



Inspire | Plan | Book

META AD SOLUTIONS FOR TRAVEL INDUSTRY

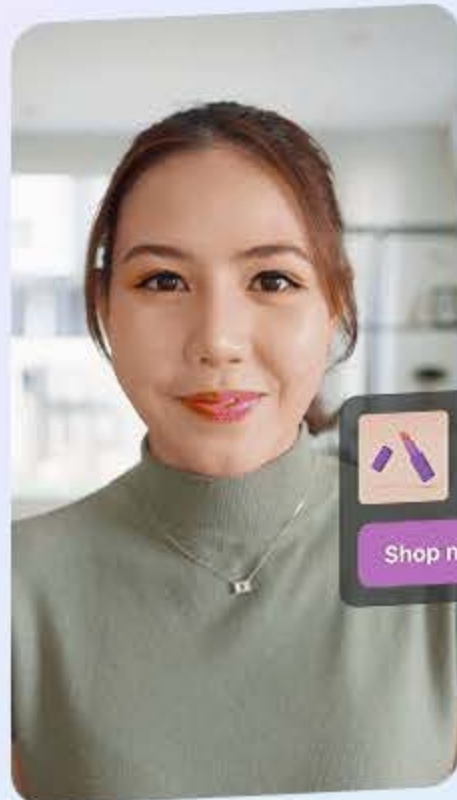




Send message



Every connection is an opportunity.
It's Your World.





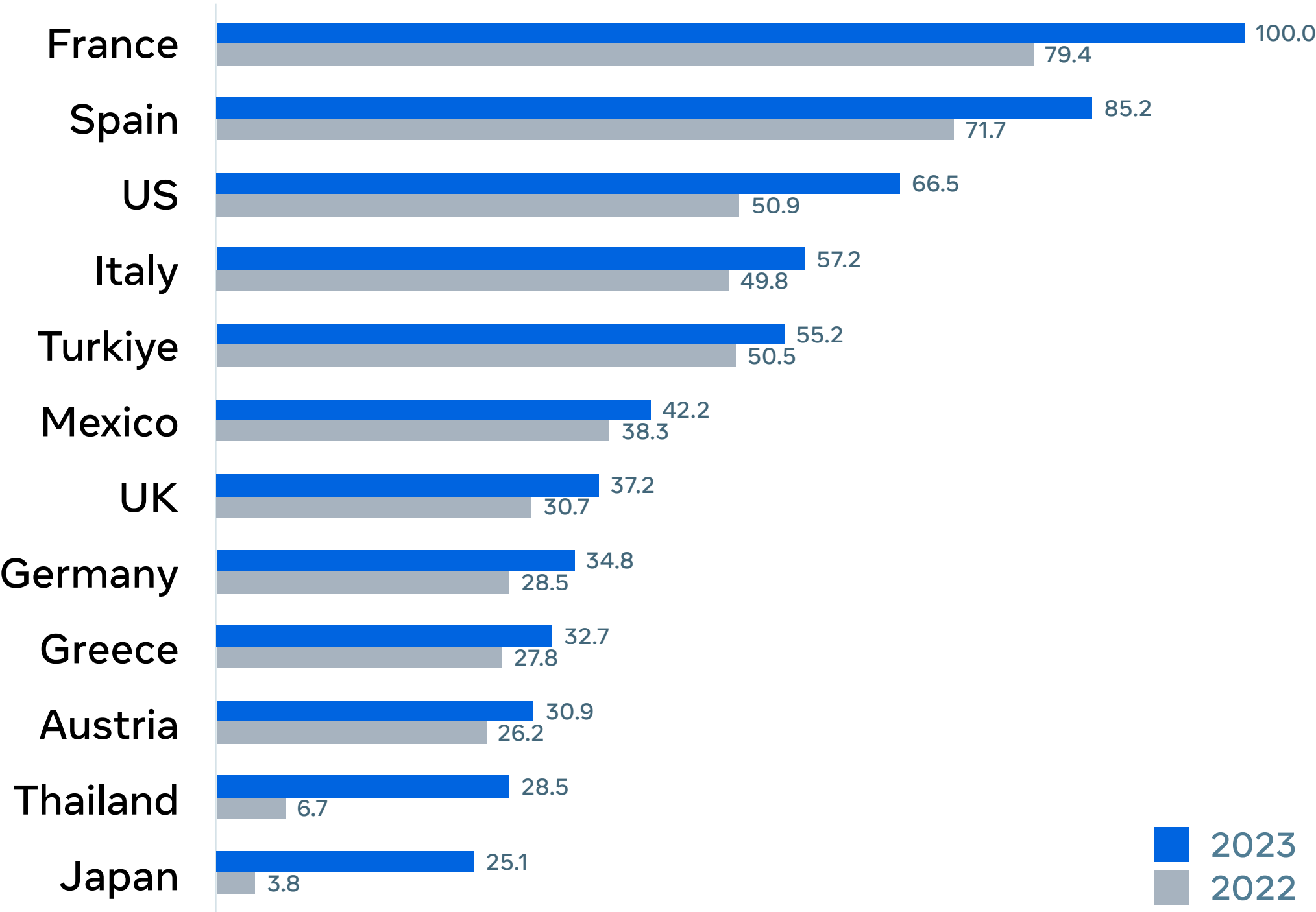
Half the world's
population is
actively using our
apps, every day.



Thailand is among the world's top travel destination



Tourist Arrivals by World's Top Destinations
(Million Tourist Arrivals)



Source: United Nations World Travel Organization (UNWTO) statistics

Meta is the best platform to inspire tourists all over the world to visit Thailand

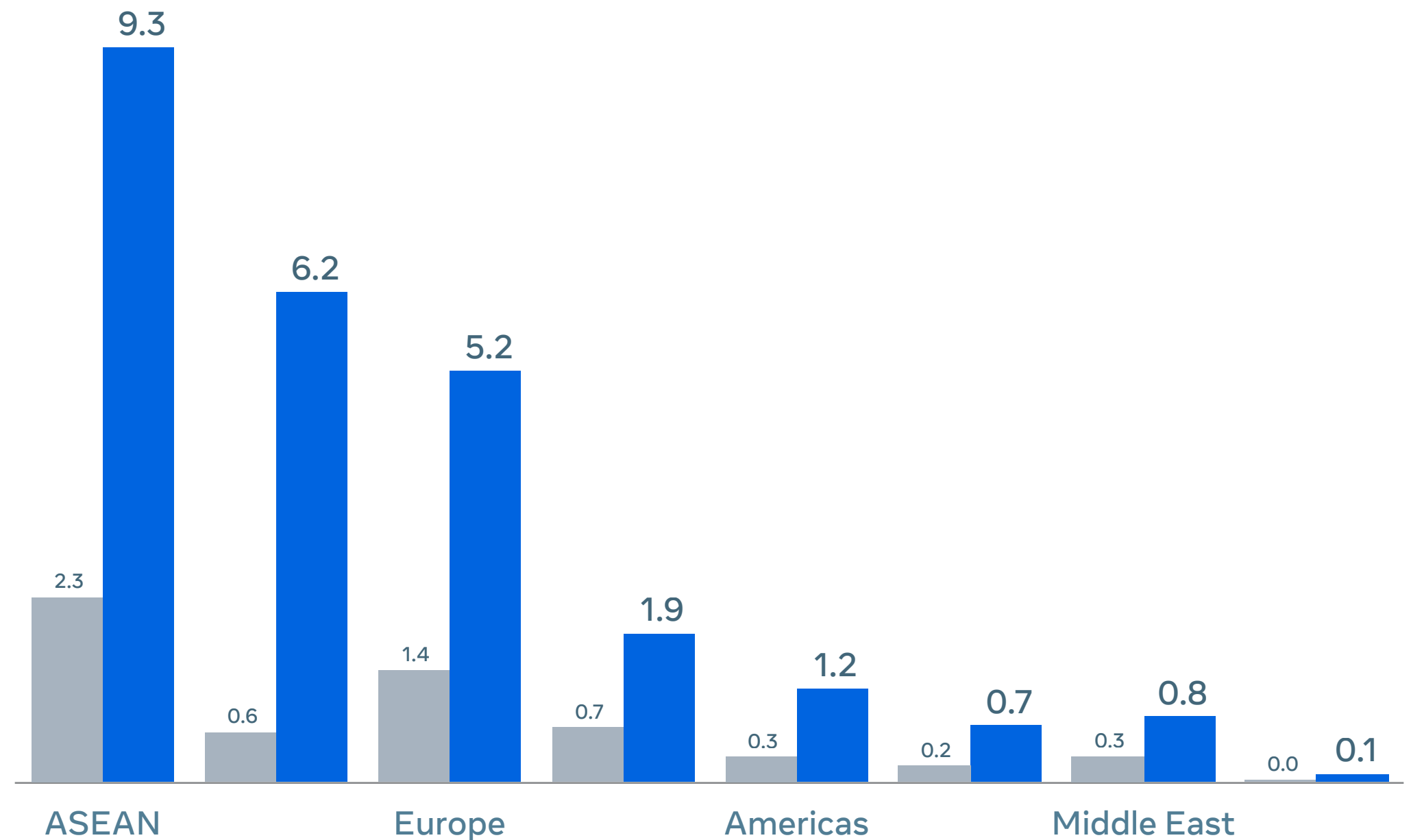
25.5M

visitors in 2023

2 of 3

from outside ASEAN

Thailand Tourist Arrivals by Source Country in 2023
(Million Visitors)



Every dollar spent
on our ads drives on
average, three dollars
and thirty-one cents
in revenues for our
advertisers in the US

3x

revenue for
every dollar
spent on our ads
for US advertisers.


\$1.00

Spend


\$3.31

Revenue

Meta Ads solutions map for Travel



	INSPIRE	PLAN		BOOK	
	Reels & Video Ads	Partnership Ads	Click-to-Message Ads	Advantage+ Shopping Campaigns	Advantage+ Catalog Ads
AIRLINES	✓	✓	✓	✓	✓
HOTELS	✓	✓	✓	✓	✓
ONLINE TRAVEL BOOKING	✓	✓	✓	✓	✓
TOUR AGENCIES	✓	✓	✓		
ATTRACTIONS / RECREATIONS	✓	✓	✓		
TRAVEL CREATORS	✓				



INSPIRE

Reels spark action

Engaged users are more likely to take action.



Follow



PEOPLE FOLLOW

85%

of people surveyed have followed a business after watching Reels (+4pp more than TikTok).

PEOPLE MESSAGE

74%

of people surveyed have messaged a business after seeing their Reels (+10pp more than TikTok).

Shop Now



PEOPLE BUY

79%

of people surveyed have purchased a product or service after watching Reels (+5pp more than TikTok).

Source: Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users.

CASE STUDY



Centara Hotels & Resorts

Leading hotel brand in Thailand significantly expands its reach and drives traffic by adopting **Reels + Stories**, achieving 23% lower CPA among young target and 10% higher reach compared to business-as-usual campaign without Reels + Stories.



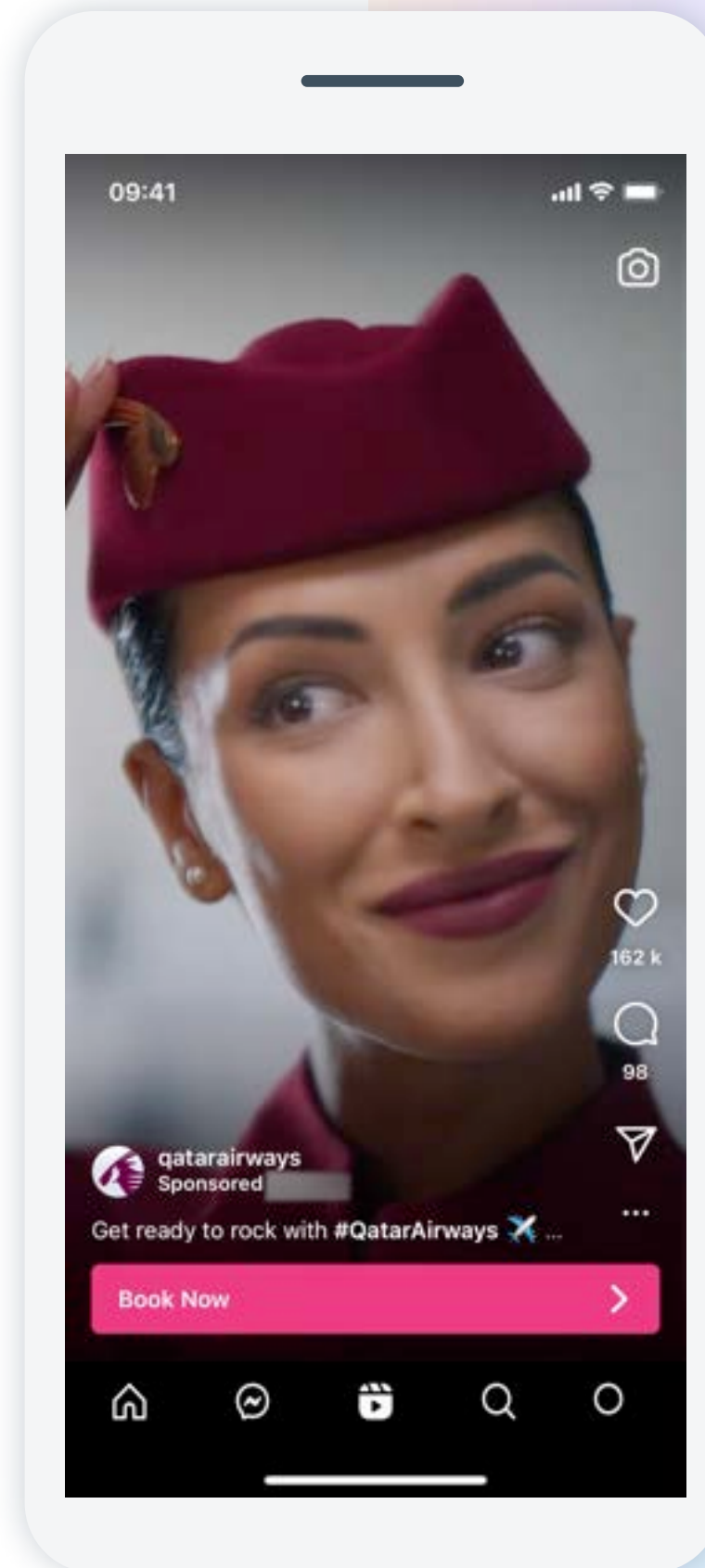
CASE STUDY



Qatar Airways

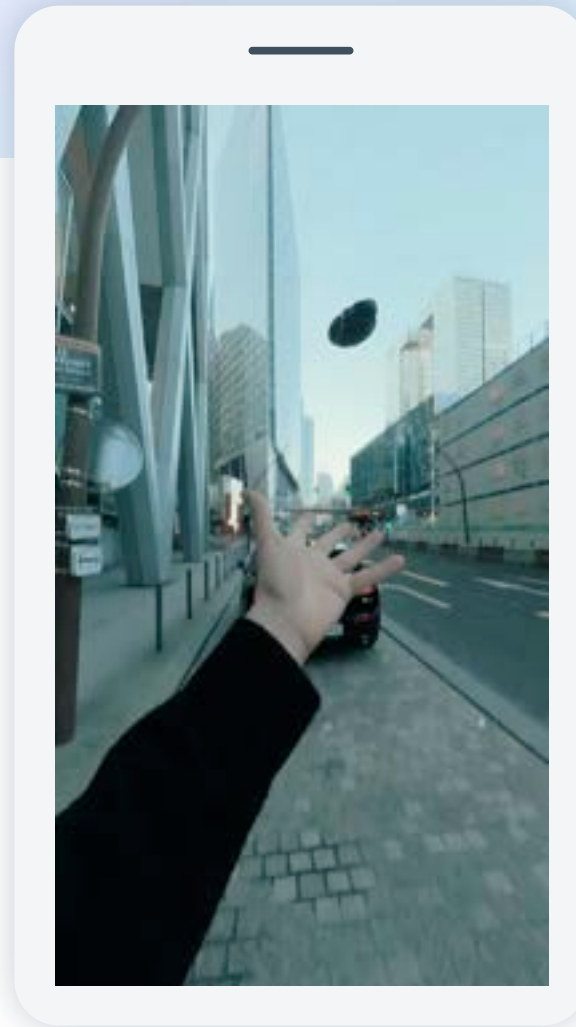
Qatar Airways worked with Meta Creative Shop to create new hero brand films to reach people on Instagram in a variety of moods and mindsets, including Stories, Reels and long-form video.

The brand films showcased the journey of getting to the World Cup from all around the world, with the accompanying camaraderie, excitement and anticipation brought to life through the renowned rock anthem “We Will Rock You”.



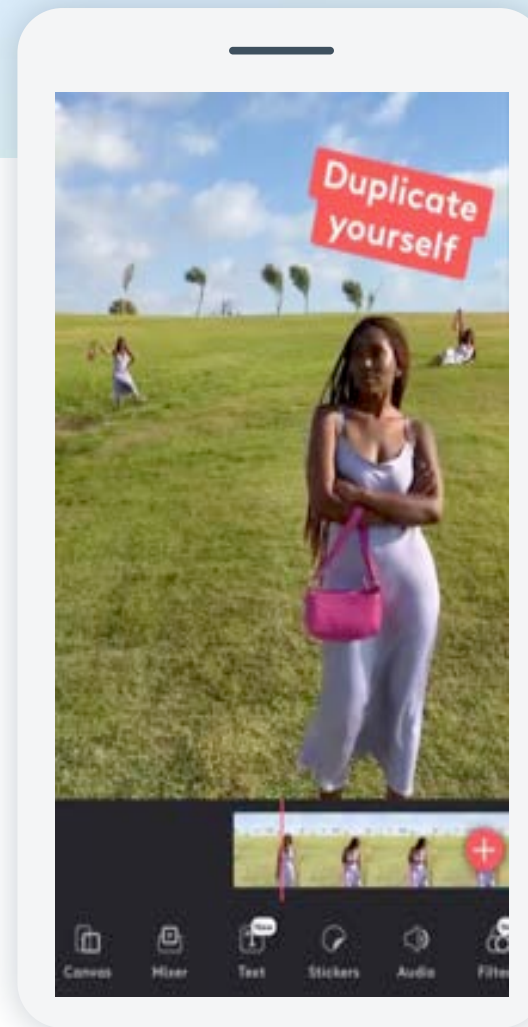
Take your campaign to the next level

Once you've mastered the essentials, explore creating in the language of Reels



MAKE IT ENTERTAINING

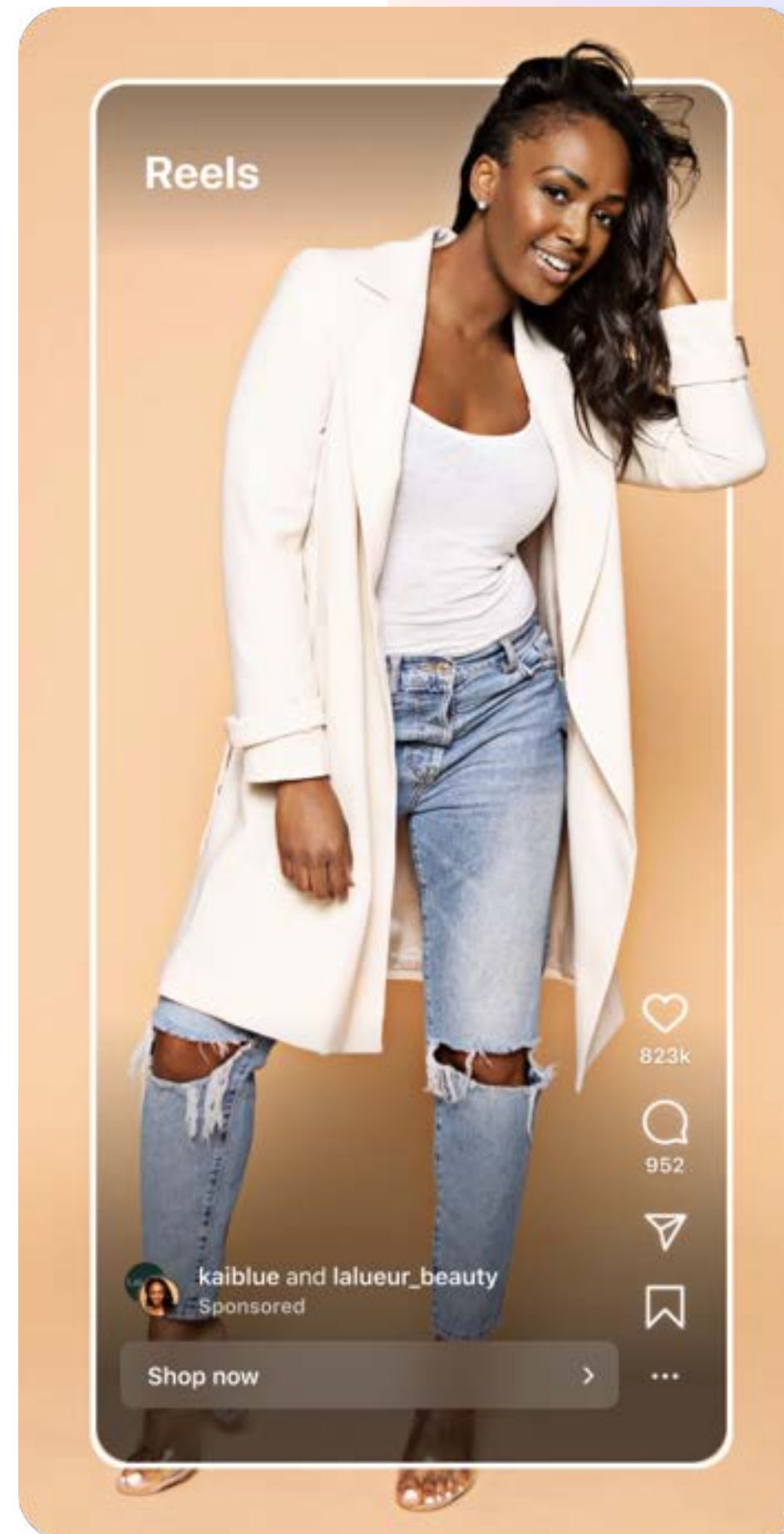
Mix audio, visual effects and creative storytelling to provoke an emotional response.



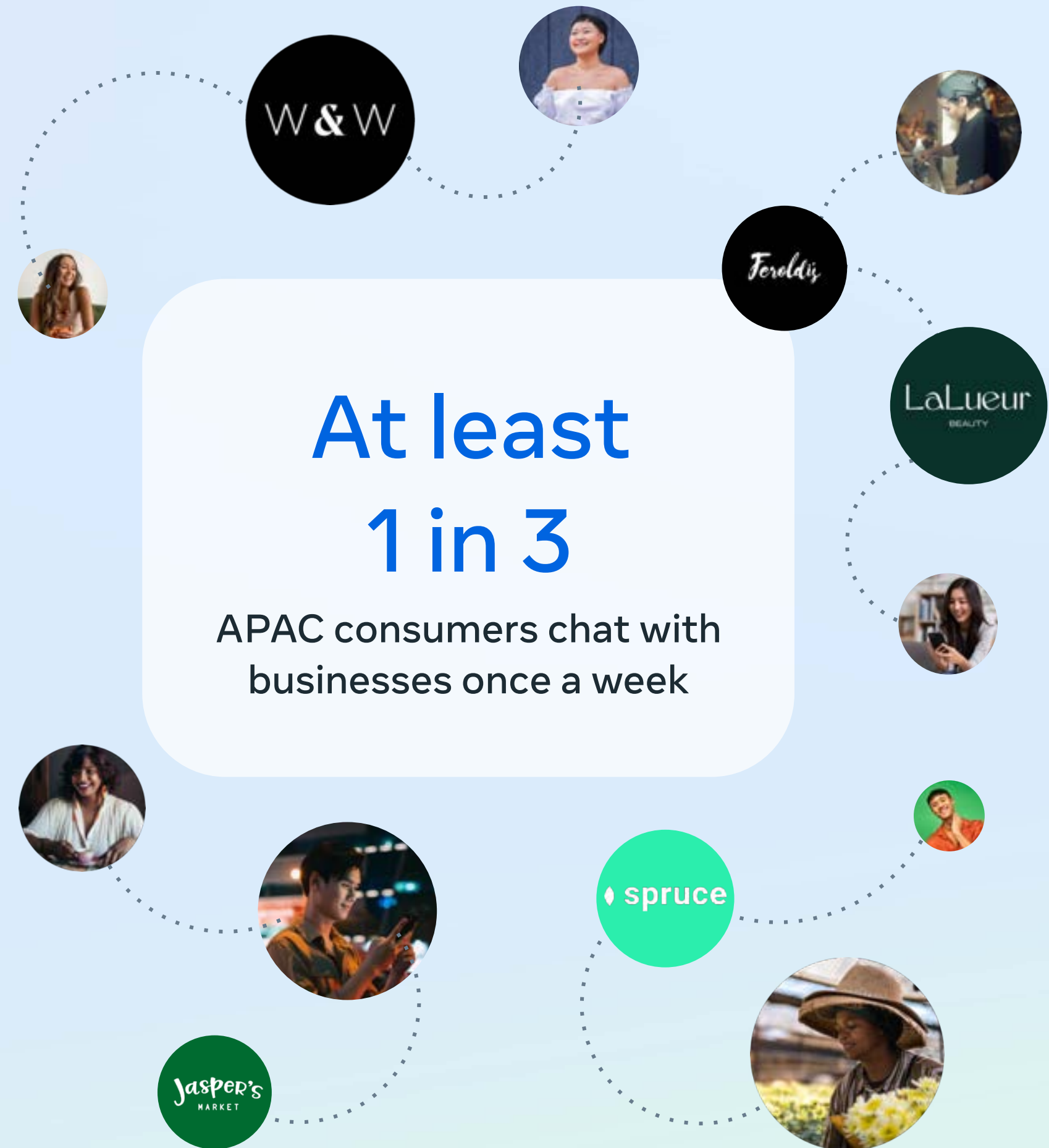
Reels partnership ads see better video engagement

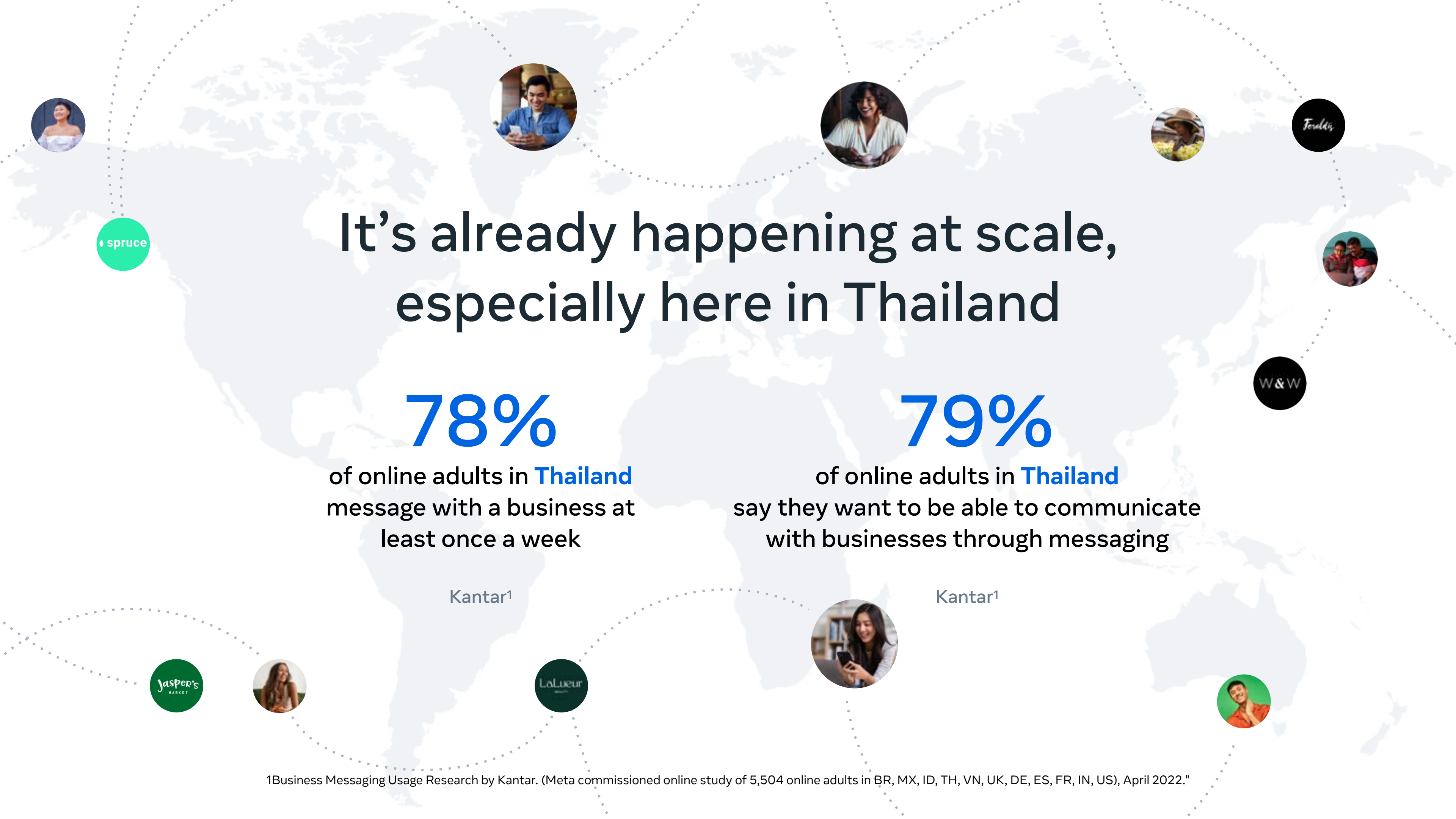
Partnering with creators to make Reels allows businesses to jump on real-time trends.

Source: Statistical meta-analysis of 12 lift studies that were run from Sept 2022 to June 2023 by global advertisers from various verticals that only delivered to Reels.



Messaging businesses is a way of life for consumers





It's already happening at scale, especially here in Thailand

78%

of online adults in **Thailand**
message with a business at
least once a week

Kantar¹

79%

of online adults in **Thailand**
say they want to be able to communicate
with businesses through messaging

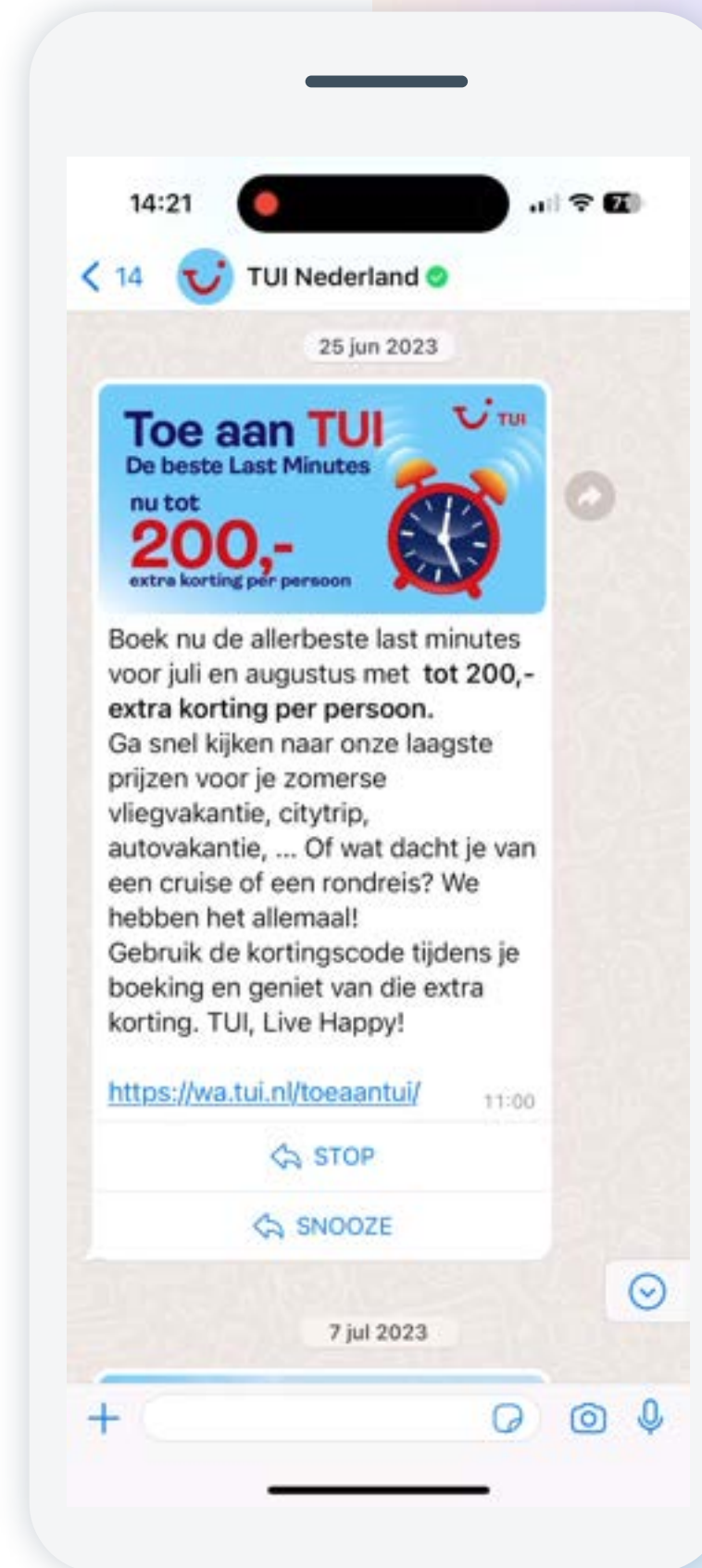
Kantar¹

CASE STUDY



Growing traveler engagement with WhatsApp

The international tourism brand implemented WhatsApp marketing messages, which drove up to 7X higher customer engagement than emails.



7X

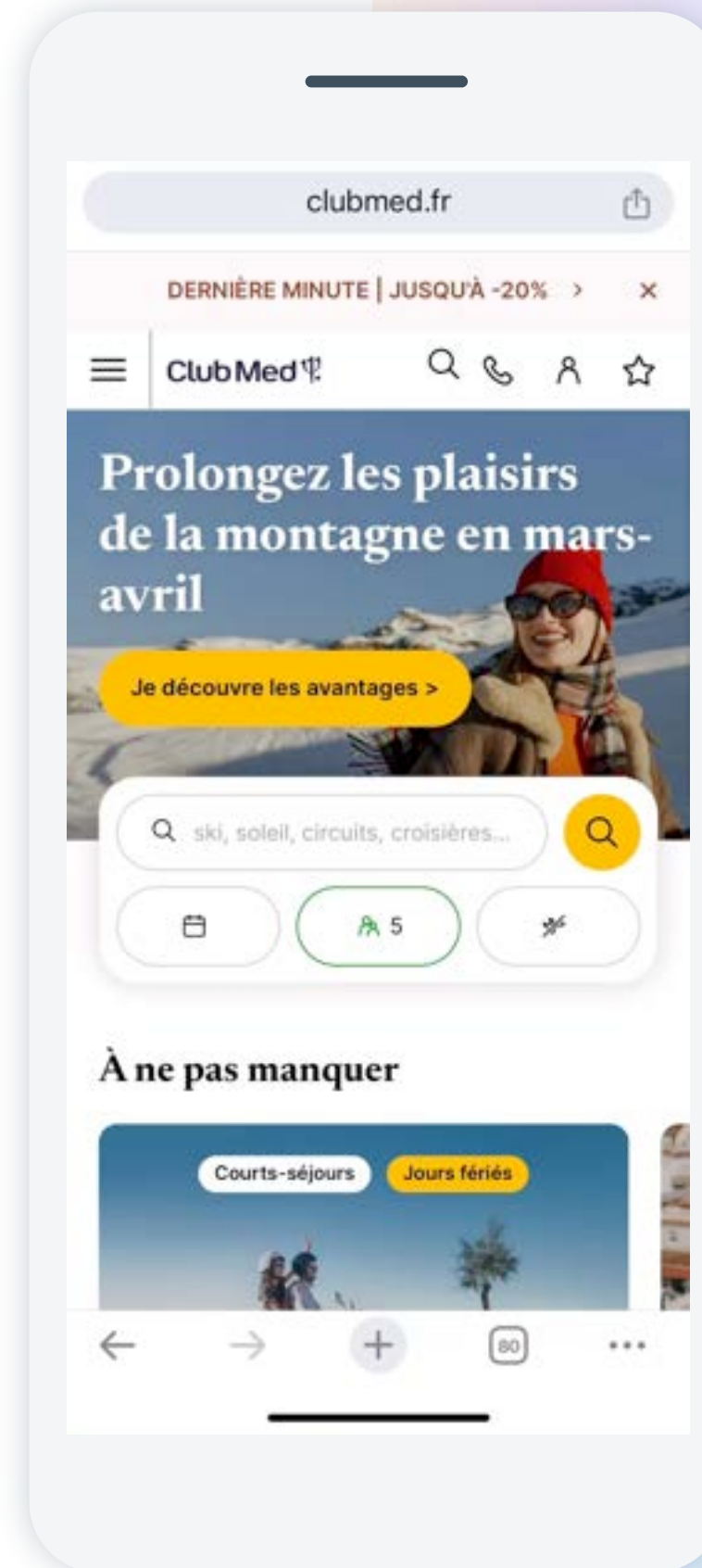
higher open rate for WhatsApp messages compared to emails (Netherlands)*

CASE STUDY



Growing online travel bookings with WhatsApp

The all-inclusive travel and tourism operator began using WhatsApp to help travelers find the right offer, resulting in a 10X higher conversion rate compared to the usual website booking experience.



10X

Like **Meta Advantage**, our AI-powered suite of automation ad products

Automate your entire campaign setup



End-to-end automation solutions

Advantage+ shopping campaigns

Advantage+ app campaigns

These solutions enable automation across every step of the ads creation process and help businesses connect with the right audience, at the right time, in the right place.

or select individual automation levers to address your business needs



**Audience
automation**



**Creative
automation**



**Destination
automation**



**Placement
automation**



**Budget
automation**

Better performance

New machine-learning models from Meta automate creative, audience, optimization, budget and destination levers to pair the right ad to the right person, while maximizing performance. 31 advertisers who added **Advantage+ shopping campaigns** to businesses-as-usual campaigns saw:

17%

•improvement in cost per action

32%

•increase in return on ad spend

Source: Meta internal study on 31 advertisers from NA, APAC, EMEA, and LATAM from Jul-Sep 2022.



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Advantage+ Catalog Ads

