

# Hotel Puerta America records a significant bookings increase and strengthens its GDS presence with help from Amadeus



## About Hotel Puerta America

Located in central Madrid, [Hotel Puerta America](#) is a five-star hotel that offers design-oriented rooms, luxurious amenities, and multiple gastronomical experiences. The 12-story property was ideated by 19 of the best architects and interior design studios in the world, including Zaha Hadid and Norman Foster, creating modern yet welcoming spaces for guests who visit the Spanish capital.

Hotel Puerta America leveraged Amadeus' [Travel Seller Media](#)—our products and expertise to advertise on global distribution systems (GDSs)—to showcase its unique offering across the leading marketplace for travel agencies and attract incremental bookings. The property is also a recurring customer of Amadeus.



**Challenge:** Hotel Puerta America sought to increase its presence and brand visibility to drive bookings on GDS platforms.

**Campaign length:** 1 year

## Strategy & Recommendations

The Amadeus Travel Seller Media team proposed an enhancement of Hotel Puerta America's GDS graphical ads across Amadeus, Sabre, and Travelport's Galileo interfaces. Following Amadeus' guidance, the hotel added commission details as well as cancellation policies to the ads, items that it wasn't showcasing previously. The campaign was visible worldwide reaching travel agents from around the globe.

Additionally, the Amadeus team optimized the property's HOD (hotel description) across the GDS, ensuring every line item was up-to-date and reflected the unique selling points of the hotel.

Most agents rely on HOD and ad content to make informed decisions. They seek property ratings and photos the most, followed by hotel services, amenities, and policy information.

**Source:** [2022 Global Travel Agent Report](#)

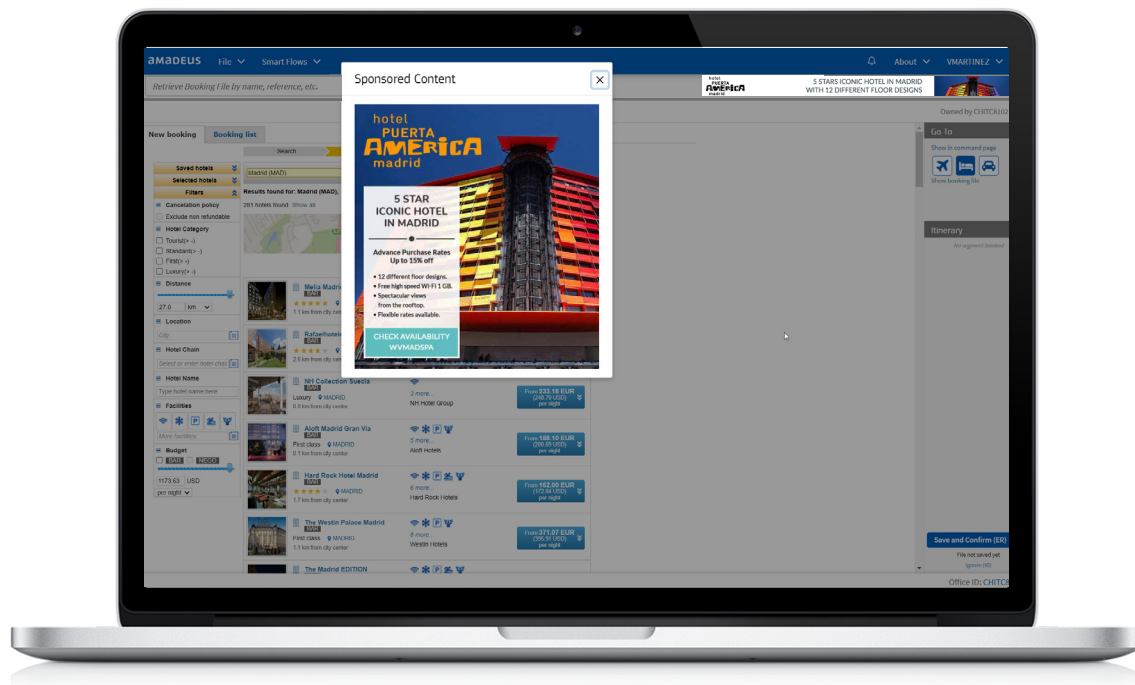
## Results

Once the ads were updated, the number of total bookings and room nights for the property increased, with a notable spike during the 2022 summer months. When comparing the room night average from June, July, and August 2022 to January 2022 room nights, the recorded percentage increase surpassed 2,000.

The return on advertising spend, or ROAS, once the campaign had concluded was over 14:1. This means that the revenue the property received from the campaign significantly exceeded its advertising spend.

Hotel Puerta America was additionally able to convey the property's unique design to the travel agent community and successfully generated profitable demand on the GDS marketplace.





“To expand their reach on GDSs, travel brands partner with Amadeus as our strategic recommendations are backed by data, expansive market knowledge and an unparalleled tech solution set. We share our Hotel Puerta America success story with pride; it reflects how we can help hotels revitalize their strategies to capture a greater share.”

“Once Spain reopened to international travelers in 2021 following the pandemic, we saw an opportunity to improve our performance across the GDSs and worked with Amadeus to find the best path forward. Their advice on our ads and our rate plan set up led the property to record an important spike in bookings, and we continue to see the benefits to this day.”



**Scott Falconer,**  
Executive Vice President, Media  
Solutions, Hospitality, Amadeus



**Pedro Valades,**  
CEO, Hotel Puerta  
America Madrid



## About Amadeus Media Solutions and Travel Seller Media

By working with [Amadeus Media Solutions](#), hoteliers receive omni-channel media strategies that deliver persuasive messaging to the right audiences at the right time. In return, hotel properties improve their presence among their key audiences, remain top-of-mind, ultimately leading to an increase in demand. Powered by proprietary insights and data-driven recommendations, Amadeus' [Travel Seller Media](#) offers targeted advertising to travel agents during the GDS shopping and booking process as well as preferred placement options. Amadeus can coordinate multi-GDS advertising campaigns on behalf of clients, where hoteliers can choose to advertise on Amadeus, Sabre, and/or Travelport.

### Why market to travel agents on the GDSs?

Findings from [a recent Amadeus study](#) reveal that the GDS channel is showing signs of growth and recovery, including:

- GDS usage is on the rise internationally, with agents reporting they log in more than 4 times per day
- Room nights booked in 2022 reached pre-pandemic levels
- Nearly 90% of agents report that ads influence their buying behavior
- GDS ads have a global footprint reaching over 195 markets
- Ads are delivered to travel agents booking a hotel's competitive set



For further information, visit  
[amadeus-hospitality.com](https://amadeus-hospitality.com)  
or speak to an Amadeus representative today.

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