

amadeus

# The **Hospitality** Demand Generation Playbook

Intelligent Strategies for Powering Hotel Revenue





# Introduction: Navigating new frontiers of hotel revenue

In an era where connectivity and data reign supreme, today's hospitality leaders face a global landscape brimming with both opportunity and complexity. Guest expectations are rising to new heights, technology is redefining the guest journey, and competition within the market has become fiercer than ever. At the same time, hotel teams must navigate mounting challenges while grappling with fragmented data streams and rapidly evolving digital environments—all with limited resources.

The good news is that opportunity abounds for hoteliers willing to move beyond the conventional focus of simply filling rooms. Success today lies in adopting an integrated approach—one that harmonizes marketing, sales, and revenue goals into a cohesive engine for generating demand with precision and foresight. It is about building sustained interest, engagement, and loyalty among the travelers of both today and tomorrow.

Whether optimizing revenue potential for an individual boutique property or scaling commercial strategies for a global hotel portfolio, demand generation offers a clear path forward. It unites every facet of the digital journey—from targeted digital marketing and seamless direct booking experiences to personalized offerings and loyalty programs—into a synchronized ecosystem. It is about creating a cohesive strategy where every interaction, from inspiration to loyalty, functions in harmony.

To further explore the increasingly important topic of demand generation, we've gathered relevant insights, strategies, and best practices for powering hotel revenue. Serving as both a compass and a toolkit, this guide equips today's hospitality executives with a blueprint for navigating industry complexities while unlocking new avenues for generating demand, revenue, and long-term growth.

This guide equips **today's hospitality** executives with new avenues for generating **demand, revenue, and long-term growth.**

1

# Understanding demand generation in hospitality

**Demand generation** in hospitality goes beyond simply attracting guests. It is about creating a sustained cycle of interest and engagement that drives bookings, experiential selling opportunities and fosters loyalty. Unlike lead generation, which focuses on capturing immediate inquiries, demand generation is a broader strategy aimed at building awareness, trust, and demand for a hotel's offerings across various traveler segments and channels.

At its core, demand generation integrates multiple marketing, revenue, and sales touchpoints to create a unified approach that maximizes visibility and revenue potential. It is a data-driven approach that intertwines technology, personalization, and guest-centricity. More of a journey than a destination, demand generation unfolds across five key stages. Each stage builds upon the last, creating a holistic approach to driving revenue and guest loyalty. Key components include:





## The key components:

- 1 Gaining market understanding:** Understanding market dynamics and traveler behavior is essential, and having the [right insights](#) can transform any hotel's potential. Hotels can analyze global travel trends and local preferences using predictive analytics and data visualization to anticipate demand and create effective strategies.
- 2 Attracting travelers:** To capture travelers' attention, hotels require an [omni-channel media strategy](#) that delivers highly targeted, persuasive messaging to the right audiences at the right time. Effective Search Engine Optimization (SEO), engaging social media content, exposure to [travel sellers on GDS](#), and targeted digital advertising help drive demand by anticipating and responding to the specific needs of your potential customers.
- 3 Engaging and persuading:** Drive travelers from the inspiration and research phase into your most profitable channels. Enhance your online presence, while showcasing your brand story through consistent, persuasive messaging. Make sure your brand.com [direct channel](#) is creating an exceptional customer-centric experience aimed at immersing travelers and maximizing conversions
- 4 Creating a seamless booking experience:** Capture travelers with an enhanced online presence and dynamic content, while prioritizing conversion through one seamless shopping flow. Simplify the digital journey with intuitive design, mobile-friendly features, clear pricing, flexible payment options, and direct booking incentives to convert interest into bookings. Go beyond rooms by offering experiential stays, promotions, and merchandising opportunities that maximize revenue potential and personalize the [booking experience](#).
- 5 Encourage Future Bookings:** Deliver exceptional experiences and maintain loyalty programs to encourage repeat visits. Retarget past guests with personalized offers and reminders, using [technology](#) to automate outreach and gather insights. Engage travelers with dynamic rate updates in advertising and personalized offers, all while capturing guest preferences and behaviors to foster long-term guest loyalty and revenue growth.

Demand generation also necessitates collaboration among traditionally siloed hotel teams. Marketing must work closely with revenue and loyalty teams to ensure consistent messaging and pricing strategies, while sales aligns occupancy strategies with maintaining valuable customer relationships.

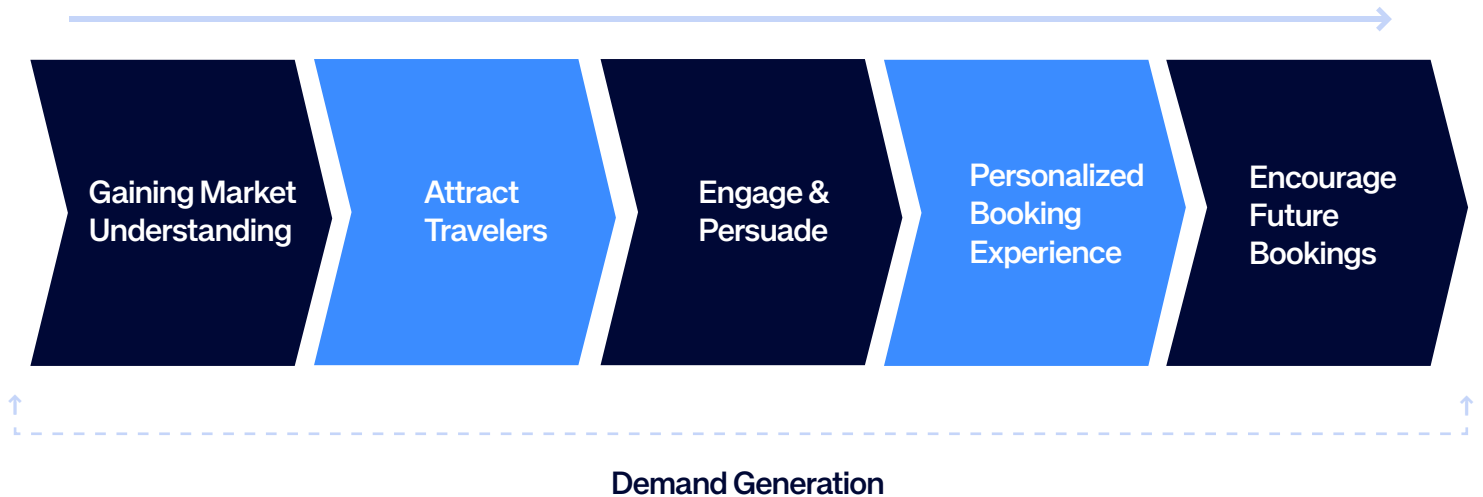
By embracing demand generation as a holistic strategy, hoteliers can transcend the reactive cycles of short-term booking boosts. Instead, hotel leaders can position properties for sustained revenue success by aligning internal teams, adopting digital tools, and responding to the nuanced needs of today's travelers.



## Generating demand occurs across five stages

Inspire, convert and retain the most profitable audiences  
on your highest margin channels

Marketing + Revenue + Sales Alignment



"Hotels are **benefiting** from more **mobile bookings**, combined with a growing base of different types of **rewards programs**. Much potential remains in ancillary and item sales, where individual products and services can be booked."

*h2c Global Hotel Direct Booking Study, 2024.*



## 2

# Leveraging data-driven insights

**A hotel's success** hinges significantly on its capacity to adapt to emerging market trends and shifting traveler preferences. By leveraging the right insights at the right time, hotels can significantly transform both short-and long-term revenue potential. This makes data a key foundation to any effective demand generation plan. Data-driven insights help to make smarter, more well-informed decisions, giving hoteliers a considerable edge. By weaving analytics and actionable insights into critical strategies, hoteliers can refine their approach to attracting, retaining, and maximizing value for guests, turning information into a decisive competitive advantage.

## Market & traveler insights

The first step toward powering smarter decisions is having a deep understanding of both the traveler and the market. A strong strategy requires precise knowledge of demand fluctuations, a clear grasp of your target audience, and strategic positioning against competitors.

## What can a hotel do to develop this strong understanding?

- Harness historical & forward-looking air and hotel data to gain the ability to accurately anticipate booking trends.
- Understand the distinctions between leisure and corporate travel to have a deeper understanding of your audience.
- Leverage predictive insights to dynamically adjust pricing to seize the most profitable opportunities at the right time.



- **Look** at key insights such as origin markets and preferred booking channels, as well as between leisure and corporate travel, to help shed light on where travelers are coming from and how they book.
- **Pinpoint** critical feeder markets and optimize those channel strategies.
- **Segment** key traveler types—whether the bleisure\* traveler seeking convenience, the eco-conscious adventurer prioritizing sustainability, or the loyal guest who values personalized experiences—to help craft offerings that resonate deeply with your target audiences.
- **Measure** your market share by comparing your occupancy rate, average daily rate (ADR) and revenue per available room (RevPAR) with your competition.

\*Blending of business and leisure travel

# Equipped with these insights, hoteliers can create tailored guest experiences,

increase direct bookings, and gain a competitive edge in a dynamic marketplace.



### Hotel data: Unlocking property-level performance insights

Every booking and revenue report holds a wealth of untapped potential. By analyzing key metrics like occupancy rates, room type preferences, and revenue per available room (RevPAR), hoteliers can identify what's driving success and where improvements are needed. Additionally, calculating the average length of stay helps set optimal rates and packages, as well as improve planning for housekeeping.

It's important to determine your optimal business mix, as each channel impacts revenue, profitability, and guest retention differently. Apply strategies that align with long-term growth goals. For example, focus on boosting direct bookings through loyalty programs and targeted marketing, or leverage indirect channels like online travel agencies (OTAs) and global distribution systems (GDS) for market visibility.

By understanding the performance of their property, hotels can strike the perfect balance between cost efficiency and market reach, setting the stage for sustained revenue growth.

### Campaign data: Boost engagement with your target audience

Every impression, click, and conversion offers valuable insight into what resonates with travelers and drives action.

- From initial interest to post-stay engagement, analyze performance across touchpoints to maximize ROI.
- Leverage travel intelligence tools to track campaign effectiveness and identify strategies that translate engagement into bookings. This data also offers visibility into market share performance relative to competitors, empowering hoteliers to refine their approach.

A data-driven **campaign strategy** not only **boosts engagement** but also strengthens brand loyalty, **ensuring** hotels remain top-of-mind for **travelers**.



## 3

# Optimizing digital marketing channels

In a **digital-first world**, reaching travelers where they are—at every stage of their journey—is essential. By strategically leveraging digital marketing channels, hotels can build awareness during the early stages of travel planning and seamlessly guide potential guests toward direct bookings. This approach ensures properties remain visible, relevant, and compelling throughout the decision-making process, maximizing engagement and conversion opportunities.

## The inspiration and planning stage

In this initial phase, introduce travelers to your brand and spark excitement about staying with you. At this point, they may not be ready to book, but they're dreaming, exploring, and planning. Set the goal to create meaningful connections through engaging, high-visibility content:

- **Display & social prospecting ads:** These ads, on platforms like Facebook and Instagram, with secondary reach on TikTok for Gen Z and LinkedIn for both brand awareness and recruiting purposes, help make your hotel a recognizable part of travelers' daydreams.
- **Video ad prospecting:** Video ads showcase your brand's story and hotel atmosphere ambiance, leaving a lasting impression that invites them to learn more.
- **Pay-per-click (PPC) (Generic) & SEO:** With paid search campaigns and well-optimized SEO, your hotel appears in travelers' search results, drawing them into your online presence.
- **Metasearch (sponsored listings):** When travelers begin searching for accommodations, sponsored listings help ensure they see your hotel as a top choice.

Make sure your **digital marketing display strategy** is focused on traveler data and is tailored for hotels. This way, you can reach new qualified audiences by targeting high-intent travelers.

# The booking stage: Turning interest into action

At this point in the guest journey, it's time to guide travelers toward booking your hotel. Reengage with them, **building on their interest to drive that direct booking to your web:**

- **Display & social remarketing:** Retargeting ads remind visitors who've browsed your site to keep your hotel top of mind as they compare options.
- **Video ad remarketing:** Video remarketing brings your brand's appeal back into focus for travelers who've shown interest but haven't yet booked.
- **PPC (brand):** With paid search, travelers actively looking to book are drawn directly to your hotel's booking page.
- **Metasearch:** Be present when potential guests are comparing prices and win the booking by offering the best rate & value, while avoiding losing direct bookings to third-party channels and competitors.
- **SEO for intent-driven searches:** Targeted keywords capture search traffic from travelers ready to finalize their plans.

## The on-site experience

During the guest stay, your hotel brand can continue to engage travelers staying at your property, providing memorable experiences that encourage leveraging your hotel facilities and services by powering campaigns based on your first-party data. Strive to build connections that lead to loyalty and increase your hotel's profitability.

- **Display/social remarketing (customer relationship management):** Through customer relationship management, or CRM-driven display and social ads, you can highlight in-house services, amenities, and upgrades to enhance the guest's on-site experience.



## The post-trip stage

Once travelers have returned home, focus your strategy on reconnecting with them, inviting them to stay with you again, and nurturing your relationship with them within the brand's funnel for future bookings.

- **PPC:** Use CRM data to create PPC campaigns to reach previous guests, inviting them to experience more of what your hotel has to offer.
- **Email marketing:** Through personalized email marketing, thank them for their stay, offer special rates for returning guests, and keep your hotel top of mind for their next getaway.



### Discover How **Cove Pocono Resorts**

Increased Direct  
Bookings **with Digital  
Media, SEO and Email  
Marketing**

**With a comprehensive digital marketing approach covering every stage of the traveler journey,** you will create a seamless experience that builds guest loyalty and drives direct bookings, making sure guests return to your property time and again.





## 4

# Driving direct bookings

With the [hospitality](#) landscape dominated by online travel agencies, bed banks and third-party channels, capturing direct bookings is fundamental to boosting hotel profit margins and fostering guest loyalty. This empowers hoteliers to own the guest journey, from booking to post-stay engagement, by ensuring a seamless experience to encourage repeat business.



## Optimizing for direct conversions

Capturing direct bookings requires more than just driving traffic to your website. From website optimization to engaging offers, every element plays a role:

- **Website excellence:** Ensure your site is fast, mobile-friendly, and visually appealing. Mobile transactions could make up half of all booking engine sales in the next 2-3 years. A [responsive website](#) with intuitive navigation is critical.
- **Compelling offers:** Exclusive promotions, such as discounted rates for loyalty members or package deals, incentivize direct bookings and further enhance conversion rates. Go beyond hotel services and connect the travel chain for your customers by [incorporating car rental](#) into your offering.
- **Enhanced booking engine:** A [well-designed booking engine](#) integrated with your website delivers a seamless and intuitive shopping experience. Features like single-window navigation, real-time customization options, and the ability to book multiple rooms enhance guest convenience.



## Unlocking your hotel value proposition

Direct booking channels should focus on more than just competitive pricing. Offering flexible cancellation policies, exclusive perks, and personalized communication enhances trust and creates a seamless guest experience. Highlight value-added benefits such as curated packages, room upgrades, or access to services like spa treatments, food and beverage packages, and activities to [boost your ancillary revenue](#).

## Driving direct MICE business

Small meetings and single-day events, which make up [35%](#) of global bookings, are a significant opportunity. Utilize key demand channels for meeting planners worldwide to showcase your function spaces to diverse clients. Allow planners to [book small groups and events directly on your website](#) with real-time availability and minimal clicks. Promote underutilized spaces strategically online to boost revenue.

# Learn how to maximize your revenue potential

through proven insights and innovative technologies with our guide to

## [Mastering Direct Bookings](#)




## 5

# Maximizing travel agent bookings

The **Global Distribution System (GDS)** remains a critical channel for driving high-conversion bookings, particularly in the corporate and group travel markets. Leveraged by travel agents worldwide to book end-to-end travel itineraries, including air, hotels, car rentals, and more, the GDS processes millions of daily searches and transactions, offering hotels global reach and demand generation potential.

- To **maximize impact through the GDS**, hoteliers should leverage their advanced targeting capabilities to align campaigns with specific travel seller behaviors. Precision targeting ensures that your property is top-of-mind for agents most likely to book, increasing relevance and driving conversions.
- Strategic use of **GDS advertising** tools is also essential for standing out in a crowded marketplace. Consider leveraging Preference Media to secure prime positioning in search results, ensuring your property is prominently displayed to the traveler seller during the booking stage.
- Combine with banner ads and featured listings to create a powerful visibility strategy that amplifies engagement and demand.
- Additionally, the GDS extends its reach through integration with online booking tools (OBTs) and web services, connecting with travel sellers beyond traditional channels. This broad connectivity allows hoteliers to tap into emerging markets and build long-term relationships with agents.





By prioritizing targeted engagement, premium advertising, and consistent visibility across the GDS ecosystem, hoteliers can generate more bookings, differentiate their properties, and drive sustainable revenue growth. Adopting a strategic, data-informed approach to the GDS ensures not only higher conversion rates but also stronger positioning in the competitive travel seller marketplace.

**2 in 3**

travel sellers state that **GDS advertising** plays a **key role** in influencing their **buying behavior**

## Mastering the GDS:

A Guide to Effectively  
Engaging Travel Sellers



## 6

# Revenue management and pricing strategies

In the hyper-competitive hospitality market, aligning marketing and revenue strategies is critical to achieving shared goals of increased occupancy and profitability. An integrated approach ensures pricing strategies resonate with [marketing campaigns](#), driving consistent outcomes across channels.



A person wearing a yellow long-sleeved shirt is packing a suitcase on a wooden floor. They are holding a wide-brimmed straw hat and a laptop. The suitcase is open, showing a striped shirt and other items inside.

### The power of real-time adaptation

By leveraging real-time and forward-looking demand data and competitive sets, hoteliers can optimize rates and maximize revenue. Understanding price elasticity is essential to boost revenue when demand is strong. Additionally, optimized discounts can capture bookings during low-demand periods.

### Building trust across channels

Consistency in pricing across all channels, including direct websites, OTAs, GDS, and B2B networks, is crucial for maintaining credibility and guest trust. [Rate parity](#) ensures guests perceive your hotel as reliable, whether they book directly or through third parties. Beyond guest perception, maintaining parity simplifies partnerships and strengthens brand reputation in B2B ecosystems.

Yet, rate parity can be labor-intensive. **Tools** like **automated [channel management systems](#)** streamline this process, **enabling hotels** to maintain consistent pricing without sacrificing **operational efficiency**.

### Holistic Channel Management

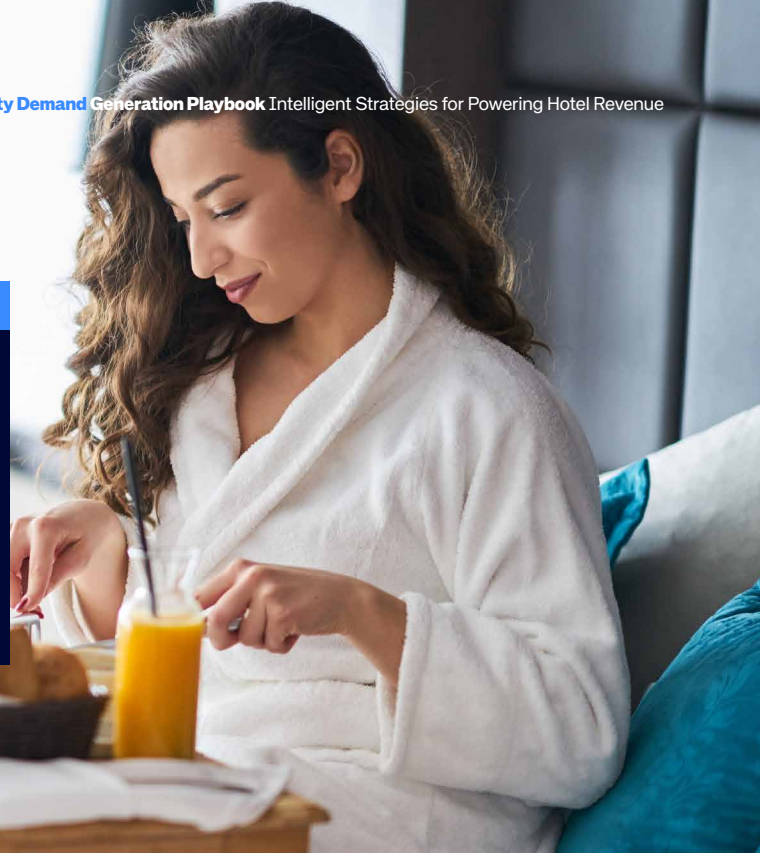
Effective distribution channel management balances profitability with reach. Best practices include:

- Prioritizing direct channels to minimize OTA commissions.
- Utilizing [metasearch platforms](#) to capture demand while maintaining competitive rates.
- Investing in compelling, data-driven advertising to optimize visibility from the outset.



### Data-driven promotional strategies

Strategic promotions tailored to specific demand periods are invaluable. Data insights enable hotels to offer targeted discounts and value-add packages, such as complimentary breakfasts or room upgrades, to incentivize bookings during off-peak times. Promotions should be timed carefully to avoid cannibalizing higher-rate bookings.



## Managing rate parity across channels and optimizing pricing in revenue management

can be complex, but data-driven platforms make it easier to report and understand results. See how you compare against your competitive set and local market with a complimentary one-time Demand property-level “Market Snapshot” today.





# The role of automation and innovation in demand generation

As the industry evolves to meet rising guest expectations, hotels are increasingly questioning how to optimize limited resources and operations. Automation and innovation can help to empower hoteliers to streamline workflows, boost efficiency, and enhance guest experiences, all while supporting staff well-being and productivity.

## Keep data up to date to inform decision making

Accurate and timely data allows providers to track trends, forecast demand, and implement data-driven strategies. Advanced tools such as property management systems (PMS), customer relationship management systems (CRMs), and AI-powered analytics ensure that critical insights are readily accessible, enabling businesses to adapt to changing market conditions and maximize revenue opportunities.

While **PMS** systems are **well-integrated**, significant **gaps remain in connecting** loyalty systems, POS, and chatbots. Nearly a third of **hotel chains report** data cleansing as a **critical challenge**, particularly **among** smaller chains in **Europe** and **APAC**.

[h2c GmbH study 2024](#)

## Focus on revenue-generating activities by eliminating time consuming, re-petitive tasks:

Tasks such as manual data entry, follow-up communications, and reservation confirmations can be automated, freeing up employees to concentrate on areas like guest interaction and strategic planning. Generative AI is also a [game-changer in revenue management](#) with faster and easier access to travel insights.



Only **35%** of hotel chains **have a dedicated** team to identify and **automate manual tasks**. While **22%** plan to **establish** such **teams**, four in ten chains still **leave** significant automation **opportunities** **unaddressed**

h2c GmbH study 2024

#### Embrace advanced technologies to enhance personalization:

By leveraging technology and machine learning, hoteliers can create tailored offerings based on individual preferences, guest history, and behavior. Personalized promotions, and dynamic pricing, powered by your booking engine, CRM and programmatic advertising platform, can enhance guest engagement and satisfaction, fostering loyalty and driving repeat bookings.

#### Optimize your operations for enhanced guest engagement:

Automation solutions, such as chatbots for 24/7 support, answering guest inquiries and handling routine tasks like bookings or concierge services, allow for a seamless communication and satisfaction even with fewer staff. Additionally, tools such as remote check-ins simplify the guest journey by allowing guests to bypass front desk queues, saving time and reducing physical interaction.

# Through these strategies, automation and innovation prove to be

one of the **corner-stones** for **supporting** labor **challenges**, **guest engagement**, and **ensuring sustainable growth**.



## 8

# Building loyalty

**Loyalty is built** by consistently meeting and exceeding guest expectations, fostering repeat bookings and creating advocates for your brand. A successful loyalty strategy is centered on delivering meaningful value and maintaining strong communication throughout the [entire guest journey](#).



## Engaging across the guest journey:

Communication is key to building trust and loyalty. From the initial booking to post-stay follow-ups, consistent and personalized messaging ensures guests feel connected to your brand. Use these strategies to enhance engagement:

- **Pre-stay communications:** Share personalized offers, local tips, and itinerary suggestions to build anticipation and excitement.
- **On-property engagement:** Highlight loyalty benefits during the stay, such as exclusive amenities or on-site discounts, to make guests feel appreciated.
- **Post-stay follow-ups:** Send thank you messages, invite feedback, and promote future stays with targeted offers to maintain the connection.

## Creating loyalty programs that guests value:

An effective loyalty program goes beyond discounts. Offering [exclusive member rates](#), personalized perks such as room upgrades or flexible check-in options, and curated packages tailored to specific preferences can make guests feel valued and encourage repeat stays.

# Member rates drive direct sales:

Nearly half of hotel chains offer loyalty programs, although these programs generate on average less than one-third of total revenue. The key benefit for members is access to lower member-only rates.

*h2c GmbH study 2024*



## ■ Maximizing guest lifetime value

Loyalty programs are not just about repeat stays, they also drive higher spending on ancillary services like dining, spa treatments, and local experiences. By integrating personalized recommendations and exclusive offers, hotels can [increase guest satisfaction](#) and long-term revenue.

By combining well-crafted loyalty programs with strategic communication and brand storytelling, hotels can cultivate lasting relationships and consistently boost higher revenue generating bookings.



# Leading the future of hospitality demand generation



In a landscape defined by complexity and competition, demand generation is not just a method for filling rooms, it is a transformative strategy for achieving a sustained cycle of interest, engagement, and revenue growth. By uniting marketing, sales, and revenue functions into a cohesive framework, hoteliers can turn challenges into opportunities, while forging deeper connections with today's digitally savvy travelers.

This playbook has provided a roadmap for potential success, emphasizing the need to harness data-driven insights, deliver targeted persuasive messaging, and prioritize the guest experience at every stage of the journey. From understanding market dynamics and attracting travelers to creating personalized booking experiences and fostering loyalty, these insights are designed to position hotels for long-term success.

As technology continues to reshape the landscape, the future will favor those who innovate and adapt. By embracing tools like forward-looking data insights, omni channel media strategies, an enhanced web presence, and personalization, hotel leaders can anticipate trends while staying competitive. Yet even as digital capabilities expand, the essence of hospitality—creating meaningful experiences that inspire loyalty and trust—remains constant.

By mastering the five stages of understanding, attracting, engaging, converting, and retaining travelers, hotel leaders can do more than just cultivate demand; they can ensure properties thrive amid shifting landscapes.

**Success lies in adopting an integrated demand generation strategy to meet the expectations of today's discerning travelers, while preparing for the opportunities of tomorrow.**



A person in a blue jacket and dark pants stands on the sharp, rocky peak of a mountain, silhouetted against a hazy, golden sky. The person's right arm is raised in a gesture of triumph or achievement. Below the peak, a vast, snow-covered mountain range stretches out, with numerous peaks and valleys visible under the soft light of dawn or dusk.

amadeus

# Want to learn how

you can **drive more profitable** bookings and **revenue growth** for your hotel? **Discover** the industry's most comprehensive **Demand Generation** solution today.

Amadeus.  
It's how travel works.

For further information  
visit **amadeus-hospitality.com**  
or speak to an Amadeus representative today.

Find us on

