

INTERCONTINENTAL PHUKET RESORT CASE STUDY

InterContinental Phuket Resort: Elevating Corporate Travel in Paradise

Introduction

Nestled on the stunning Kamala Beach in Phuket, Thailand, the InterContinental Phuket Resort is renowned for its luxury, sustainability, and award-winning hospitality. Surrounded by jungle-covered hills and offering breathtaking views of the Andaman Sea, the resort is recognized for delivering exceptional guest experiences and outstanding amenities.

The Challenge

In Phuket's highly competitive hospitality landscape, the resort aimed to boost visibility among global travel agents and corporate bookers, while maintaining the prestige of the InterContinental brand.

The goal: drive corporate bookings through smarter, more strategic use of GDS media.



The Strategy

Benefitting from the close partnership between Amadeus and IHG, the team launched a bold, data-driven campaign designed to:

- **Raise awareness** and drive conversions among travel agents and corporate bookers
- **Leverage insights** from the [Global Travel Seller Report](#) and [Travel Dreams](#) report
- **Run a year-long campaign** across Amadeus, Sabre, and Travelport GDSs
- **Target high-impact screens:** Air, Hotel, Sell Response, Retrieve PNR

The Results

During the campaign period, InterContinental Phuket saw a significant increase in bookings and room nights. Notably, **consortia and corporate bookings accounted for over 80% of total campaign revenue**, highlighting the effectiveness of the targeted strategy in reaching key market segments. The campaign also achieved a strong return on ad spend (ROAS) of 30+ and a revenue growth of +22% vs prior year.



Conclusion

The partnership between InterContinental Phuket Resort and Amadeus resulted in a successful campaign that elevated the hotel's profile among international travel agents and corporate bookers. The strategic use of GDS media enabled the property to reach new corporate audiences and strengthen its brand presence without compromising its promise of luxury and excellence.



“Partnering with Amadeus and leveraging GDS media has been transformative for our property. We’ve seen a remarkable increase in corporate bookings and brand visibility, all while maintaining our commitment to luxury and sustainability.”

Bjorn Courage, General Manager, Intercontinental Phuket Resort



“InterContinental Phuket’s success story is a testament to the power of targeted GDS Media strategies and collaborative partnership. We’re proud to support their growth and help them stand out in a competitive market.”

Dan Ciocoiu, Executive Vice President, Media Solutions, Hospitality, Amadeus



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

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