

Posadas

Generating demand in the COVID-19 crisis

Case Study



Posadas, the leading hotel operator in Mexico, had to close most of their 180 hotels between May and April 2020. Following signs of recovery and the advancement of Mexico's vaccination campaign, today only five hotels remain closed.

Throughout this past year, Amadeus and Posadas have worked close together to generate demand. Jose Lorenzo, Vice-President Revenue Management, Distribution and Technology at Posadas shares more insight into the challenges they faced and how they managed them.

POSADAS®

“ We believe the COVID-19 situation will change the industry forever. We will have price pressure and oversupply in some of our destinations for many months and years. ”

Jose Lorenzo,
Vice-President Revenue Management,
Distribution and Technology at Posadas

The Challenge:

The disruption in the travel industry due to COVID-19 has caused uncertainty and changes in traveler behavior. As a result, technology adoption has accelerated so companies worldwide could respond better and faster and adapt to this new environment. For Posadas, these changes created two main challenges; how can they adjust their strategy to capture available demand in online channels, and continue to deliver a memorable guest experience, in a digital-first environment.



Shift and acceleration of digital distribution channels

“ Websites and OTAs have increased their share of business in an important way and the COVID-19 crisis accelerated this transition. We must adapt and work at deepening our data integration to improve our campaign reach and conversion.”

Digitalization throughout the guest's stay

“ The COVID-19 pandemic has forced us to change our operations. When the pandemic began, we were worried about switching many of our touch points to technology systems. Our Posadas personal touch and service is one of our main competitive advantages. But we are finding that technology is, in fact, allowing us to have more touchpoints and a chance to make a positive impact with our guests. “



The Solution:

Posadas partners with Amadeus for various solutions. They were one of the first users of [Agency360](#)[®], part of Amadeus Business Intelligence, which helps hoteliers better understand which travel agencies are booking their property, enabling them to increase bookings, shift share, and improve performance from travel agencies. For over a decade, they have also been clients of [GDS Media](#), using strategic insights from the Agency360[®] solution to power their GDS Media advertising strategies. Five years ago, Posadas added [Amadeus' iHotelier](#)[®] [Central Reservation System \(CRS\)](#) to their portfolio, which gives them the power to optimize their booking and reservation strategies.

As part of this solution, the Enterprise and Multipromo functionalities enable them to adopt a dynamic and flexible sales approach, a key element in their strategy to be competitive against OTAs. In doing so, they can efficiently acquire more business, and have specifically increased their revenue on online channels since implementing. Most recently, they decided to take one step further and trust Amadeus' expertise for [Web Solutions](#), and together, Amadeus and Posadas have launched the La Colección Website. They have now extended this partnership to the rest of the Posadas web portfolio. Posadas also decided to become [Digital Media clients](#), launching several successful campaigns since March 2020, fueling their website's visibility and profitability with targeted advertising designed to drive qualified traffic and direct bookings.



How do the combination of these solutions support Posadas' demand generation strategy?

The launch of the La Colección website in June 2020 has seen positive results, with revenues increasing by more than **300%** compared to the same month in 2019.

One Integrated Data Set

Posadas receives regular BI reports and dashboards, from [Amadeus Business Intelligence](#), [Demand360®](#) and [Recovery Insights](#), which provide forward-looking hotel data and airline data that allow them to adapt strategies based on real-time information.

Amadeus is the only industry provider who can deliver data from each step of the guest journey as well as a 360-degree market view to inform revenue and pricing strategies, marketing content, and the booking experience. By combining this insight with the Amadeus iHotelier CRS, Posadas can leverage their potential and prior guests' preferences, delivering targeted and personalized advertising, promotions, email and web communications, and an optimized booking experience.

"Data is the most important asset for our conversion and CRM strategy."

"We are focused on improving the customer experience. We need a robust system that ensures contextual interactions in the whole customer journey."

One Intuitive Experience and Design

Now, with Amadeus designing websites for the rest of the Posadas portfolio, Posadas will be able to increase direct bookings through a streamlined, personalized guest journey that promotes and emphasizes their brand.

"We want to be ready when the demand curve starts to come back with state-of-the-art websites and a strong digital channel to take advantage of these channels and segments."

One Partner to Grow With

Posadas is a long-standing customer of Amadeus, and they continue to work on several strategic projects together. Posadas has replaced disjointed legacy systems in favor of one integrated solution and provider, saving them time and effort. Together, Amadeus and Posadas look forward to continuing this partnership, and achieving more growth and success for the Posadas brand.

"As important as the technology is the strategic alliance with Amadeus. They participate actively in strategic decisions and defining next steps. They have evolved our way of competing and thinking of digital strategy, helping us to be ready for this new age."

“ The management of the base price points and the right promotion and marketing messages are essential. ”

Posadas is adapting their city vs. leisure property media strategies, using insights from their guest database, combined with the expertise from the Amadeus Media team. This enables them to define and adjust these strategies, even in a changing and uncertain environment. Now, more than ever, it's been critical to combine efforts to attract and engage their guests with the right content, at the right time, and on the right channels through effective marketing and media activities.

Posadas global web results are currently
+47% above revenue
compared to 2019, resulting from the combination of the
different solutions with Amadeus and the media
strategy built with Amadeus.



For leisure hotels, Posadas have already seen good results in their recent media campaigns, and, within the limits of the established government occupancy regulations, their rates are already recovering to 2019 levels.

Thanks to media campaigns,
their Resorts Web revenues are
**+364% higher
than in 2019.**

For their city hotels media strategy, the results are lower because of the slower recovery of business travel, but even so Posadas is seeing good contributions from their media campaigns on individual targets.

Amadeus Demand Generation

Pioneer a new era of integrated distribution, merchandising, and marketing in your hotel with the only comprehensive demand generation solution in the market.

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Let's
shape the future
of hospitality

Amadeus is a technology innovator that connects the entire travel ecosystem at every stage of the journey. Amadeus offers the hospitality industry solutions for reservations, sales and catering, property management and operations, all focused on a better end-to-end experience for guests, employees, managers, owners and partners.

Find out more

For further information, visit [amadeus-hospitality.com](https://www.amadeus-hospitality.com) or speak to your Amadeus Account Manager today.

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