

One King West Hotel & Residence:

An award-winning campaign, honored with a **Bronze Adrian Award in 2025**, strengthened brand presence across the funnel to drive direct bookings and long-term profitability.

Setting the scene

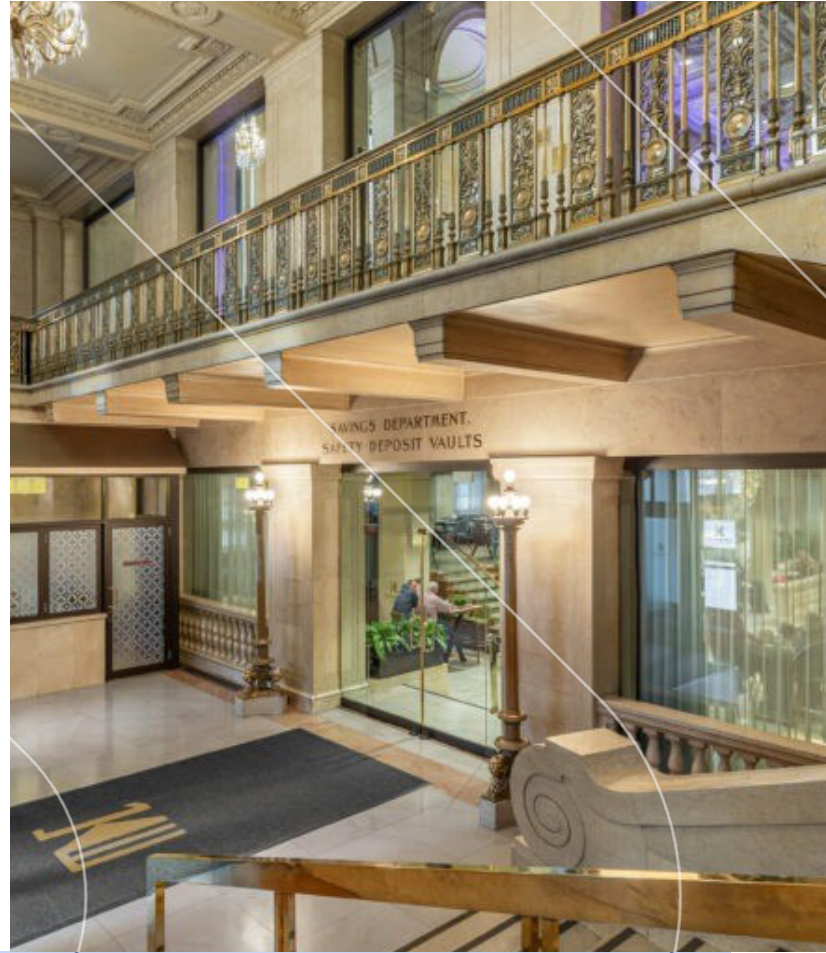
Located in downtown Toronto, One King West Hotel & Residence is a prominent four-star boutique hotel offering refined suites and premium amenities. Its strong brand presence is built on award-winning service and the enduring appeal of its historic building, dating back to the mid 1800s.

For nearly a decade, One King West Hotel & Residence has powered its website with Amadeus' **iHotelier**[®] Booking Engine, delivering a seamless, user-friendly booking experience for today's digital travelers. By simplifying the booking process, **iHotelier** has helped convert more visitors into guests.

The Challenge

One King West Hotel & Residence operated within a distribution landscape where Online Travel Agencies played an important role in generating demand. The challenge was not to replace OTAs, but to rebalance the channel mix by strengthening Brand.com as a key revenue driver, particularly during high-intent search moments, while sustaining overall booking volume and performance.

At the same time, the hotel needed consistent brand visibility as travelers increasingly move between discovery and conversion before booking. The objective was clear: increase the share and profitability of direct bookings, reinforce brand presence at critical decision points, and achieve this without disrupting existing demand or sacrificing return on advertising spend (ROAS).



The Strategy

Amadeus developed a brand-led media strategy using paid search and Google Performance Max to keep the hotel in control of its brand presence across the full traveler journey.

Brand Paid Search: Owning Direct Demand

Amadeus implemented a brand-focused search strategy to strengthen visibility for One King West’s branded keywords, ensuring consistent visibility during high-intent moments, facilitating that travelers searching for “One King West Hotel” were directed to the hotel website.

Performance Max: Expanding Full-Funnel Visibility

To extend reach beyond high-intent moments, Amadeus launched Performance Max. By leveraging Customer Match and first-party data, the brand gained visibility across Google’s entire ecosystem, including Search, Display, YouTube, Discover, and Gmail, highlighting the benefits of booking direct at every stage of the journey.

Creative Excellence and Campaign Configuration

Campaign performance was boosted through creative execution, clear messaging, visually engaging assets, and optimized bidding strategies. Together, these elements helped further increase efficiency and return on advertising investment.

The Results

The campaign significantly increased direct bookings and revenue for One King West Hotel while reducing its reliance on Online Travel Agencies. Strong Brand ROAS and improved branded search visibility demonstrated the effectiveness of a brand-led paid media approach. Overall, the strategy delivered a more profitable and sustainable acquisition model by shifting demand toward Brand.com.

75%

Increase
in visibility

+24%

Revenue
growth

39:1

ROAS for brand
campaigns

36%

Increase in total
Brand.com website
bookings

Conclusion

By combining a strong brand strategy with full-funnel visibility through Google Performance Max, the campaign successfully delivered a more balanced channel mix that fostered profitability for One King West. Strong creative alignment, precise execution, and a performance-driven approach enabled lasting growth in Brand.com bookings and revenue. This strategic and innovative use of search marketing led the campaign to be awarded a Bronze Adrian Award for innovation in search marketing.



“Our collaboration with One King West highlights the true impact of a branded media strategy. By protecting high intent demand and expanding full funnel visibility, we delivered better bookings—more profitable, direct reservations that support long term performance. It’s a clear example of how owning the brand moment fuels sustainable growth and exceptional ROAS.”

Kristina Turner,
Director of Digital
Customer Performance,
Amadeus Advertising



“Amadeus helped us regain control of our brand and our demand. By protecting our branded traffic and expanding visibility beyond high intent moments, we reduced our reliance on OTAs and shifted demand back to Brand.com. The result wasn’t just higher volume, but a more profitable and sustainable booking mix that puts our direct channel at the center of our growth strategy.”

Don MacCorquodale,
General Manager,
One King West



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