

CASE STUDY

Emirates Palace Mandarin Oriental Abu Dhabi Partnered with Amadeus Media Solutions for an Award-Winning Performance Max Campaign



Setting the scene

[Emirates Palace Mandarin Oriental, Abu Dhabi](#) sets the standard for luxury. Located along the stunning Arabian Gulf, this iconic resort blends elegant Arabian architecture with modern sophistication. Guests enjoy spacious rooms and suites, award-winning dining, and a serene beachfront. With world-class amenities, including a luxurious spa and state-of-the-art facilities, it's the ultimate destination for travelers seeking both relaxation and memorable experiences.



The Challenge

With a recent hotel rebrand, the property needed to swiftly establish its new identity and differentiate itself in a competitive market. The goal was to boost brand awareness and attract new guests, necessitating a well-coordinated multi-channel approach to drive exposure and increase bookings across key platforms.

The Strategy

Amadeus Media Solutions introduced a comprehensive approach to enhance the property’s marketing efforts by incorporating **Google Performance Max into their channel mix**. This strategy was designed to target **both prospective and high-intent travelers while maximizing the hotel’s visibility across Google product inventory**.



Learn how to Boost your Hotel’s Direct Bookings Today with this [guide](#).

The campaign strategies used were focused on the following key approaches:

- Reinforcing **brand visibility in key emerging source markets** to attract new guests.
- Increasing exposure across **Gmail, YouTube, Search, Display, and Discovery inventory**.
- Utilizing high-resolution video and photo content **highlighting the property’s stunning beauty, engaging lifestyle, breathtaking landscape, and first-class amenities**.

This cross-platform approach ensured the property could effectively engage with new audiences to showcase its rebranded identity.

Results

The collaboration between Emirates Palace Mandarin Oriental Abu Dhabi and [Amadeus Media Solutions](#) for the Performance Max campaign yielded remarkable results. By targeting high-intent travelers, the campaign significantly boosted visibility and revenue. This success highlights the power of strategic, data-driven marketing to elevate brand presence and drive business growth in a competitive market.

Campaign Highlights (January 2023 to December 2023):

- **Revenue increase: +30%** revenue increase over the baseline performance of our ongoing campaigns within the same timeframe.
- **Visibility: +56%** impression uplift compared to other Performance Marketing campaigns during the same period.
- **35:1 average ROAS** (return on ad spend) for that campaign type.



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is in **top 3%** of
Google Premier
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“Partnering with Emirates Palace Mandarin Oriental Abu Dhabi on their [IAC award-winning Performance Max campaign](#) was a remarkable experience for our Amadeus Media Solutions team. Witnessing the transformation of the resort’s marketing strategy and seeing the impressive results unfold reinforced the effectiveness of our data-driven approach. The collaboration allowed us to showcase the property’s stunning beauty and unique offerings, while also achieving outstanding metrics like a 35:1 ROAS and a 30% revenue increase. This project exemplifies the power of innovation and teamwork in the hospitality industry, and I couldn’t be prouder of the impact we made together.”

“Working with Amadeus Media Solutions on our Performance Max campaign has been transformative for Emirates Palace Mandarin Oriental Abu Dhabi. As we navigated our recent rebrand, their expertise was instrumental in successfully establishing our refreshed identity in a competitive market. The multi-channel approach not only boosted our visibility by 56% but also significantly increased our revenue by 30% year-to-date compared to other campaigns. We are thrilled with the results and grateful for the partnership that brought our stunning property to life across digital platforms.”

Taylor Miotti, Senior Digital Media Strategist, Amadeus Hospitality Media Solutions



Samah Labroudi, Regional Performance Marketing Manager, Middle East, North Africa & Turkey, Mandarin Oriental Hotel Group



For further information, visit Amadeus-hospitality.com/media-solutions/hotels/digital-media or speak to an Amadeus representative today.



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