



# Ibiza Gran Hotel and Amadeus Advertising

A long-term partnership built for sustained growth



**Drives**

**better**

**results**



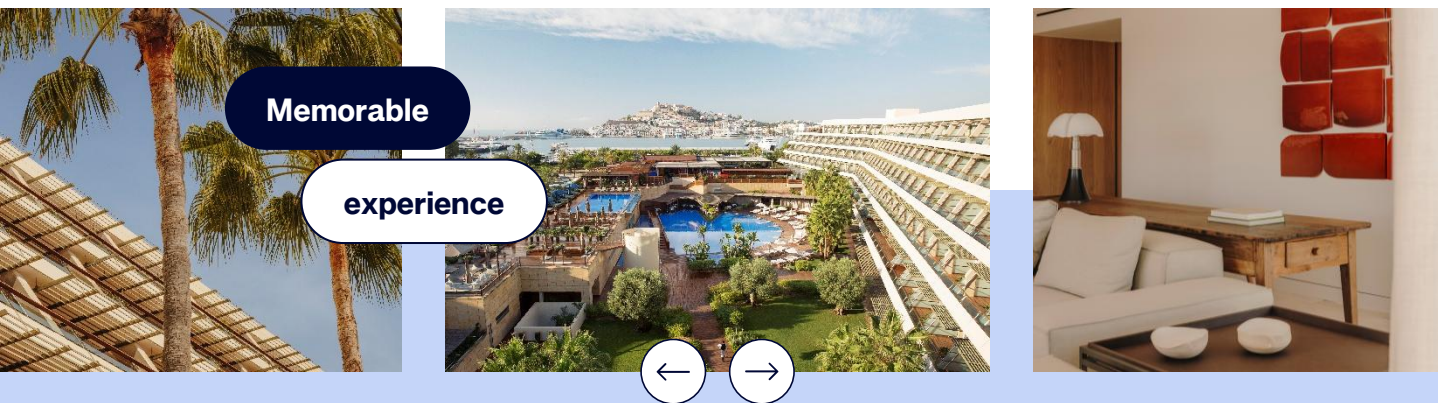
Amadeus. It's how travel works better.



## Setting the scene

**Ibiza Gran Hotel** is not just a five-star Grand Luxe property in the heart of Ibiza, it is a destination designed to create memorable, refined experiences. From its Michelin-starred La Gaia restaurant to its world-class spa and wellness offering, every detail is carefully crafted.

Since opening its doors in 2008, Ibiza Gran Hotel has trusted Amadeus as a long-term partner, starting with the iHotelier booking engine and GDS connectivity and growing into a collaboration that spans **Digital Advertising**, **Metasearch Advertising**, and **GDS Advertising**. Today, this partnership stands as a clear example of how close collaboration, shared ambition, and long-term thinking drive sustained, profitable growth.



## Challenge & Goal

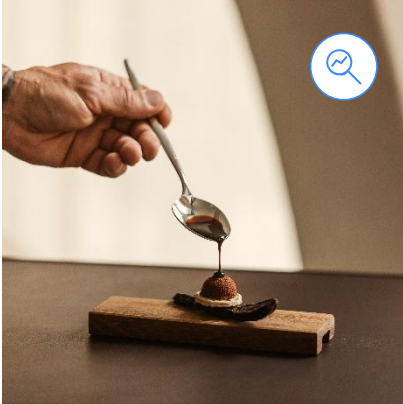
As Ibiza Gran Hotel rose as a top luxury destination, the challenge shifted from visibility to profitability. The hotel needed to boost direct bookings on Brand.com, grow revenue per guest, and maintain a balanced channel mix, while attracting high-value audiences globally. At the same time, objectives expanded to spotlight premium services like La Gaia restaurant and the spa without compromising the brand's luxury image. The goal: evolve from demand generation to demand optimization, uniting Digital Advertising, Metasearch, and GDS Advertising under one strategy for sustainable growth.



## Campaign strategy

A unified strategy drives **higher value per booking and a healthy channel mix, with digital Advertising, metasearch, and GDS Advertising working together to create a balanced ecosystem** that boosts long-term growth.

## Digital and metasearch as drivers of direct demand



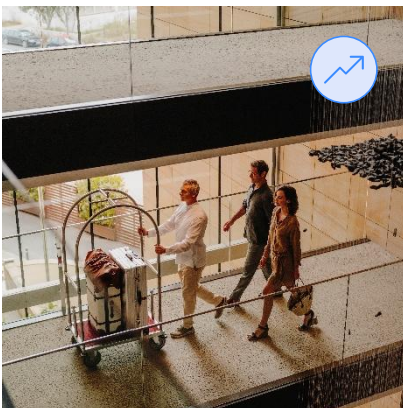
Digital and metasearch have been key to driving direct bookings on Brand.com. Over time, Amadeus built lasting brand visibility, fueling growth and strengthening direct demand.

This year, that approach evolved into a robust digital strategy with a proven mix: YouTube video campaigns, Performance Max, generic search ads, Facebook content, remarketing banners, and display/pay-per click (PPC) advertising. A major shift was moving beyond remarketing to full prospecting, reaching new, high-value audiences while continuing to convert loyal guests.

**As brand recognition grew, campaigns expanded beyond rooms to spotlight Ibiza Gran Hotel's full luxury experience**, from the revamped La Gaia restaurant to the new spa and gym, boosting revenue from premium services and reinforcing its lifestyle positioning.

Metasearch strategy evolved in parallel. As brand awareness and direct demand strengthened, metasearch increasingly became a lever to shift bookings toward Brand.com.

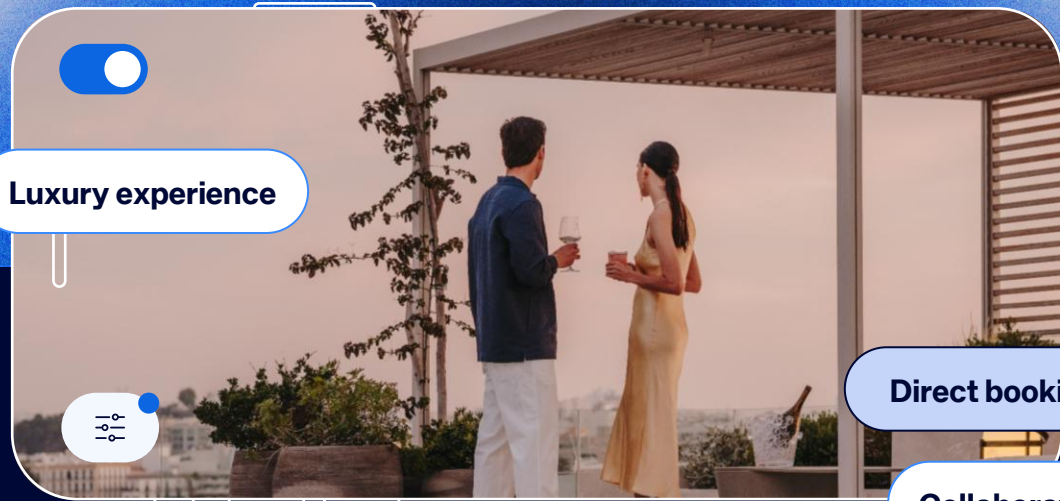
## GDS Advertising as a high-value growth lever



GDS Advertising is transforming results for Ibiza Gran Hotel, delivering exceptional ROAS and global visibility by connecting with high-value travel sellers worldwide. Through targeted campaigns on Sabre, Amadeus and Travelport, the hotel secures premium placements such as login screen banners and top-tier visibility during availability searches, plus preference positioning that keep it top of mind at critical booking moments.

Solutions like Sabre Sponsored Property and Amadeus Instant Preference amplify conversion potential, up to four times higher, by positioning the hotel prominently in agent workflows. Meanwhile, consortia partnerships extend reach to corporate accounts and premium networks.

# Where strategy and collaboration meet



## Storytelling

True luxury is more than a stay; it's an experience. Ibiza Gran Hotel shines through **powerful storytelling, using emotion, video and inspiring imagery** to position itself as a complete luxury experience. This creative strength ensures campaigns resonate across every channel.



## Rate strategy

That narrative is backed by a disciplined commercial strategy. **Rate parity is a priority, with Brand.com consistently offering the best value. Leveraging iHotelier as a CRS guarantees accurate rate distribution, making direct booking the most attractive option.**



## Communication

Equally vital is **collaboration**. The hotel team shares offers, creative assets, performance insights and strategy updates regularly, **enabling Amadeus to act as an extension of the team**. This ongoing exchange keeps campaigns agile and aligned with evolving goals.



## Results

January to December 2025

This long-term, unified approach has delivered strong results. The campaign also successfully generated significant leads for the hotel's ancillary services, including its restaurant and spa, by opening new channels specifically targeting these segments.

### Metasearch advertising

**56%**

of hotel's monthly leads

### Digital advertising

**56%**

revenue increase YoY

**13%**

increase in conversion rate

Only 19% increase in advertising spend vs previous year

### GDS advertising

**165:1**

Return of Ad Spent (ROAS)



# A partnership built to last



**More than a long relationship, it's a commitment to keep moving forward together.**

Ibiza Gran Hotel and Amadeus share a 16-year journey that started with Pay-Per-Click and grew into a sophisticated, multi-channel strategy. From adding Display in their Digital Advertising strategy in 2013 to embracing video, storytelling, and AI-powered tools like Performance Max, the evolution reflects trust and shared vision. GDS Advertising joined in 2018, strengthening reach to premium travel sellers worldwide.

This partnership thrives on expertise, collaboration, and innovation that keeps evolving together and driving a healthy channel mix and sustainable growth.



**Ernesto Fernández**  
Digital Marketing Manager  
Ibiza Gran Hotel



“Together with Amadeus, we’ve built an advertising strategy that balances brand storytelling with a truly data-driven focus, achieving a more efficient and sustainable performance. Their work across digital, metasearch, and GDS has been key to driving direct demand and long-term growth. A highly capable team with a deep understanding of today’s challenges and a clear vision of future needs.”



**Dan Ciocoiu**  
Head of Advertising  
Solutions, Amadeus



“With Ibiza Gran Hotel, we’ve shown what is possible when advertising strategy aligns with a shared vision: we drive better bookings and bring sustainable growth. It’s a pleasure to collaborate with such a forward-thinking team to shape better travel experiences, together.”