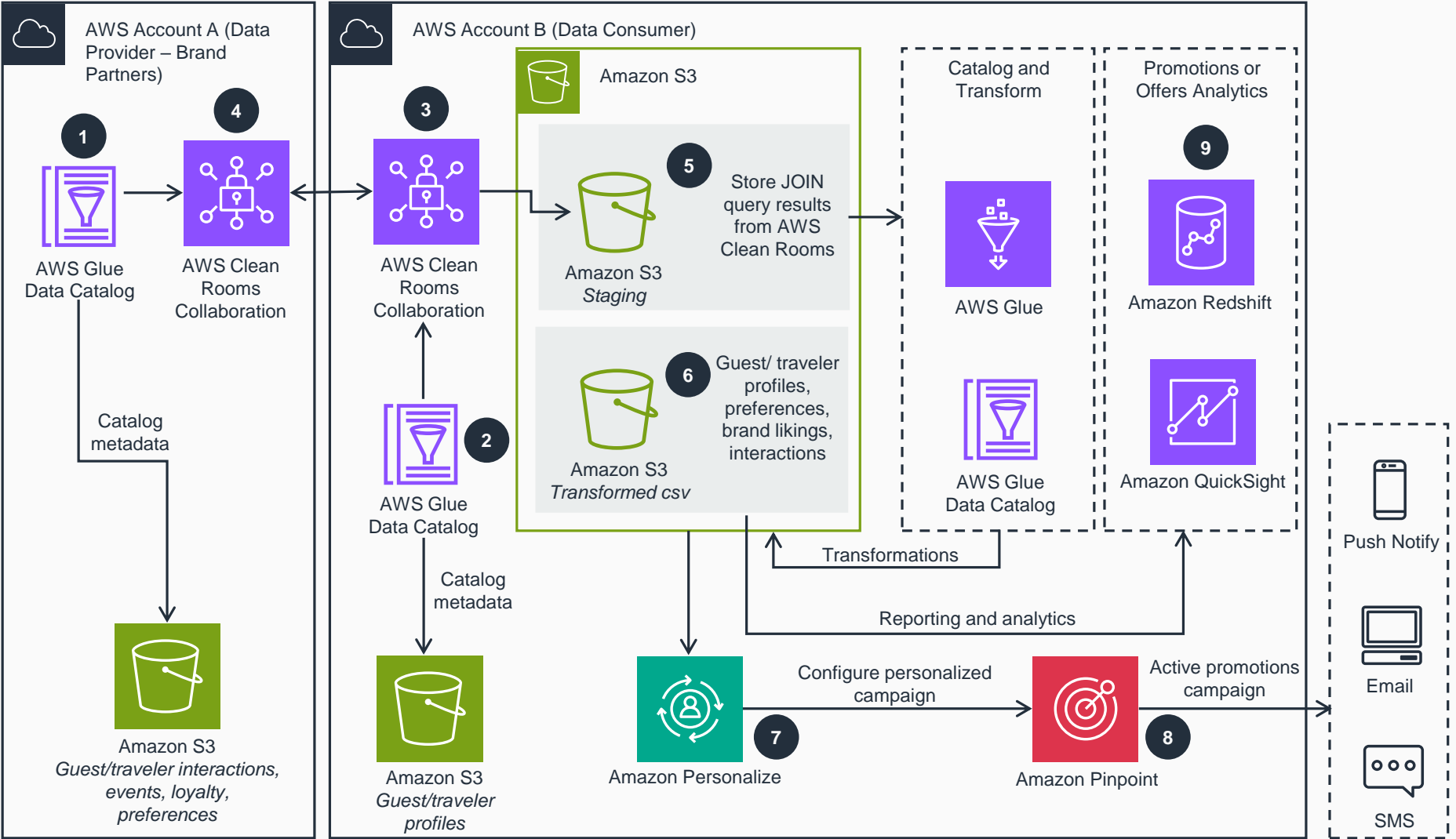


Guidance for Travel & Hospitality (T&H) Data Collaboration with AWS Clean Rooms

This architecture diagram uses AWS Clean Rooms to demonstrate data collaboration for T&H brands in a secure environment.



- 1 Data providers (brand partners) catalog their guest/traveler interactions, events, loyalty, and preferences metadata stored on **Amazon Simple Storage Service (Amazon S3)** and use **AWS Glue Data Catalog** for collaboration with other T&H brands in AWS Account A.
- 2 With a data consumer catalog, first-party guest/traveler profile metadata is stored on **Amazon S3**, and the data consumer can use **AWS Glue Data Catalog** to accept collaboration from other T&H brands in AWS Account B.
- 3 The data consumer in AWS Account B creates a principal **AWS Clean Rooms** collaboration with a querying capability using an **AWS Glue Data Catalog** table and extends the invitation for collaboration to data providers.
- 4 Data providers accept the invitation from the data consumer to JOIN principal collaboration in **AWS Clean Rooms** and configure their **AWS Glue Data Catalog** table in AWS Account A.
- 5 Use **AWS Clean Rooms** query editor in AWS Account B to join guest/traveler profiles with their brand interactions, preferences, and events data in AWS Account A, and store the results on the **Amazon S3** staging bucket.
- 6 Use **AWS Glue** to catalog, transform, and aggregate guest/traveler profiles with their preferences, brand likings, and interactions, and store the data back to **Amazon S3** in a transformed bucket.
- 7 **Amazon Personalize** uses the transformed data stored on **Amazon S3** to build a personalized promotion recommendation model based on guest/traveler profile preferences.
- 8 Configure **Amazon Pinpoint** to integrate **Amazon Personalize** promotions campaigns, and activate push notifications, email, and SMS.
- 9 Optionally, build guest/traveler profile preferences reports on **Amazon Redshift** with data stored on **Amazon S3**. Use **Amazon QuickSight** to build visual dashboards based on those reports.