

Back in the spotlight:

How Radisson Blu Hotel & Residence,
Nairobi Arboretum reignited GDS demand





About the hotel

Tucked into one of Nairobi's lush neighborhoods, the **Radisson Blu Hotel & Residence, Nairobi Arboretum** [↗](#) is a 5-star property combining contemporary design, bespoke residence-style accommodation, and easy access to the city's business and diplomatic hubs. The property caters to corporate travelers as well as leisure visitors looking for an elevated base in the Kenyan capital.



Memorable

Experience



Challenge & Goal

After a successful first run with Amadeus Advertising Travel Agency Solutions in 2019 was interrupted by the pandemic, the team was ready to re-engage with the GDS channel.

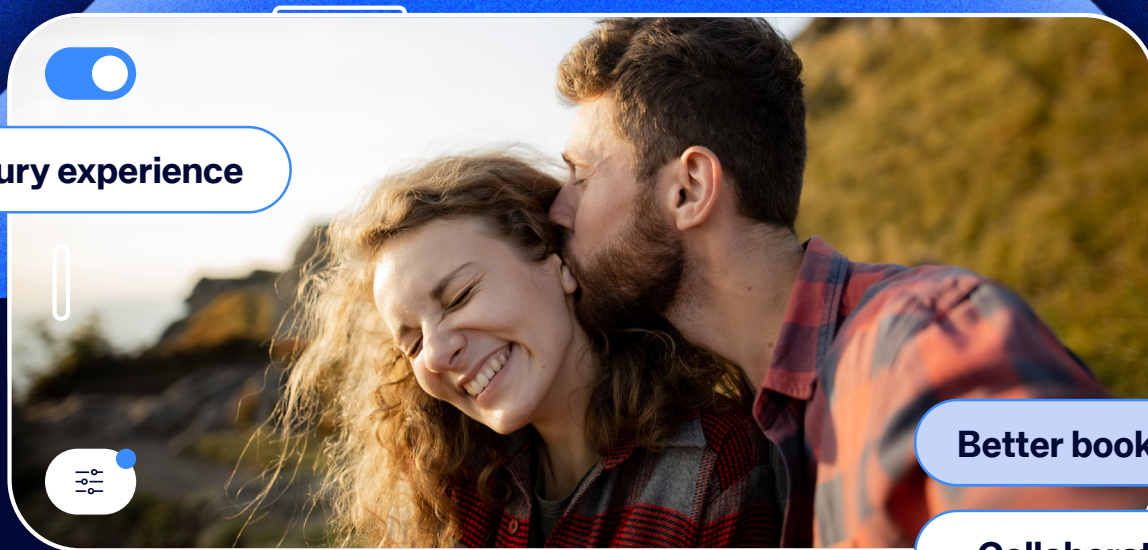
Their goals for the new campaign were clear:

- **Re-energize visibility** in front of GDS-connected travel agents across key source markets.
- **Drive strong, efficient performance** from a focused, well-targeted investment.
- **Lay the groundwork for a long-term partnership**, with room to scale as results came in.

For Amadeus, the opportunity was just as exciting: partner with a well-established 5-star property in a high-potential market and design a campaign built to perform from day one.



Where strategy and collaboration meet



Luxury experience

Better bookings

Collaboration



Campaign strategy

In a market that demanded precision, the team built a strategy around three principles: **right setup, right channels, right placements.**



Foundations first. Before any ads went live, a full hotel description (HOD) audit across the GDSs confirmed the property's content was accurate and complete. Clean content is what helps significantly to turn impressions into bookings.



Data-led channel mix. Amadeus' proprietary data was used to shape the plan and direct spend where it would work hardest.



Multi-GDS activation: The campaign ran across Amadeus and Sabre.



More moments to convert. The campaign expanded into additional placements within Amadeus to reach more travel agents at different points in their booking flow.



Market-aware budget split. Investment was allocated based on Nairobi's specific market dynamics, supported by creatives built to GDS best practices.



Results

Despite operating on a focused budget, the campaign quickly became one of the top-performing campaigns in the region, delivering a standout 43.3 ROAS (return on ad spend).

ROAS

(return on ad spend)

43.3

Regional top-performer

- **Top-tier ROAS** versus other hotels in the market — even with significantly lower exposure.
- **Strong visibility recovered** in the Amadeus and Sabre channels after several years away.

What started as a careful return to the GDS channel became a benchmark campaign for the Nairobi market. With the right setup, a data-led plan, and smart use of Amadeus Advertising's conversion moments, Radisson Blu Hotel and Residence Nairobi Arboretum didn't just re-enter the channel, it set a new bar for what efficient, well-targeted GDS advertising can deliver.

What the team had to say

**Shivram Gangadharan**

General Manager, Radisson Blu Hotel and Residence Nairobi Arboretum



“Coming back to Amadeus Advertising Travel Agency Solutions after several years away was an important step for us, and we wanted to be sure the investment worked from day one. The team's attention to detail, from the content audit to the way the budget was placed, gave us real confidence. The performance has more than rewarded that trust, and we're now looking at how to build on it.”

**Dan Ciocoiu**

Head of Advertising Solutions, Amadeus



“It meant a lot to us to welcome Radisson Blu Nairobi Arboretum back to Amadeus Advertising. They came in with a focused budget and clear goals, and we made sure every element of the campaign was built to perform. Seeing them become one of the top performers in the market is exactly the kind of comeback story we love being part of, and there's a lot more we can do together from here.”