

# New vendor code & raising brand awareness:

How Louvre Hotels Group benefitted from Amadeus Travel Seller Media



Louvre Hotels Group is part of Jin Jiang International, one of the largest hospitality groups in the world. With 1,652 hotels spread across 60 countries, Louvre Hotels Group has made its mark on the hospitality industry with brands such as Royal Tulip, Sarovar, and Kyriad. Following its founding in 1976 in France, Louvre Hotels Group has grown to become one of the top ten hotel groups in Europe.

The company is a recurring [Amadeus Media Solutions](#) customer and recently launched a Travel Seller Media campaign to announce its GDS (*global distribution system*) [code change](#) while raising brand awareness. Louvre Hotels Group understands the importance of reaching travel sellers on their preferred booking channel since they make exponentially higher yield bookings compared to the individual traveler. Their opinion and business matters. Influencing just one travel seller could result in dozens of GDS bookings.

The company consolidated its past two GDS vendor codes into one: LI.

Amadeus Media Solutions, the GDS advertising market leader managing over 80% of media campaigns on GDS booking platforms, launched ads for Louvre Hotels Group on the Amadeus GDS targeting an international travel seller community.

## Goal

Communicate Louvre Hotels Group's updated vendor code to a global travel seller audience on the Amadeus GDS platform while maximizing brand visibility and bookings.

## Strategy & Tactics

To target travel sellers directly during the shopping and booking process, the campaign featured two types of ads that enticed them to “book now”:

- **Log in ads:** These ads were placed on the Amadeus log in page, where travel sellers need to input their information to enter the system. They targeted specific priority markets for their brand, such as France, Poland, and Spain. The ads highlighted the brand's name, its new vendor code and other positive attributes such as their fast commission payments and the number of hotels with varied star rankings under their portfolio.
- **Sign in header ads:** These ads were placed on the upper right-hand corner of GDS sign in screens, the accounts' home page, where users can search, manage their preferences, and sign out. Launched worldwide, these sign in ads announced the new vendor code and popped up a sponsored content window upon click. The window featured the Louvre Hotels Group logo as well as the logos for each of the brands under their portfolio.

A recent [Amadeus survey](#) revealed the frequency in which travel sellers log into GDS.

- 60% of travel sellers access a GDS more than 4 times a day
- The Amadeus GDS home page has approximately 400k visits per day

The campaign launched October 2021, coinciding with the last quarter of the year and the rise of the Omicron variant. Even in a volatile travel landscape, the campaign continued to run and perform well.





# Results

Louvre's brand visibility increased as the ads reached over 60,000 travel agencies and more than 250,000 different terminals. The campaign generated nearly 3,000 bookings for the hotel conglomerate, equaling more than 10,000 room nights in total and nearly €800,000 in sales made by sellers exposed to the ads. When comparing October 2021 to November 2021 room bookings, the growth was nearly 4%. When filtering by destination, the Louvre hotels in France and Poland garnered the greatest number of bookings.

When filtering by ad type, the top impressions **for log in ads** can be attributed to Germany, Spain, and France while the highest CTRs (click-through-rates) recorded are from UK and Morocco. **Sign in ads** received the greatest number of impressions from US, Argentina, and Spain, while the highest CTRs can be attributed to the US and Saudi Arabia. By partnering with Amadeus, hospitality companies can receive valuable insights to adjust and improve upon their advertising strategy based on engagement and performance, including detailed breakdowns by region.

The ads generated a total of 2.6 million impressions and nearly 3,000 clicks, while the campaign's return on ad spend (**ROAS**) was nearly **40**. A ROAS equaling that amount is five times the industry and market average.

## RESULTS

± €800,000  
generated sales

2.6 million  
impressions

± 40  
campaign ROAS

**Amadeus provides data-driven media solutions to deliver measurable results for the travel industry.** With Travel Seller Media, hotels can influence travel agents and expand their reach by showcasing the property's offering and latest news with paid advertising. Hotel partners receive end-to-end campaign management from a dedicated team of hospitality marketing experts, who ensure campaigns are proactively optimized and clients outperform their competitive set.

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