

# A new chapter, a bigger return: **South Seas relaunch**

**Bronze & Best of Category Adrian Award winner:** A relaunch campaign that marked South Seas' return after Hurricane Ian and reintroduced the resort's next chapter to the market.



## Setting the scene

Located on Captiva Island, Florida, *South Seas* is a beachfront resort with a long-standing history, set within a 330-acre retreat and wildlife preserve along 2.5 miles of Gulf shoreline. The property offers a wide range of recreational activities - including golf, fishing, boating, and water sports - in addition to a private beach and a waterpark. These amenities support different types of stays, from extended family vacations to short weekend getaways and couples' trips.



## Challenge

Following the impact of Hurricane Ian, South Seas operated at limited capacity while reconstruction progressed. With the full reopening in May 2025, the priority was to clearly reintroduce the property to the market. The challenge was to launch a campaign that not only built awareness of the complete reopening and highlighted the new amenities but also reshaped market perceptions in a competitive landscape, restoring guest confidence and accelerating direct bookings.

Given the high-visibility, time-sensitive reopening window, the campaign also needed to deliver measurable results quickly by balancing brand-building and performance, with a defined return on ad spend (ROAS) goal of 20:1.

## Strategy

The campaign followed an integrated approach across search, display, and social, combining tactics designed to capture existing demand while expanding awareness of the relaunch.

- **Branded and non-branded search campaigns** on Google and Microsoft were activated to reach high-intent audiences, with optimizations focused on click-through rate (CTR) and conversion.
- In parallel, **display and social remarketing** supported direct bookings, reinforcing reopening messaging and communicating new amenities to users who had already shown interest.
- **Social prospecting broadened awareness** using look-alike audiences and segments defined by interests and socioeconomic criteria.
- The plan was anchored under the creative theme “**Next Chapter,**” providing a consistent narrative to contextualize the reopening and spotlight property enhancements.
- **Budget was allocated strategically** across channels to balance performance and brand-building impact, while keeping the focus on **maximizing ROAS** and relaunch visibility.



## Results

Over a two-month period, South Seas' Next Chapter reopening campaign exceeded performance goals, delivering a 21:1 ROAS. Key indicators also showed strong performance, including a 22% Click-Through Rate(CTR) and a conversion rate above 1% from users who were close to making a booking. In addition, display and social-media remarketing contributed to a meaningful uplift in direct-booking performance, while social-media activity delivered clear gains in engagement and community growth through stronger interaction signals and increased audience following.

**21:1**

**ROAS**  
(Return on Ad Spend)

**22%**

**Click-Through Rate(CTR)**



## Conclusion

The South Seas relaunch generated real momentum - renewing interest, strengthening brand presence, and accelerating traction following the reopening. In just two months, the campaign delivered clear commercial results and proved its impact. It also laid a solid foundation for continued growth, supported by strong signals of genuine interest and high-quality engagement.

**The project was recognized with the Adrian Award (Bronze and Best of Category)**, validating both the creativity behind the work and its contribution to reestablishing South Seas as a leading destination.



“Partnering with Amadeus was critical to our relaunch. After months of limited operations, we needed a partner who understood both urgency and brand integrity. Amadeus delivered a strategy that balanced performance with storytelling, helping us reconnect with guests and exceed our revenue goals.”



**Wendy Nicodemus,**  
Director of Commercial  
Strategy, South Seas

“Working with South Seas allowed us to demonstrate the power of integrated media. Every tactic was designed to amplify their story and drive not just more bookings, but better bookings - high-value, direct reservations that strengthen profitability. By combining data-driven insights with creative storytelling, we turned a reopening challenge into an opportunity for growth - delivering measurable impact and setting a new benchmark for ROAS.”



**Dan Ciocoiu,** Executive Vice  
President, Media Solutions,  
Hospitality, Amadeus

For further information, visit  
[Amadeus-hospitality.com/media-solutions/hotels/travel-seller-media](https://Amadeus-hospitality.com/media-solutions/hotels/travel-seller-media)  
or speak to an Amadeus representative today.

Find us on:



Photos: supplied | © Amadeus IT Group  
and its affiliates and subsidiaries