

How Amadeus helped Kempinski Seychelles drive and capture demand with the power of data

The Client

Kempinski Seychelles Resort Baise Lazare, a luxury hotel based in Mahé Island with impressive 148 rooms, has historically seen great performance due to the high average daily rates (ADRs) and long length of stay.

The Challenge

Pre-COVID-19, based on historical data and campaign briefings we had a very clear picture of what were the key markets for each of our clients.

The pandemic resulted in substantial restrictions around the world, changing people's ability to travel. Bookings were no longer made by travelers from the countries with a historically high demand.

In order to grow client's revenue, we needed to explore, target and drive demand and bookings from the new source markets.

Demand by User Country

Top 50 user countries (subject to applied filters).

User Country	Demand Vol.	YoY	PoP
+ [IL] Israel	40.0K	688%	3,215%
+ [GB] United Kingdom	20.0K	-11%	-9%
+ [DE] Germany	20.0K	-41%	-21%
+ [US] United States	10.0K	-51%	-8%

The Solution

Using Google's Travel Analytics Centre, we were able to identify potential new markets for the client. In this example – Israel. Prior to the pandemic, Israel was not a key market for the hotel, accounting for just 2.5% of total revenue, and was outside the top 10 source markets.

The user demand trends from the Travel Analytics Centre helped us to identify the growing demand from Israel. Once recognized as a potential source market, Israel was added to the campaign, targeting to all channels, and were able to support our client with driving demand and capturing new bookings.

+62%
CONVERSION
RATE

+166%
ROAS

+175%
BOOKINGS

Performance of campaigns targeting
Israel H1 2021 vs full 2019