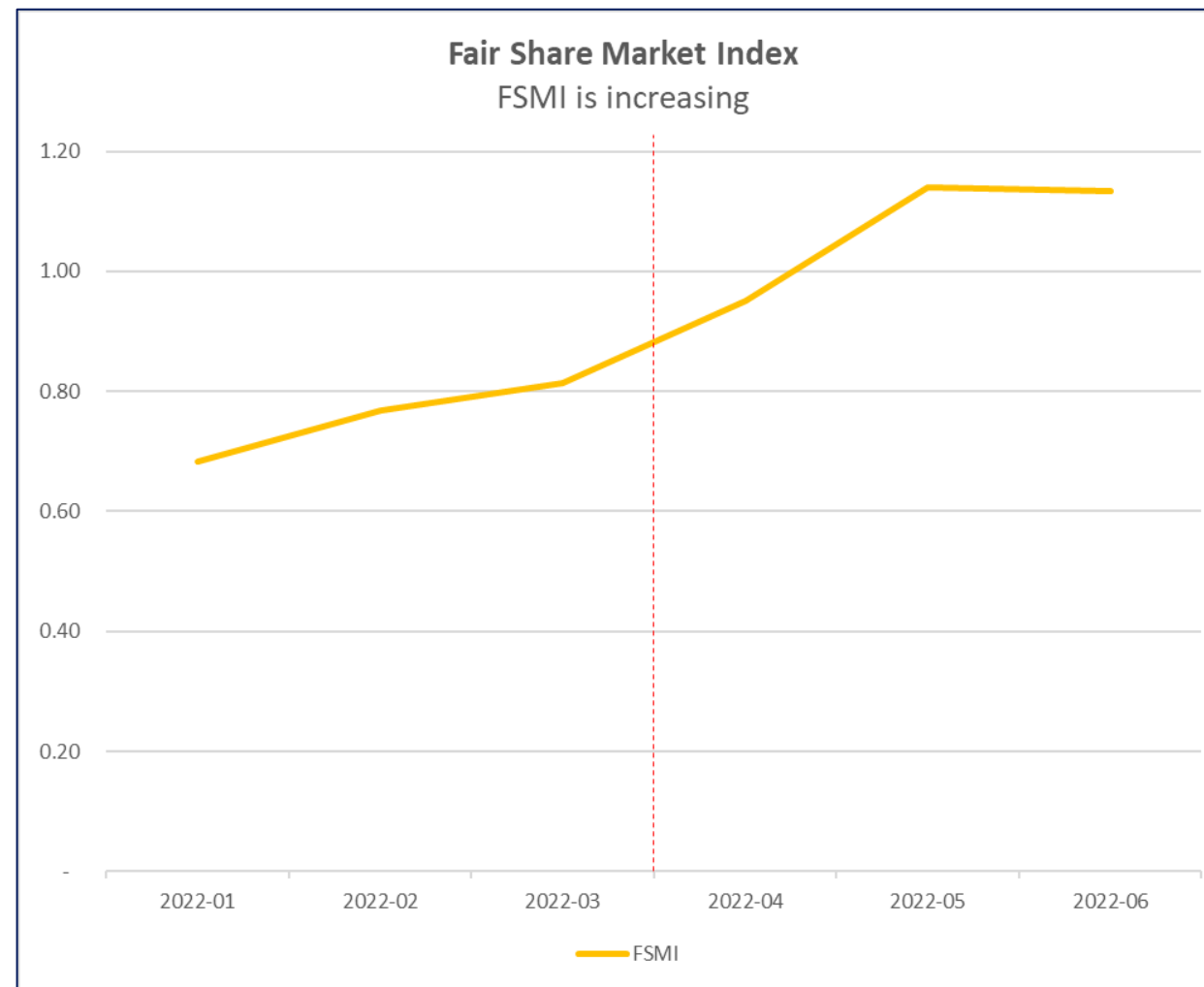
## HOTEL PROPERTY CASE STUDIES

**Global Hotel Chain  
Promoting 41 Properties**

**Goal**  
Drive SME Share

**Channel**  
Egencia Sort Boost

**Results**  
67% increase FSMI  
(from .70 to 1.17)  
Jan-Jun 2022

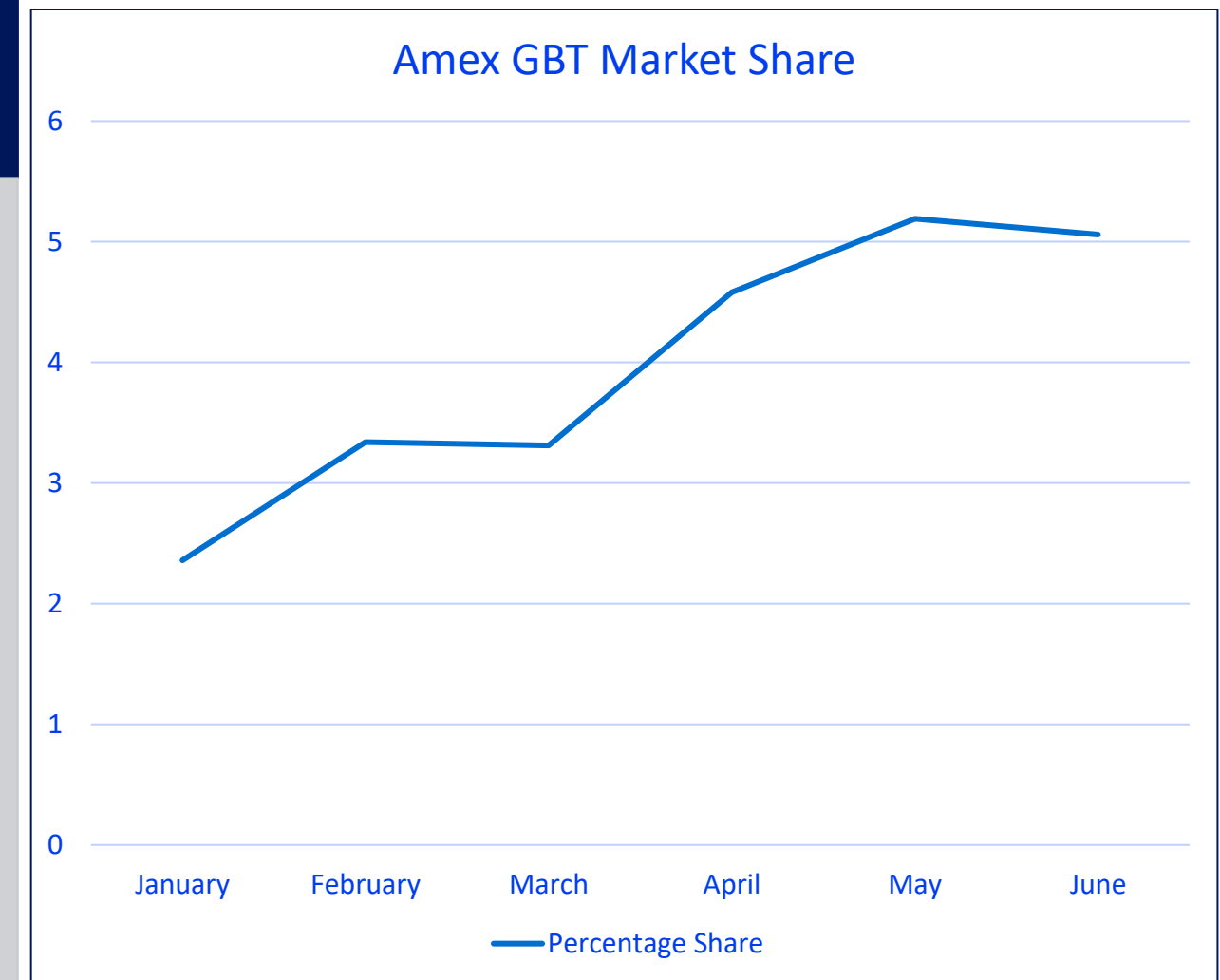


**Hotel Management  
Company with 15 Properties  
in NY**

**Goal**  
Drive Sales/Share for NY  
Properties with GBT

**Channel**  
GDS and OBT with  
Destination Targeting

**Results**  
114% increase in market  
share Jan-Jun 2022





# 2023 Property Level Marketing Programs





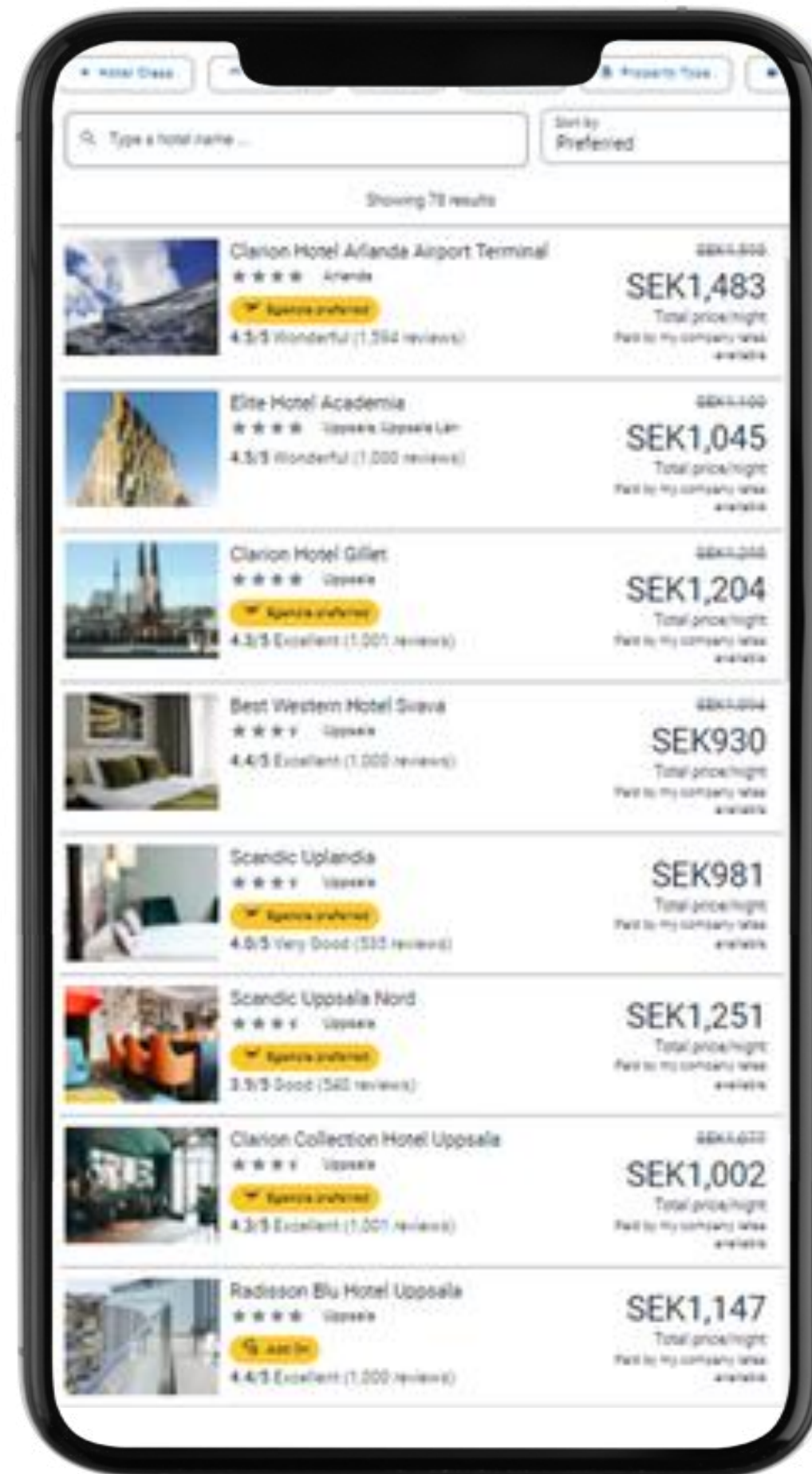
# EGENCIA SORT BOOST

Increase hotel property visibility with Egencia’s sort boost preferencing capabilities! Exclusive to hotel brands and properties, Egencia can boost hotels from their current positioning to an 80% higher position on the booking page.

**Why participate?** Roughly 75% of Egencia’s hotel bookings go to the top 5 properties on the page. It’s an opportunity to shift share to your brand or property.

**Targeting criteria:** Quarterly campaigns available by destination (3-month minimum) with four slots available per destination.

Pricing varies by tier with Tier 1 being the most valuable with the highest pricing. All cities not listed are considered Tier 4.

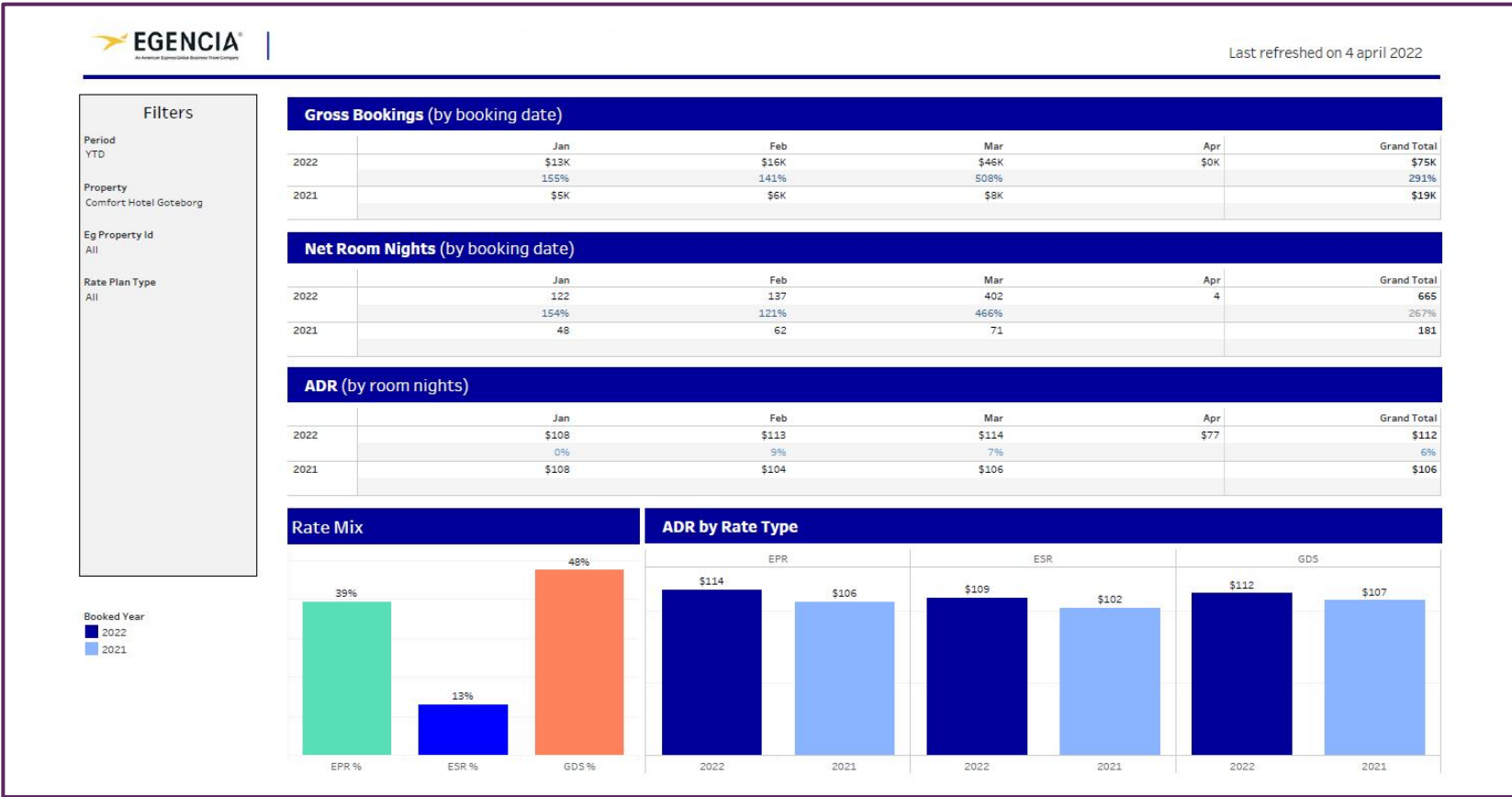


Tier 1	Tier 2	Tier 3	
New York	Boston	Philadelphia	Pittsburgh
Chicago	Charlotte	Indianapolis	Kansas City
Houston	Orlando	Raleigh	Baltimore
San Francisco	San Diego	San Jose	Calgary
Las Vegas	Toronto	Phoenix	Greensboro
Atlanta	Los Angeles	Salt Lake City	
Denver	Washington	St. Louis	
Seattle	Dallas	Vancouver	
Austin	Columbus	Cincinnati	
	San Antonio	Jacksonville	
	Montreal	Louisville	
	Portland	Miami	
	Nashville	Minneapolis	
	Tampa	New Orleans	

Destination Tier	Three Month	Six Month	Twelve Month
Tier 1	\$12,000	\$20,000	\$35,000
Tier 2	\$7,000	\$12,000	\$20,000
Tier 3	\$5,000	\$9,000	\$17,000
Other	\$3,000	\$5,500	\$10,000

# EGENCIA: PROPERTY LEVEL RESULTS

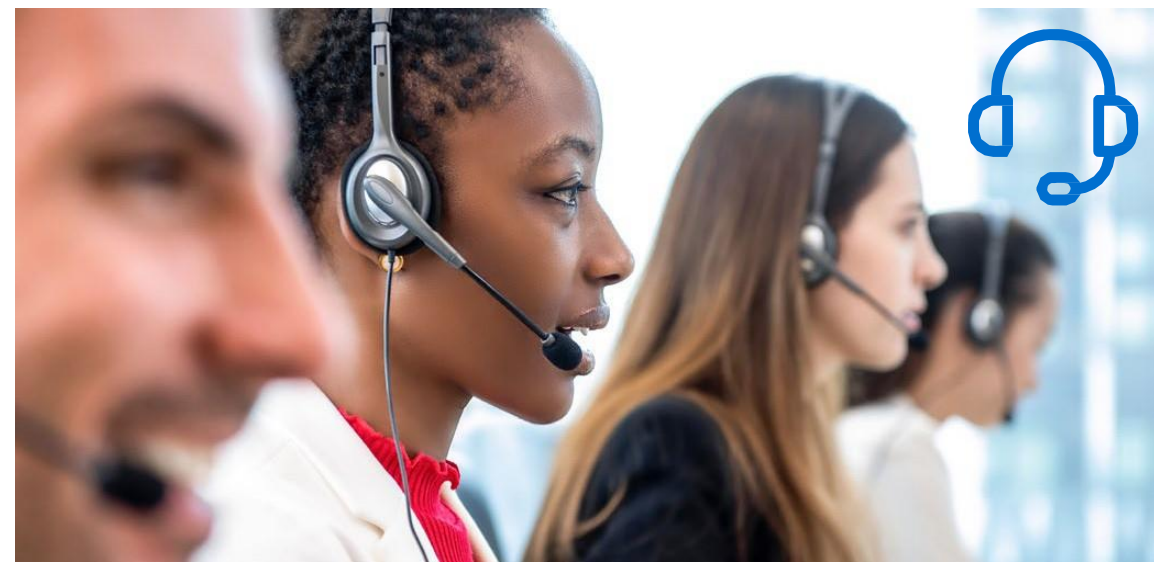
- Quarterly Reporting; Presenting previous, during and post campaign results
- Gross Bookings
- Net Room Nights
- ADR
- Booking Window
- Length of Stay
- Fair Share Market Index





# GBT DIGITAL EXPERIENCES

**A strategic partnership that connects you to our qualified audiences**



## **GBT Travel Counselors**

GBT Travel Agents in 20 countries, who are responsible for 50% of GBT's annual bookings



## **Client Travel Managers**

Travel Managers in 15 countries who are key decision makers at leading clients



## **Business Travelers**

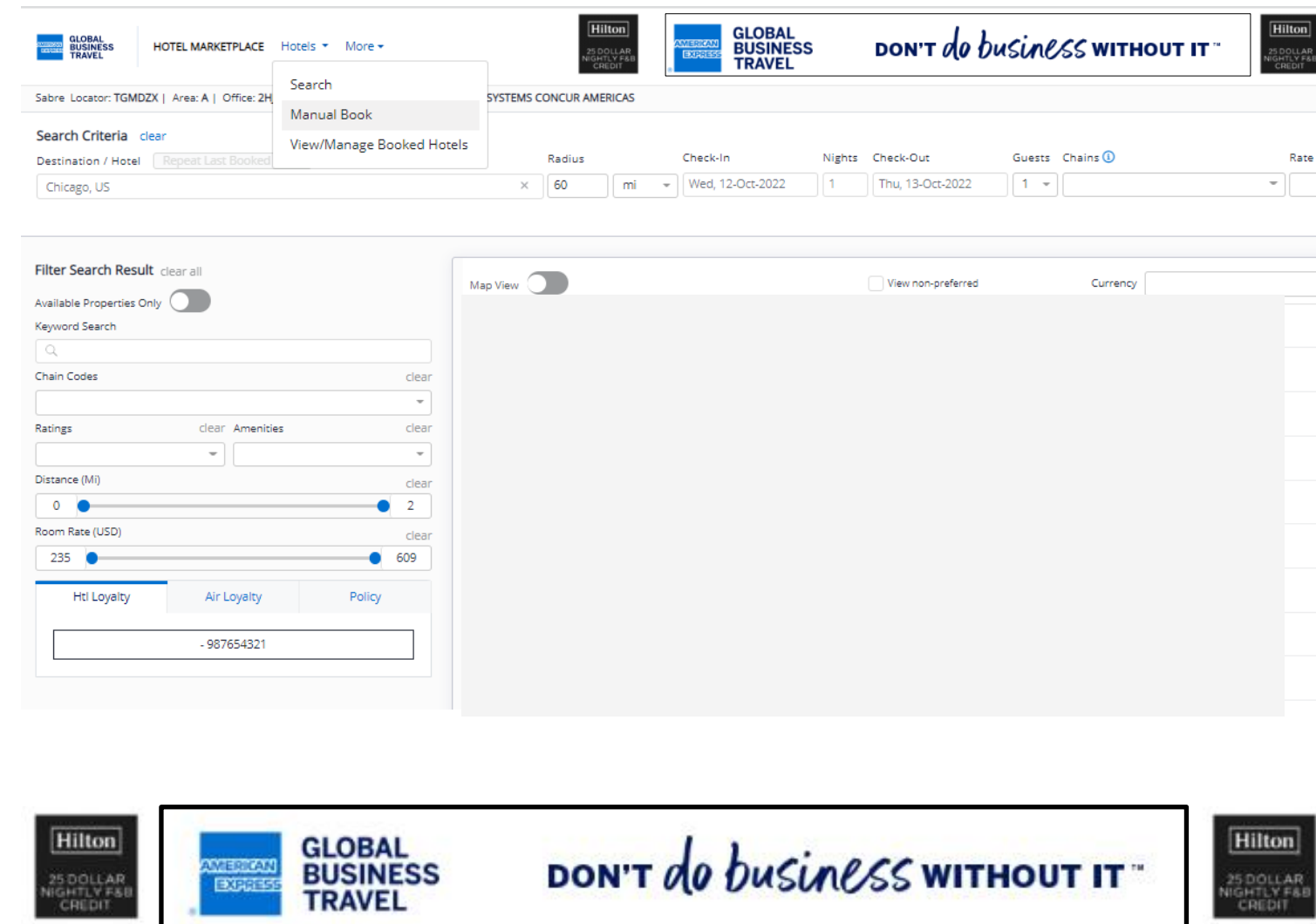
Reach to Business travelers all around the globe

# Hotel Marketplace Premium Banner

Get your brand in front of GBT travel counselors at point of sale (POS Country) or Destination. With a prominent Center Banner on Hotel Marketplace results page for your destination, you can be the one hotel property per month with a premium placement. Driving travel counselors to your click-through ad.

Receive post-campaign reporting provided for you, highlighting the ads impact on travel counselors.

Pricing varies by tier with Tier 1 being the most valuable with the highest pricing. All cities not listed are considered Tier 4.



Tier 1	Tier 2	Tier 3	
Atlanta	Austin	Columbus	San Antonio
Boston	Charlotte	Indianapolis	Salt Lake City
Chicago	Denver	Jacksonville	St Louis
Dallas	Los Vegas	Louisville	Tampa
Houston	Los Angeles	Miami	
New York	Los Angeles	Minneapolis	
Seattle	Nashville	New Orleans	
Washington	Orlando	Philadelphia	
	San Diego	Phoenix	
	San Jose	Pittsburgh	
	San Francisco	Portland	

Destination Tier	Three Month	Six Month	Twelve Month
Tier 1	\$30,000	\$55,000	\$100,000
Tier 2	\$18,000	\$33,000	\$60,000
Tier 3	\$12,000	\$22,000	\$40,000
Other	\$6,000	\$11,000	\$20,000



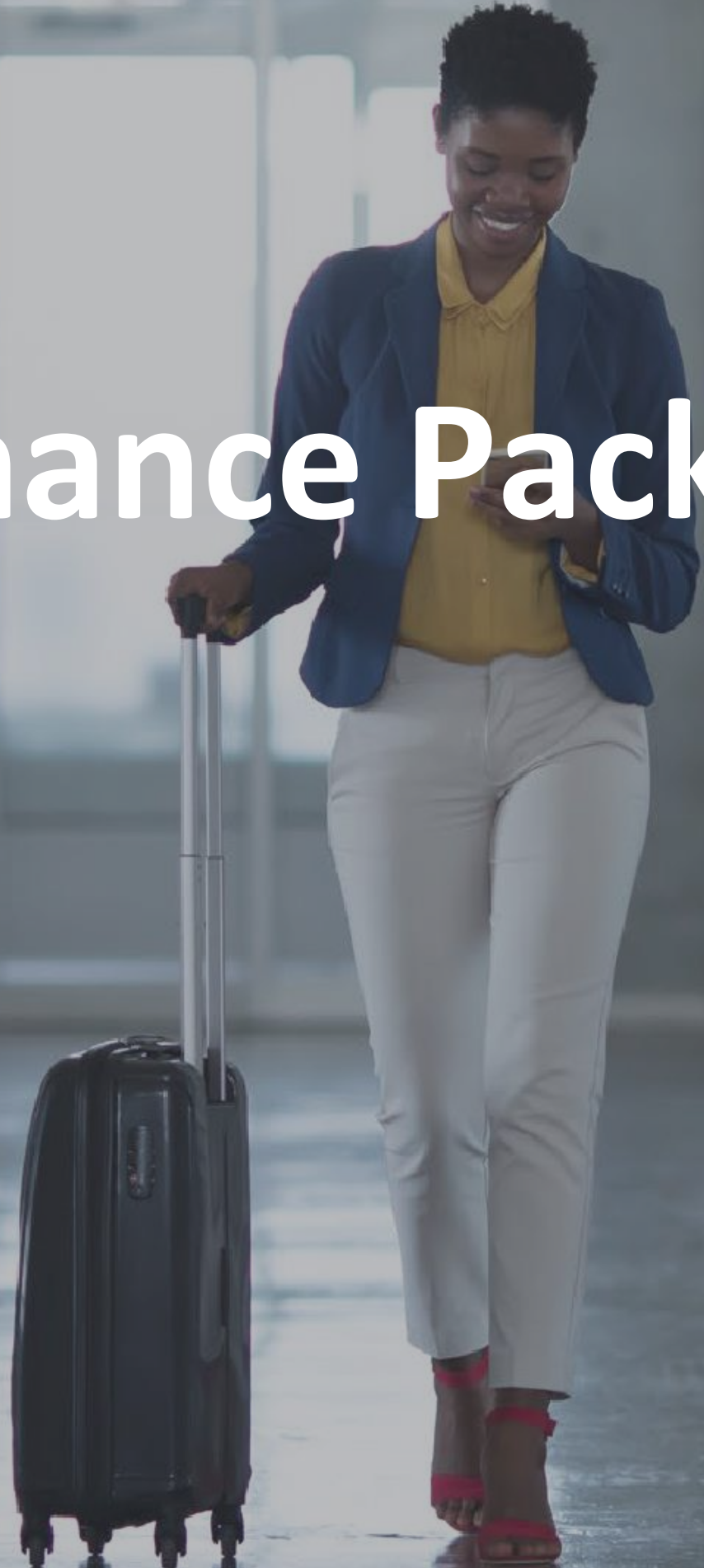
# Get There Skyscraper Ad

The screenshot shows a web interface for booking travel. At the top, there are navigation links: Home, Profile, Manage trips, and Trip templates. Below this is a yellow 'Profile Alert' box with three items: 1. Missing e-mail address, 2. Missing date of birth and gender, 3. Missing address. The main section is titled 'Book travel' and includes options for Flight, Hotel, and Car. It has tabs for Round-trip, One-way, and Multi-destination. Search options are 'Search by time' and 'Search by price'. The form includes fields for 'From' and 'To', 'Depart' and 'Return' dates and times, and 'Hotel search location', 'Check in', and 'Check out' dates. A 'Search' button is at the bottom right. A large vertical box on the right side is labeled 'Your Ad Here'.

Tier 1	Tier 2	Tier 3	
Atlanta	Austin	Columbus	San Antonio
Boston	Charlotte	Indianapolis	Salt Lake City
Chicago	Denver	Jacksonville	St Louis
Dallas	Los Vegas	Louisville	Tampa
Houston	Los Angeles	Miami	
New York	Los Angeles	Minneapolis	
Seattle	Nashville	New Orleans	
Washington	Orlando	Philadelphia	
	San Diego	Phoenix	
	San Jose	Pittsburgh	
	San Francisco	Portland	

Destination Tier	Three Month	Six Month	Twelve Month
Tier 1	\$6,500	\$10,625	\$15,875
Tier 2	\$5,000	\$8,000	\$13,600
Tier 3	\$3,750	\$4,875	\$8,300
Other	\$3,125	\$4,125	\$7,012

# Hotel Dominance Package 2023





# HOTEL DOMINANCE PACKAGE TO HELP DRIVE THE RETURN TO TRAVEL

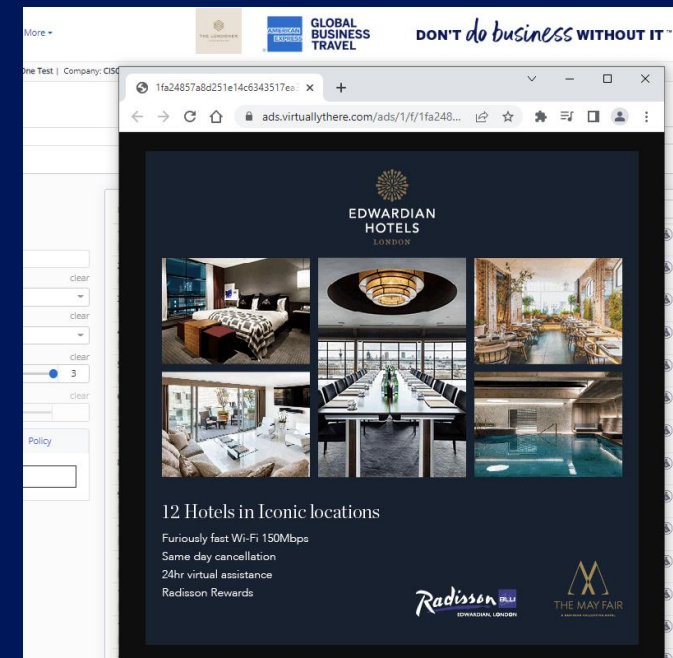
- Turnkey media promotion to support your property
- Engages GBT travel counselors and travelers at point of sale (POS Country)
- Targeted focus on your specific city
- Available to GBT preferred properties
- Advertising inventory available on a first-come, first-served basis
- Post-campaign reporting provided<sup>2</sup>

## GBT Travel Counselors:

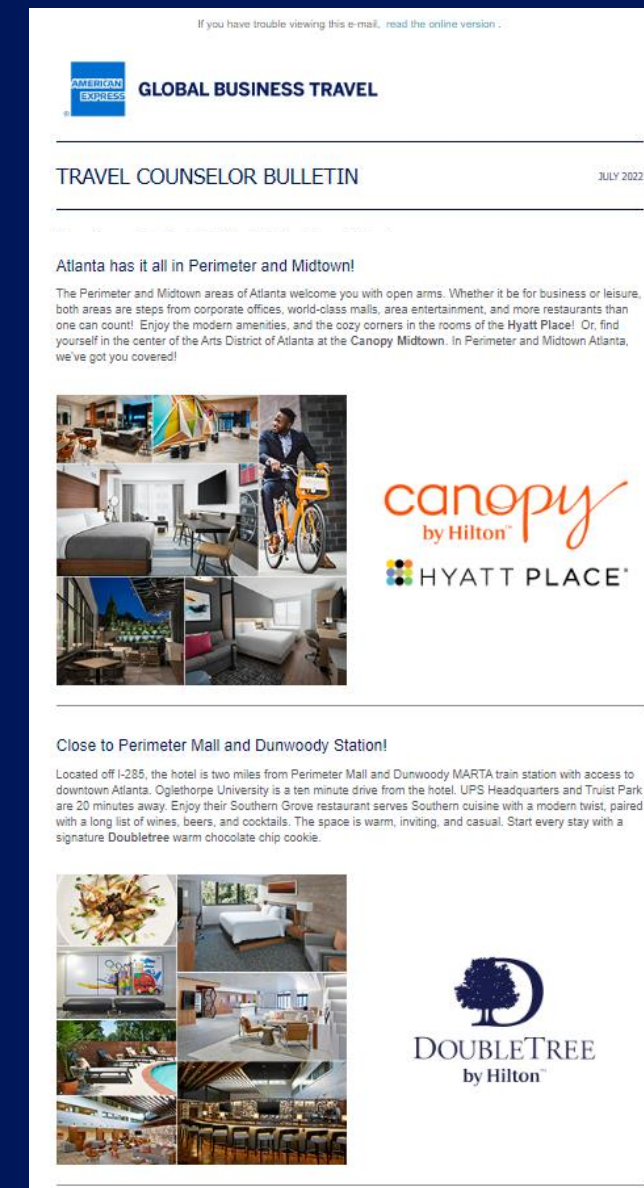
### GDS Advertising

Reach GBT travel counselors as they are searching hotels for GBT travelers.

POS ad targeting your destination<sup>1</sup>



### Travel Counselor Email<sup>3</sup>

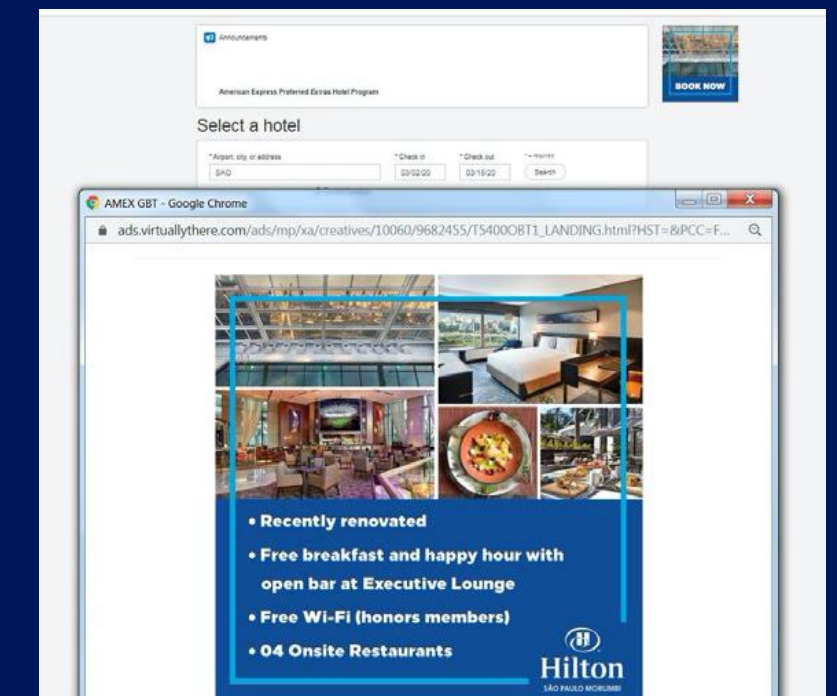


## GBT Travelers:

### OBT Advertising

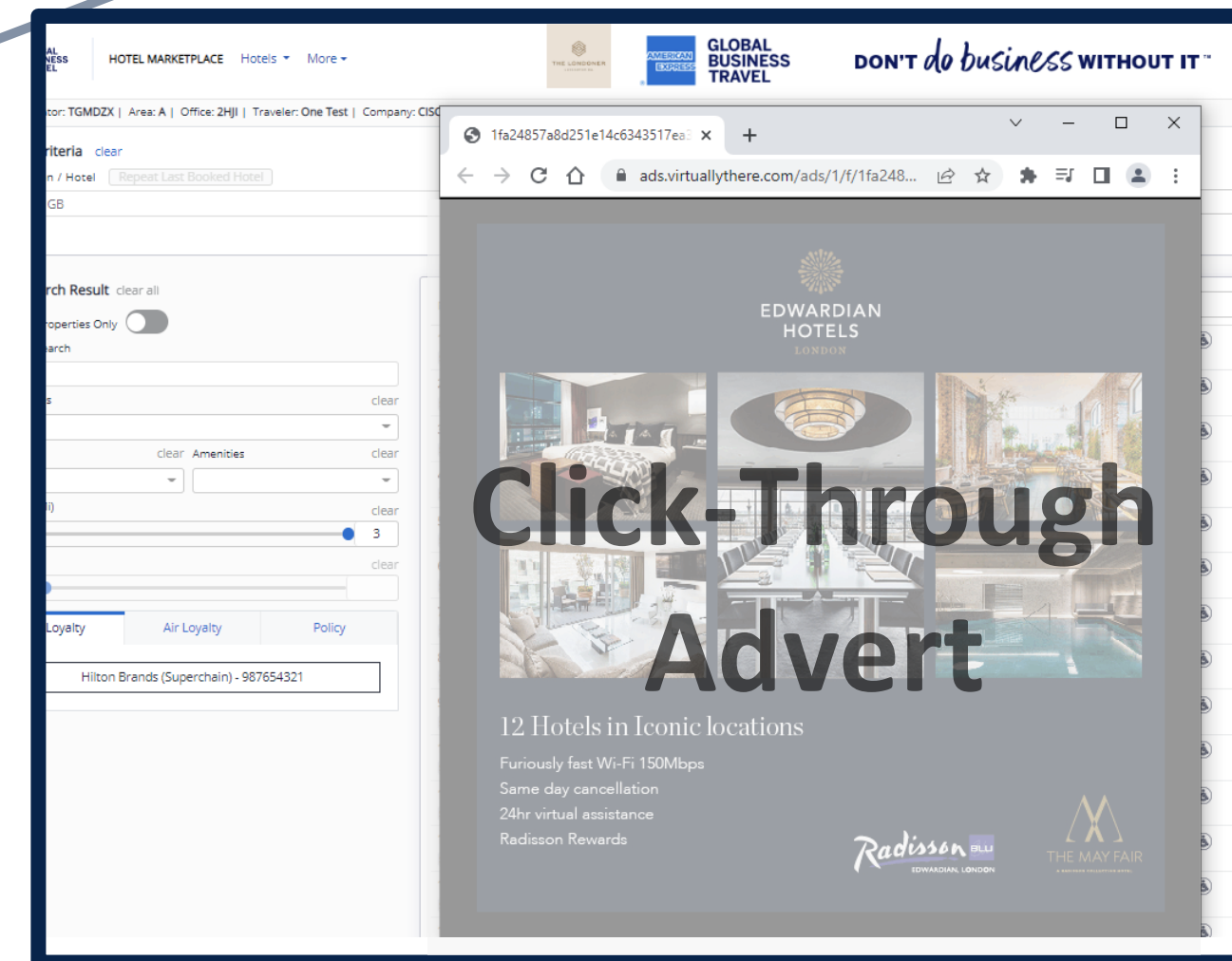
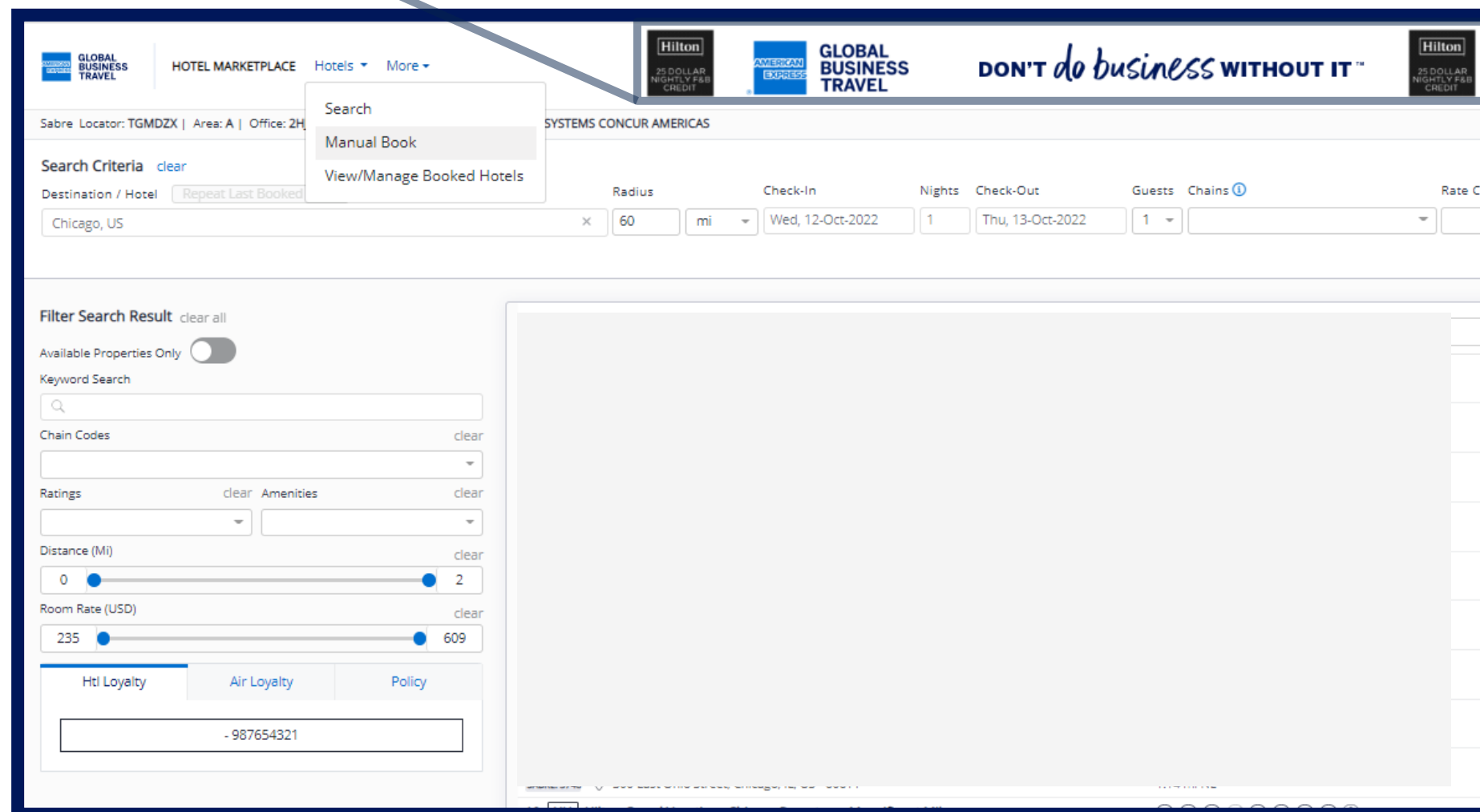
Engage travelers as they book their own travel to your destination with ads on online OBTs Get There Hotel.

POS ad targeting your destination<sup>1</sup>



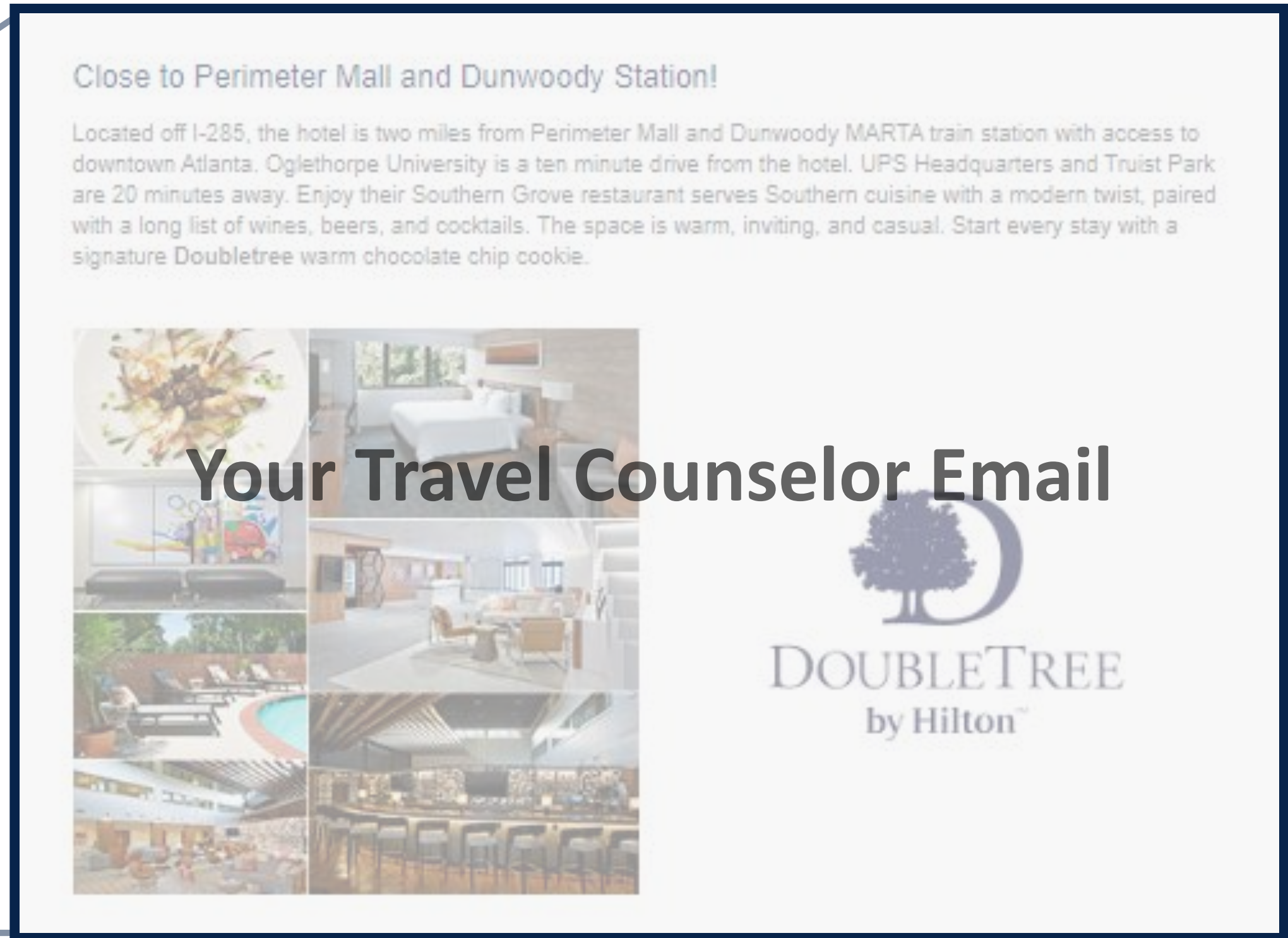
1. Sabre and TravelClick advertising does not reach our Amex GBT counselors, Clickthrough to a PDF or closed ended site with no booking reference.  
 2. Campaign reporting provided within month following campaign end.  
 3. Travel Counselor email not included in 3month package.

# GBT TRAVEL COUNSELORS: GDS ADVERTISING





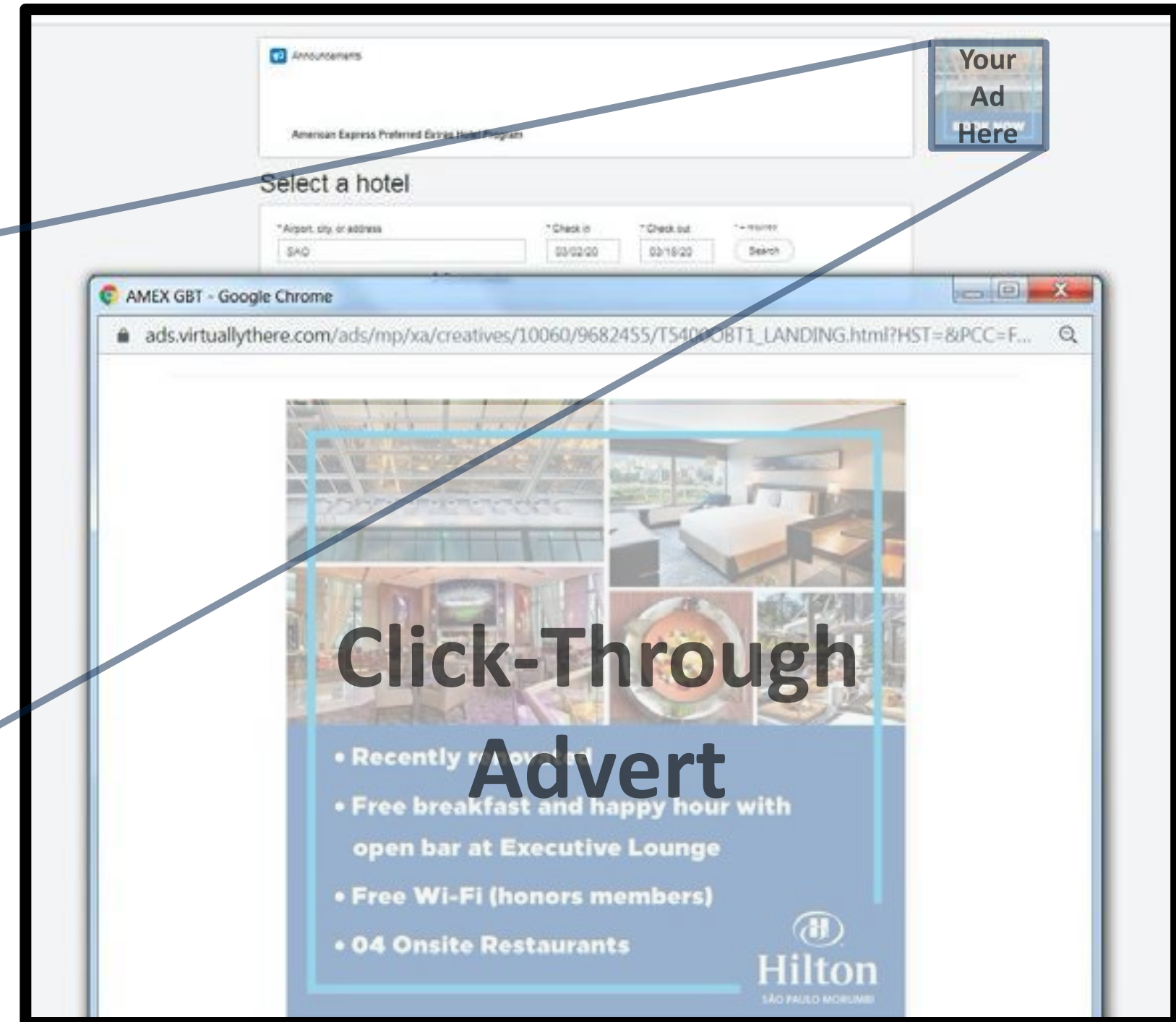
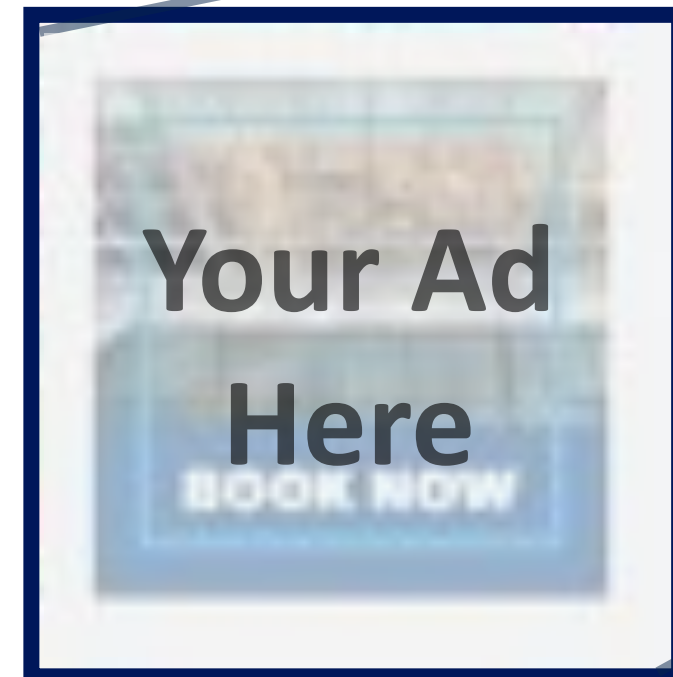
# GBT TRAVEL COUNSELORS: TRAVEL COUNSELOR EMAIL



Your Travel Counselor Email

# GBT TRAVELERS: OBT ADVERTISING

- Engage travelers as they book their own travel to your destination with ads on OBT Get There Hotel.
- POS Country ad targeting your destination<sup>1</sup>





# HOTEL DOMINANCE PACKAGE 2023

TIER 1 DESTINATIONS	3 Month	6 Month	12 Month
GDS Hotel Marketplace	\$15,750	\$26,775	\$40,162
OBT Get There	\$5,000	\$8,500	\$12,750
Shared Travel Counselor Email (1 TCE/6 month buy; 2 TCE/12 month buy)	N/A	\$3,000	\$6,000
ALL CHANNELS:	\$20,750	\$38,275	\$58,912

TIER 3 DESTINATIONS	3 Month	6 Month	12 Month
GDS Hotel Marketplace	\$6,000	\$10,200	\$17,340
OBT Get There	\$3,000	\$3,900	\$6,630
Shared Travel Counselor Email (1 TCE/6 month buy; 2 TCE/12 month buy)	N/A	\$3,000	\$6,000
ALL CHANNELS:	\$9,000	\$17,100	\$29,970

TIER 2 DESTINATIONS	3 Month	6 Month	12 Month
GDS Hotel Marketplace	\$9,000	\$15,300	\$26,010
OBT Get There	\$4,000	\$6,400	\$10,880
Shared Travel Counselor Email (1 TCE/6 month buy; 2 TCE/12 month buy)	N/A	\$3,000	\$6,000
ALL CHANNELS:	\$13,000	\$24,700	\$42,890

TIER 4 DESTINATIONS	3 Month	6 Month	12 Month
GDS Hotel Marketplace	\$3,500	\$5,100	\$8,670
OBT Get There	\$2,500	\$3,300	\$5,610
Shared Travel Counselor Email (1 TCE/6 month buy; 2 TCE/12 month buy)	N/A	\$3,000	\$6,000
ALL CHANNELS:	\$6,000	\$11,400	\$20,370

TIER 1 DESTINATIONS			TIER 2 DESTINATIONS			TIER 3 DESTINATIONS				TIER 4 DESTINATIONS
Atlanta	Boston	Chicago	Austin	Charlotte	Denver	Columbus	Indianapolis	Jacksonville	Louisville	All Other Cities
Dallas	Houston	New York	Las Vegas	Los Angeles	Nashville	Miami	Minneapolis	New Orleans	Philadelphia	
Seattle	Washington		Orlando	San Diego	San Jose	Phoenix	Pittsburgh	Portland	San Antonio	
			Toronto	San Francisco		Salt Lake City	St Louis	Tampa		

<sup>1</sup> Minimum 3-month campaign. At least 50% deposit of campaign due at booking. Invoices are delivered at campaign start and payment is required prior to the campaign. Campaign can be cancelled at least thirty (30) days before start date with written notice to American Express GBT Media Team. If cancellation notice is provided after campaign start date, a \$2,500 cancellation fee will apply.



# Hotel of the Week Package 2023



AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

GBT DIGITAL EXPERIENCES



# HOTEL OF THE WEEK PACKAGE 2023

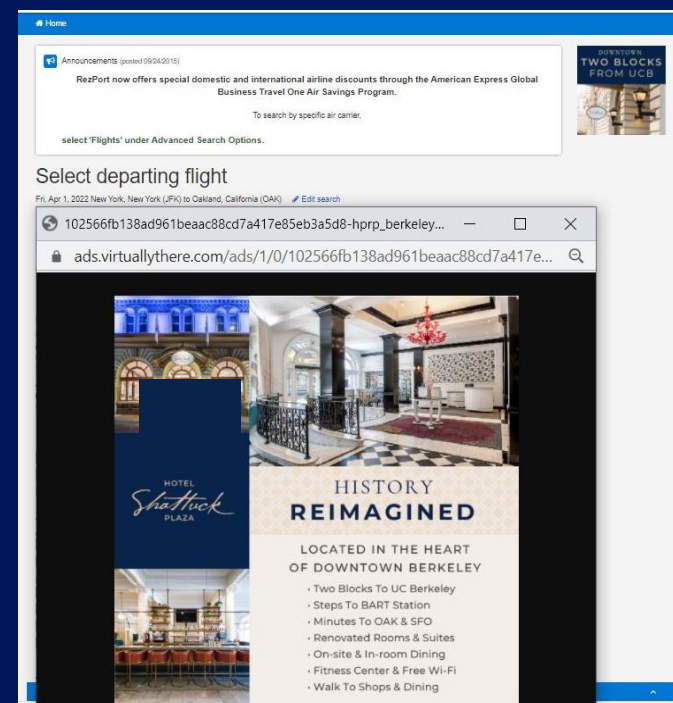
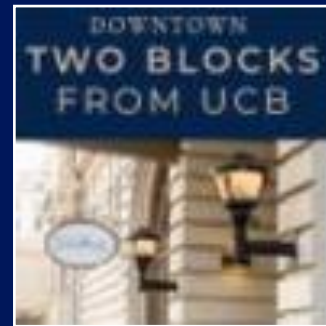
- Help your hotel stand out to GBT Business Travelers and Travel Counselors, via this new, exciting offering
- Available in US, CA, UK
- One hotel property per week per POS Country
- Signed Insertion Order, creative assets and full payment must be received before dates are secured<sup>1</sup>
- Post-campaign reporting provided<sup>2</sup>

## Pricing<sup>3</sup>

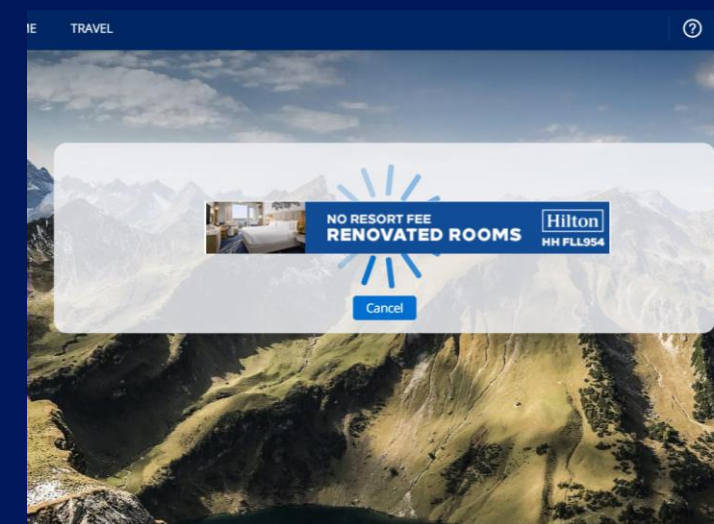
- US: \$8,000 per week
- UK: \$4,000 per week
- CA: \$2,000 per week

## BUSINESS TRAVELER FACING:

Ad + Pop Up Banner  
on the Get There Home  
Page

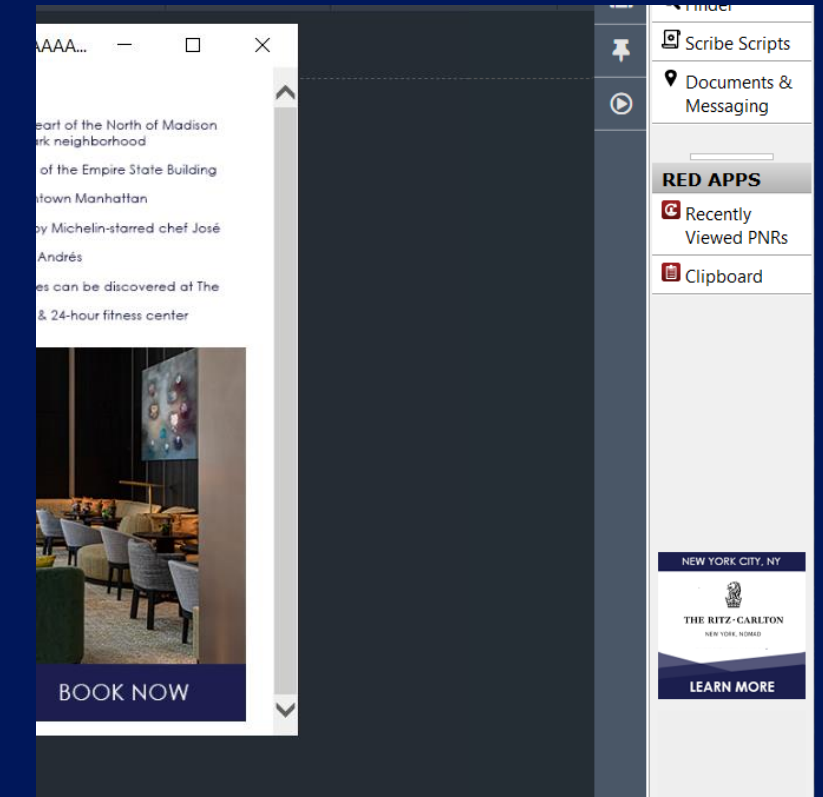


Ad on NEO Waiting  
Screen for  
your Point of Sale



## TRAVELER COUNSELOR FACING:

Ad & pop up on GDS home  
page



1. Credit Card Payment available upon request  
2. Campaign reporting provided within month following campaign end.  
3. Payment in advance

# BUSINESS TRAVELER FACING: AD & POP UP ON OBT GET THERE HOME PAGE

Home

Announcements (posted 09/24/2015)

RezPort now offers special domestic and international airline discounts through the American Express Global Business Travel One Air Savings Program.

To search by specific air carrier, select 'Flights' under Advanced Search Options.

Select departing flight

Fri, Apr 1, 2022 New York, New York (JFK) to Oakland, California (OAK) Edit search

102566fb138ad961beaac88cd7a417e85eb3a5d8-hprp\_berkeley...

ads.virtuallythere.com/ads/1/0/102566fb138ad961beaac88cd7a417e...

**DOWNTOWN TWO BLOCKS FROM UCB**

**HISTORY REIMAGINED**

LOCATED IN THE HEART OF DOWNTOWN BERKELEY

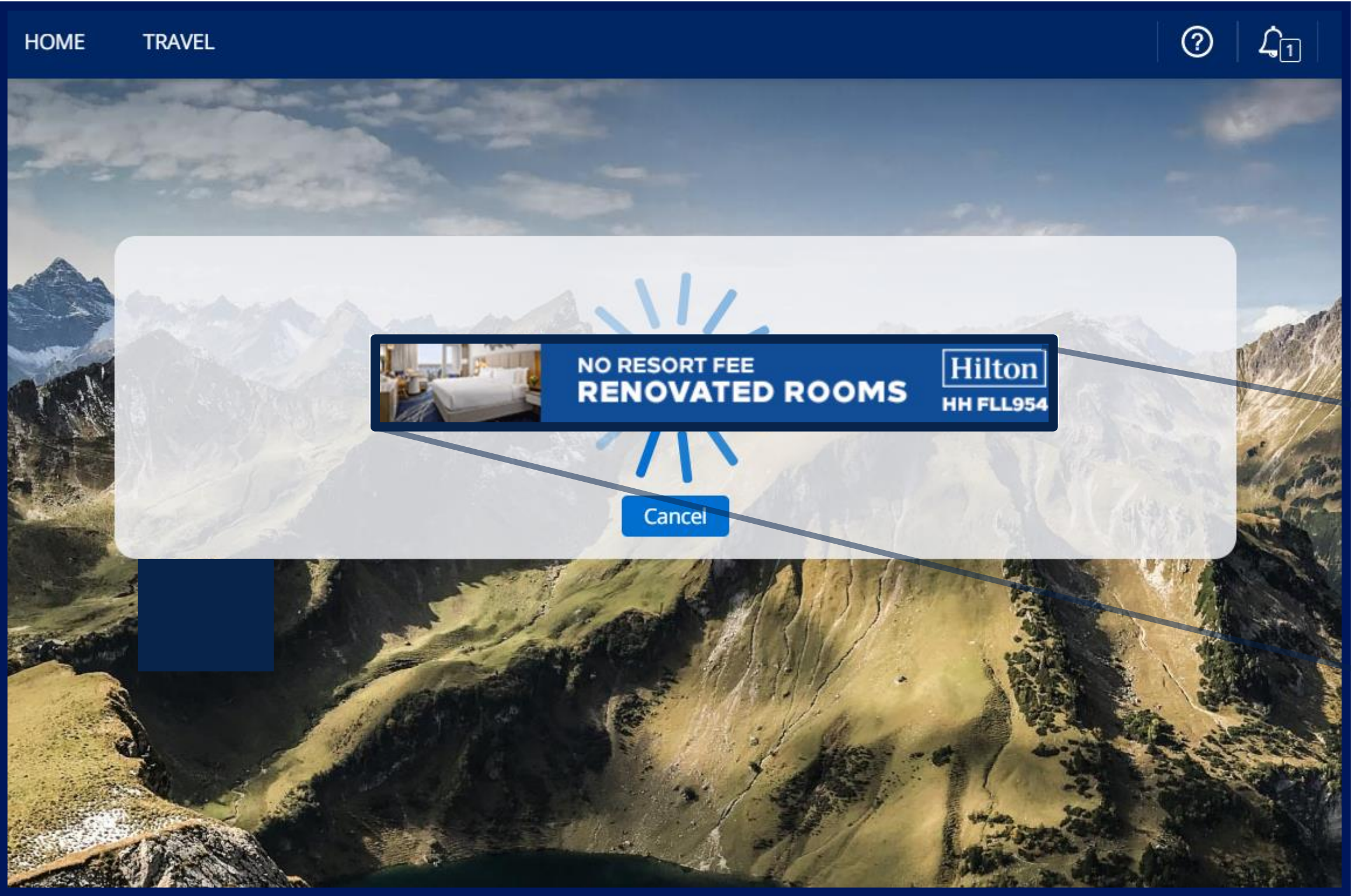
- Two Blocks To UC Berkeley
- Steps To BART Station
- Minutes To OAK & SFO
- Renovated Rooms & Suites
- On-site & In-room Dining
- Fitness Center & Free Wi-Fi
- Walk To Shops & Dining

DOWNTOWN  
TWO BLOCKS  
FROM UCB

**Your Ad  
Here**

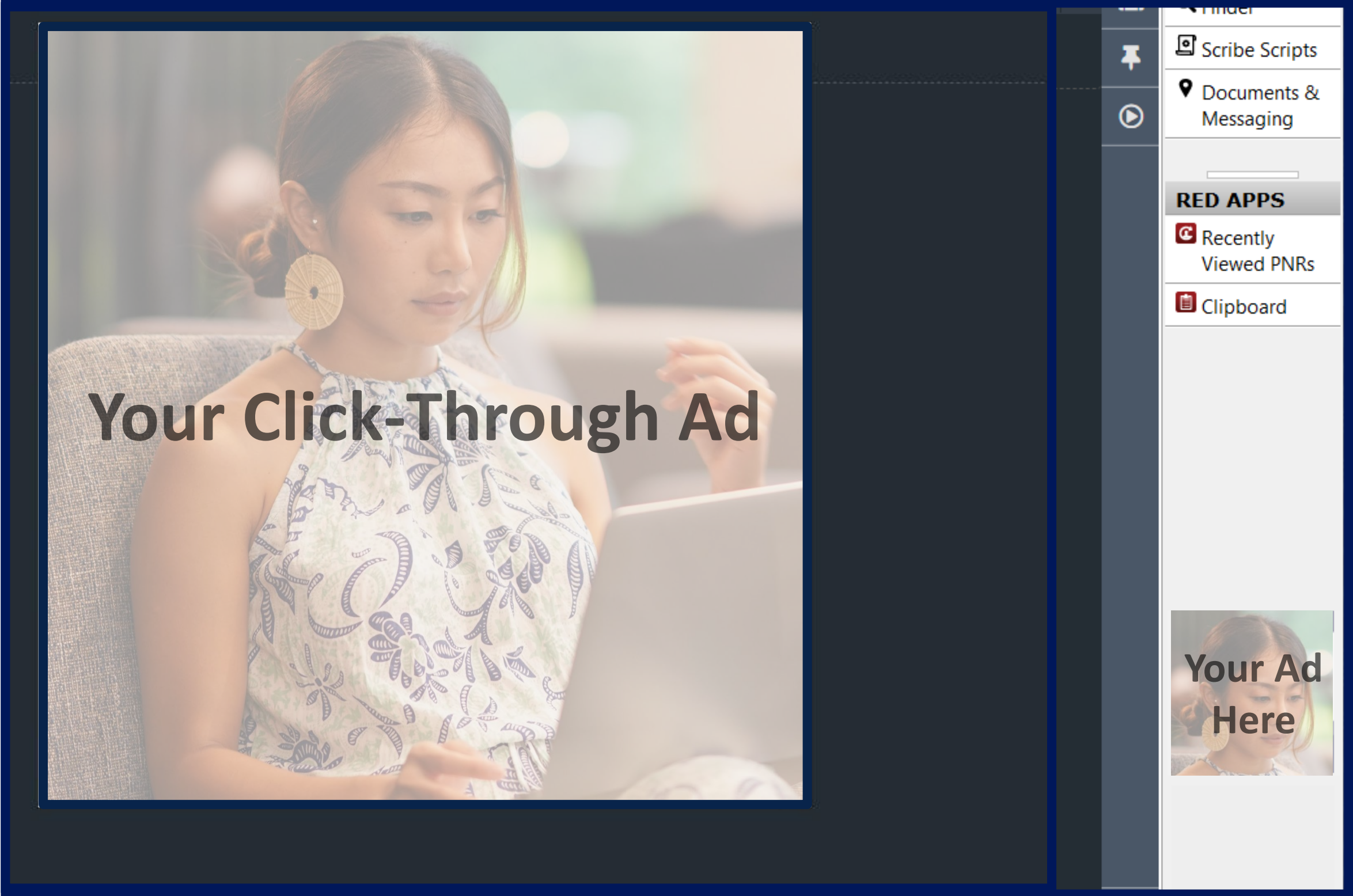


# BUSINESS TRAVELER FACING: AD ON NEO WAITING SCREEN IN YOUR POINT OF SALE





# TRAVELER COUNSELOR FACING: AD & POP UP ON GDS HOME PAGE





# GBT Media Reporting Results

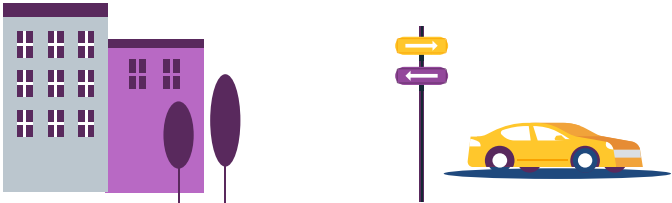
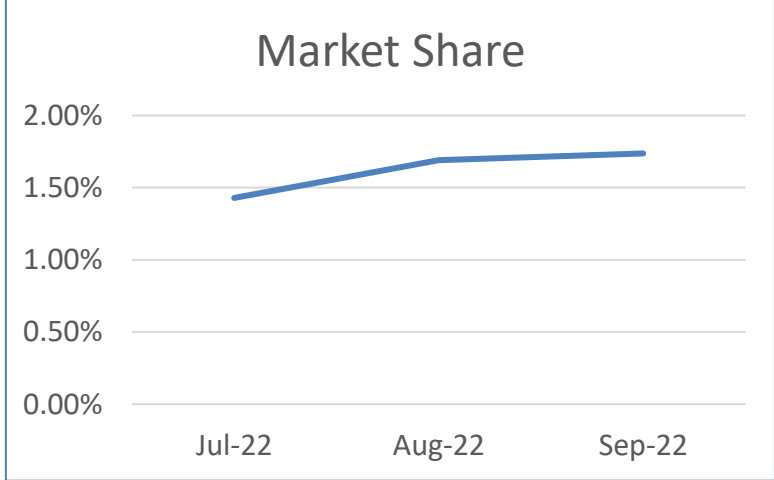
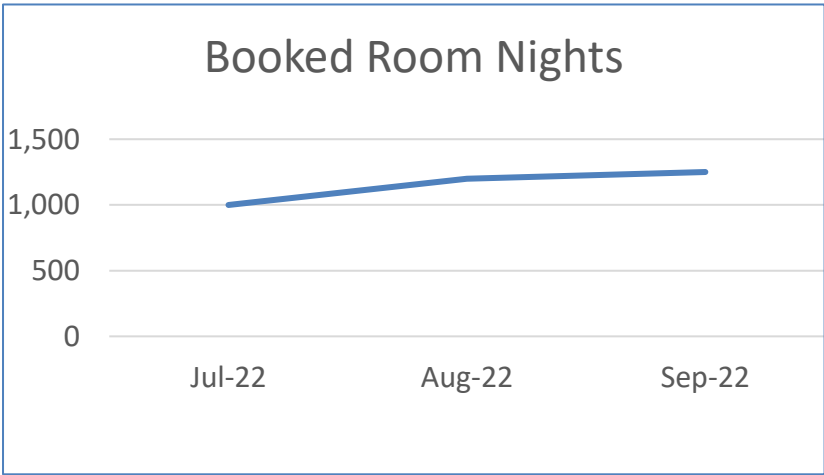


- Impressions/Reach
- Click Through Data
- Booked Room Nights
- Market Share
- Email Distribution and Open Rate

PLS Q3				
Product	Start Date	End Date	POS	Destination
<b>XXX Hilton Downtown</b>				
Get There - Hotel Availability Square Ad (Destination)	01/Jul/22	30/Sep/22	US	Anytown, USA
Sabre - Hotel Availability/Hotel Market Place (Destination)	01/Jul/22	30/Sep/22	US	Anytown, USA
Travel Counselor Email	11/Jul/22	15/Jul/22	US	USA

Impressions	Reach	Clicks	CTR	Emails Delivered	Emails Opened	Open Rate
50,000	12,500	400	0.80%			
100,000	25,000	950	0.95%			
				1,800	470	26.11%

Month	Booked Room Nights (Market)	Booked Room Nights (Property)	Market Share
Jul-22	70,000	1,000	1.43%
Aug-22	71,000	1,200	1.69%
Sep-22	72,000	1,250	1.74%





# THANK YOU.

FOR MORE INFORMATION PLEASE CONTACT:

GBT Digital Experiences at [mediasales@amexgbt.com](mailto:mediasales@amexgbt.com)

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