

THE ALMAR RESORT CASE STUDY



The Power of Digital: Almar Resort's Transformation with the iHotelier® Suite

Setting the scene

Almar LGBT Luxury Resort is an adult-only, beachfront resort in Puerto Vallarta, known for its vibrant atmosphere, modern design, and tailored service for the LGBTQ+ community. Committed to hospitality excellence, the resort aimed to strengthen its digital presence, increase profitability, and reinforce its position as a leader in inclusive luxury in Mexico.





The challenge

As a niche hospitality brand with strong regional recognition, Almar LGBT Luxury Resort aimed to expand its visibility among international travelers unfamiliar with its name. The primary objective was to **drive sustainable growth by increasing organic traffic and reinforcing direct bookings through enhanced brand awareness and digital engagement**, while maintaining strong performance across all online channels.

The strategy

As a long-time [iHotelier®](#) user, the property deepened its partnership with Amadeus Hospitality by adopting the full [iHotelier® Suite](#) – adding [Website](#), and [Guest Management Solutions \(GMS\)](#) to accelerate its strategic shift toward a direct-first model and deliver a more modern, seamless guest experience.

After launching its new integrated website, the resort worked closely with Amadeus’ customer success team on adopting a multi-pronged strategy that would **expand its online presence and global reach**. This included leveraging Amadeus’ website and SEO capabilities to improve visibility in international markets through localized content such as blog posts, articles, and event promotions targeting high-performing regional markets. Location-based keywords were applied across the site, alt-tags were updated, and a comprehensive technical audit ensured optimal performance for both desktop and mobile experiences.

To guide these efforts, Amadeus provided ongoing insights and analysis, including monthly market trend reports for Mexico and Puerto Vallarta, air demand variations, and quarterly deep-dive reviews. Competitor benchmarking against similar properties informed content and merchandising tactics, while backlink building and enriched location-based queries strengthened organic traffic and search rankings. These actions reinforced Almar’s global digital presence and positioned the brand for sustainable growth.

Ready to own your distribution strategy?
This [Hotel Channel Mix Guide](#) makes it simple.

To transform its increased visibility into direct bookings, Almar LGBT Luxury Resort paired the advanced promotional capabilities of iHotelier and GMS to craft **personalized, targeted promotions and automated marketing campaigns across the entire guest journey**. From seasonal promotions to event-driven offers, the property leveraged advanced segmentation – such as guest origin, interests, and booking behavior – and deployed dynamic content via email campaigns from GMS to deliver tailored messaging at every touchpoint. Strategic pop-ups and an embedded booking mask on the website guided visitors with timely offers and a streamlined reservation experience.

Instead of focusing solely on discounted rates to encourage bookings, Almar LGBT Luxury Resort's **campaigns focused on popular upsells and value-added benefits** – like VIP transportation, early check-in and late check-out, and signature cocktails. Experiential packages and timely promotions around holidays and key events further boosted conversions and brand differentiation. These were supported by merchandizing tactics on the [iHotelier® Booking Engine](#), such as urgency messaging, sale tags, and visually compelling banner advertisements designed to maximize engagement, loyalty, and conversion, while cart abandonment tools powered by GMS helped recover revenue from guests who exited the booking flow.





By adopting these integrated tools and strategies, Almar LGBT Luxury Resort accelerated its shift toward a direct-first model – boosting profitability and bookings. This transformation was reinforced by close collaboration between their Revenue Management and Sales teams and Amadeus, enabling data-driven decisions through integrated technology and daily analysis of rates, occupancy, demand, and channel performance. Today, 80% of its total sales come from direct channels, while reduced distribution costs and a modernized digital guest experience has strengthened loyalty and repeat business.

Results

Almar LGBT Luxury Resort’s enhanced guest engagement and booking experience contributed to immediate, measurable improvements:

- **Direct bookings surged to 80%** of total sales, marking a **34% year-to-date increase**
- **Revenue is up 44% year to date**, with **average length of stay increasing by 50%**
- **Almar LGBT Luxury Resort was able to recover over \$334,000 in revenue** with a **7.3% conversion rate** on abandoned bookings
- **Channel mix optimization** led to reduced distributions costs and **higher net profit**



Want to boost your own results? Discover proven strategies in our [Demand Generation Playbook](#).

Almar LGBT Luxury Resort’s success with the iHotelier® Suite exemplifies how integrated digital solutions can elevate guest experiences and fuel long-term growth in today’s competitive landscape. By boosting direct bookings, Almar LGBT Luxury Resort further enhanced its operational excellence and saw a meaningful increase in revenue.

“The partnership between Almar Resort and Amadeus proves that **when technology meets strategy and human passion, results go beyond metrics:** they become memorable experiences, continuous innovation, and a new way of defining luxury hospitality.

At Almar Resort, we believe true digital transformation is not only powered by tools, but by vision. With Amadeus, we turned data into decisions, decisions into results, and results into experiences that inspire a new era of luxury hospitality.”

Rodolfo Gómez, Director Revenue Management Grupo Almar

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