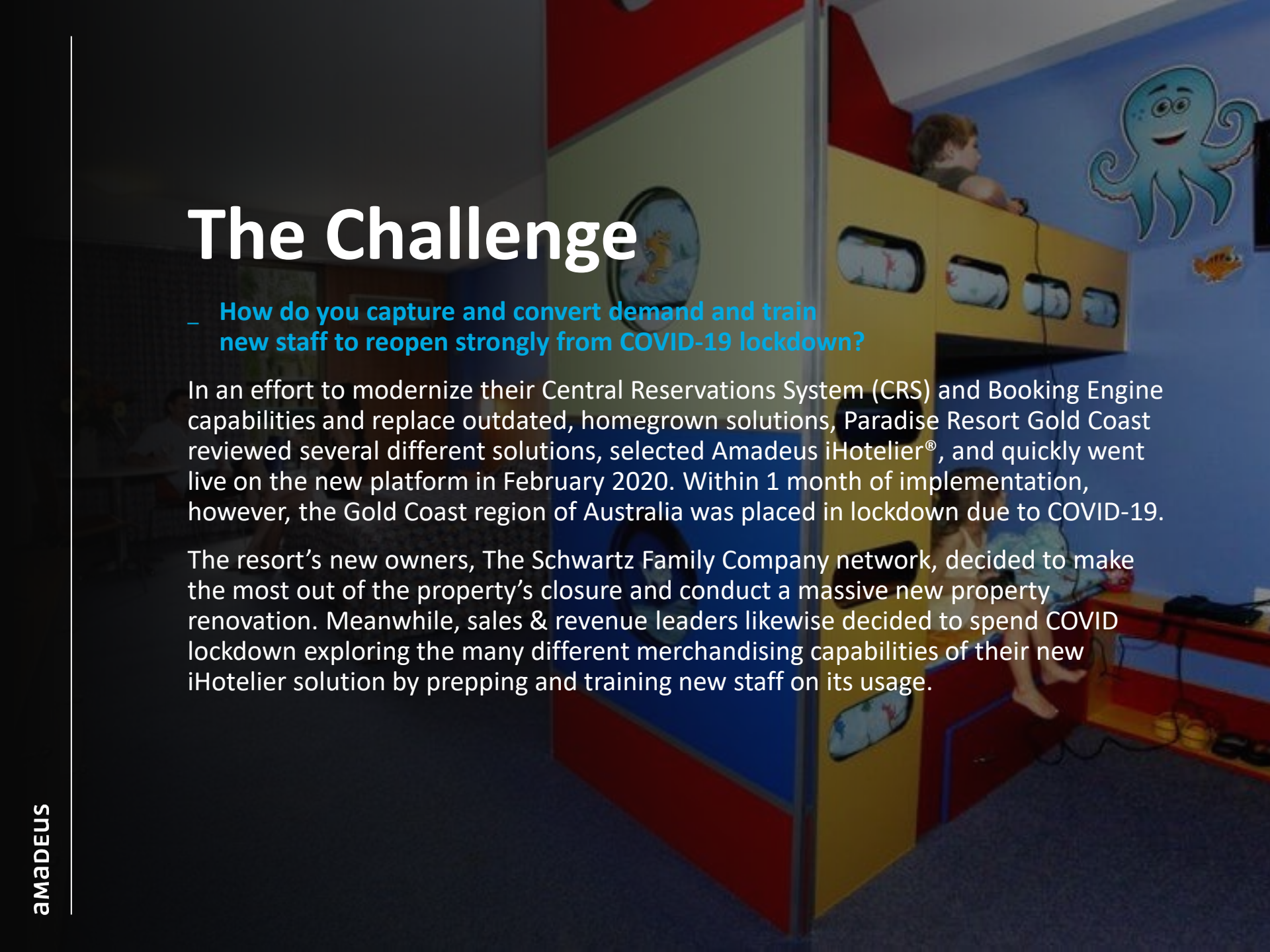


Paradise Resort Gold Coast

Paradise Resort Gold Coast is a family-themed resort and water park destination that has consistently been named one of Australia's top family destinations. Learn why Paradise Resort partnered with Amadeus to replace their homegrown CRS and Booking Engine solutions and boost recovery from the COVID-19 pandemic.



The Challenge

- **How do you capture and convert demand and train new staff to reopen strongly from COVID-19 lockdown?**

In an effort to modernize their Central Reservations System (CRS) and Booking Engine capabilities and replace outdated, homegrown solutions, Paradise Resort Gold Coast reviewed several different solutions, selected Amadeus iHotelier®, and quickly went live on the new platform in February 2020. Within 1 month of implementation, however, the Gold Coast region of Australia was placed in lockdown due to COVID-19.

The resort's new owners, The Schwartz Family Company network, decided to make the most out of the property's closure and conduct a massive new property renovation. Meanwhile, sales & revenue leaders likewise decided to spend COVID lockdown exploring the many different merchandising capabilities of their new iHotelier solution by prepping and training new staff on its usage.

"We selected Amadeus iHotelier as our new platform due to its robust reporting and the ability to understand and anticipate booking trends. During lockdown we dug in deep and really started to understand the demand generation capabilities we now had access to, which definitely informed our recovery strategies."

– *Pat Eastman*
Sales & Revenue Mgr.,
Paradise Resort
Gold Coast

The Solution

— Leverage iHotelier promotions capabilities to support new recovery campaigns.

With support from their Amadeus account managers and the detailed guidance available in Amadeus' online learning platforms, Paradise Resort planned and executed their COVID recovery demand generation strategies with a focus on merchandising different types of rate promotions throughout the booking flow.

Leveraging the promotions and merchandising capabilities within their new iHotelier CRS and Booking Engine, the Paradise team quickly setup and launched several new promotions to help capture and convert demand once the property reopened in September 2020:

- Special rates for returning guests
- Buy one night, get one night free
- Booking date discounts
- Holiday shopping discounts

"Not only has our Account Manager, Jake, and the rest of the Amadeus team been a great partner for us, but their online learning resources allowed me to create a curriculum of items I wanted our people trained up on as we began adding new staff."

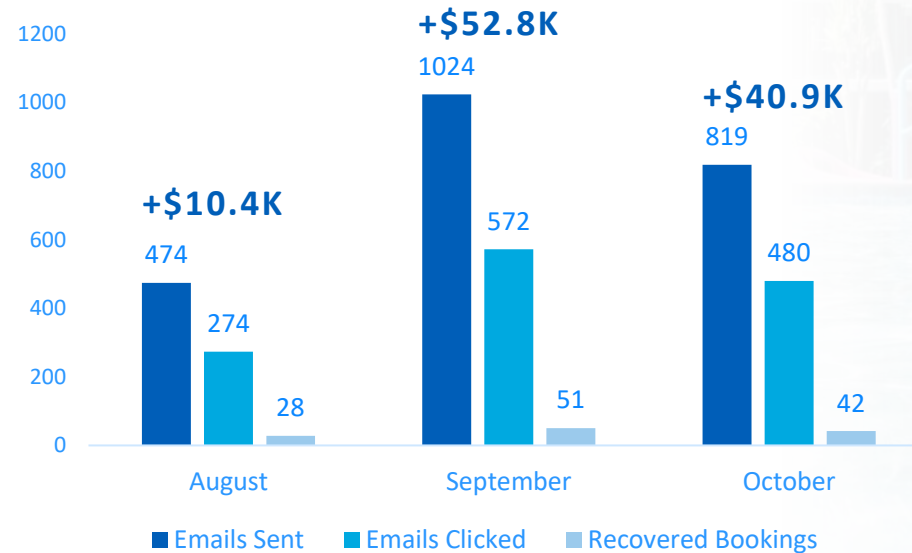
— *Pat Eastman*
Sales & Revenue Mgr.,
Paradise Resort
Gold Coast

The Results

Paradise Resort Gold Coast immediately saw impact by merchandising promotions in the booking flow, with several new campaigns delivering massive bookings and revenue within a short time of reopening.

And with the Cart Abandonment capabilities of iHotelier, they were also able to bring back potentially abandoned bookings into the booking flow through email marketing. This “set it and forget it” capability has delivered additional value for Paradise Resort by helping them automate processes to reengage guests who would have otherwise abandoned the booking process and has helped support a 32% increase in website conversion rates.

Cart Abandonment Impact (Aug – Oct 2021*)



*Monthly ROI Avg: 200:1

Promotions Impact

Black Friday/Cyber Monday Promotion

(4 day only offer)

3,322 Bookings

\$662k+ Revenue

XMAS in July Promotion

347 Bookings

\$87k+ Revenue

Buy One Night, Get One Free Promotion

223 Bookings

\$39k+ Revenue

Next Steps

Paradise Resort Gold Coast is now exploring additional campaigns and strategies to ensure they maintain their position as a top Australian family destination. In addition to creating new “Buy Now, Book Later” campaigns to allow guests to lock in attractive rates while staying flexible on booking dates, they are working with their Amadeus account representatives to develop new strategies and tactics to deliver more experiential stays that continue to elevate the value of Paradise Resort beyond just rooms.

“If you want comprehensive tools, innovative capabilities, and speed to market combined with expert-level support and guidance, look no further than Amadeus. We’re very pleased with the product, the people, and the results.”

*— Pat Eastman
Sales & Revenue Mgr.,
Paradise Resort
Gold Coast*

| THANK YOU