

A nighttime aerial view of Beijing's skyline. The Shard skyscraper is prominent in the center, illuminated with white lights. To its right is the CCTV New Building, a large, dark, angular structure. In the foreground, several other skyscrapers are lit up with warm yellow and orange lights. A multi-lane highway with light trails from cars runs diagonally across the lower right portion of the image. The sky is a deep blue.

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How Amadeus helped China World Hotel capture travel demand during COVID-19

***Case Study:** How Travel Seller Media helped China World Hotel to increase GDS bookings by enticing guests with personalized and exclusive offering perfect for business travelers.*



The Client

China World Hotel is located in the heart of Beijing's central business district. The hotel is attached to one of the larger malls in Beijing, the China World Mall, and it's also near visitor attractions like the Forbidden City and Tiananmen Square.

The background image shows a grand, multi-story hotel lobby with ornate red and gold decor, including a large staircase, chandeliers, and decorative columns. A large, semi-transparent purple circle is centered over the image, containing the title and text.

The Challenge

Due to strict COVID-19 restrictions in Beijing, the hotel had to pause its marketing activities, including travel seller media campaigns.

The main challenge was to support the client with generating revenue from new bookings and increasing the percentage of Return of Investments (ROI).

The Solution

Using data from Amadeus' Agency360® Business Intelligence solution, such as lead time and seasonality, as well as the property's historical GDS media performance, we planned and launched a campaign across all three major Global Distribution Systems.

This data-driven approach, combined with our client's enticing offer of personalized and exclusive privileges as a part of their lounge, proved to be a success. Complimentary access to dining experiences throughout the day, meeting room availability, as well as complimentary pressing of a suit or dress, and a wake-up call with a coffee delivered to guest room, were a perfect fit for business travelers.

The Success

11,7
ROAS

\$113,337K
Campaign
Revenue

621
Room Nights

Thank you!

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Let`s chat:

