

Riverton Hotel

Find out how Amadeus helped this Nordic design hotel attract repeat direct booking business through special promotions targeted at a specific guest segment using unique Amadeus Audience Builder tools.

The Challenge

- How do you target high-potential guests with more enticing offers to boost bookings and revenue during COVID recovery?

Riverton Hotel, a 200+ room waterfront Nordic hotel, was looking to support their COVID recovery strategies by targeting customers who had previously stayed at the hotel and had high potential for return bookings.

What they needed was a way to recognize previous guests while they were in the booking flow and deliver special offers that could further entice them to complete a booking.

The Solution

- The hotel turned to guest recognition capabilities enabled by their Amadeus iHotelier® booking engine and Guest Management Solutions (GMS) to help them target special offers and promotions to previous guests who might be looking to book a room at the hotel.

The Amadeus GMS Audience Builder feature allowed the hotel to recognize and target guests who had stayed in the hotel previously while they were in the booking flow.

Audience Builder Criteria

- Guests that had previously stayed 2 or more nights

Service Promotion Offers

- Free welcome drink
- Discounted champagne
- Discounted beauty service
- Free access to gym
- Free parking

“Direct booking is very important. There is a lot of competition within the marketplace and our new website and guest portal help us compete.”

Even though we are a smaller independent hotel it helped us create a better relationship with our guests.”

**-Lina Johansson
Media & Marketing
Manager**

The Results

Riverton Hotel then leveraged new Service Promotions capabilities in their Amadeus iHotelier® booking engine to create and merchandise the special offers and perks to this group while they were in the booking flow to incentivize bookings and drive conversions.

Audience Builder/Service Promotion KPIs

€18,000+

Brand.com Revenue

Generated in one month of launching service promotion on their Booking Engine

48+

Room Nights Booked

by previous guests in one month with ADR Remaining Consistent

“Audience Builder and upsell merchandising helped us add extras that are no cost to us. These are great tools to help get the customers to book.”

-Lina Johansson
Media & Marketing
Manager

| THANK YOU