



Drive and capture demand to stay ahead of the competition

Case studies on how GDS advertising has helped hoteliers to capture bookings

GDS Media campaign delivered 81:1 ROAS for a hotel in Seoul



The customer

An international hotel in the Gwanggyo area, which is ideal for business travelers as it's interconnected with a major convention center, Lake Park, Galleria Department Store, Aquarium and also with over 100 retail outlets and shops nearby.

The challenge

Opening a new hotel in 2020 under challenging conditions with a global pandemic affecting the industry.

The solution

GDS ads focused on two main attributes; hotel's commitment to the clean program, and its location, which is just 10 min drive from the Samsung Semiconductor Area. As a result of GDS advertising, the hotel secured long stay bookings from Samsung employees, which helped to boost the performance of the campaign.

The Success

81:1

ROAS

+\$363K

Revenue

2,445

Room Nights



GDS Media campaign delivered 50+:1 ROAS for a Las Vegas hotel

The customer

A luxury hotel offering exclusive rooms and amenities. This hotel usually runs year-round campaigns and has high returns on GDS media campaign

The challenge

Due to COVID-19, the hotel experienced a drastic decrease in demand throughout 2020. In Q1 of 2021 the hotel decided to restart GDS advertising. The property needed to announce re-opening and communicate new safety information to Travel Agents.

The solution

Following an analysis of market and property data, we recommended the hotel restart a targeted campaign to qualified Travel Agents booking reservations in the hotel's target average daily rate (ADR) range. The result was improved Travel Agent visibility, revenue growth, and an increase in room nights booked.

The Success

50+:1

ROAS

+\$85,000

Revenue increase

+400

Room Nights Increase

Let's shape the future of hospitality

Amadeus is a technology innovator that connects the entire travel ecosystem at every stage of the journey. Amadeus offers the hospitality industry solutions for reservations, sales and catering, property management and operations, all focused on a better end-to-end experience for guests, employees, managers, owners and partners.

Find out more

For further information, visit amadeus-hospitality.com or speak to your Amadeus Account Manager today.

Let's Chat



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