

# Grand Hyatt Erawan Bangkok: Driving Corporate Bookings with multi-GDS Advertising



## Introduction

In the heart of Bangkok's dynamic Ratchaprasong district, [Grand Hyatt Erawan Bangkok](#) stands as a refined retreat. Known for its contemporary Thai design, exceptional service, and seamless access to business, shopping, and entertainment hubs, the hotel attracts both leisure and corporate travelers seeking premium comfort and a superior guest experience.

## The Challenge

Grand Hyatt Erawan Bangkok aimed to **boost its visibility** and **capture more corporate bookings through the GDS** channel.

To support this ambition, the Amadeus team explored insights from [Agency360®](#), analyzing booking windows, lead times, length of stay patterns, market benchmarks, and more. These findings revealed clear opportunities to boost visibility and strengthen the hotel's position for corporate rates among target travel agents.



## The Strategy

The goal was straightforward: **grow incremental GDS revenue by securing more corporate room nights.**

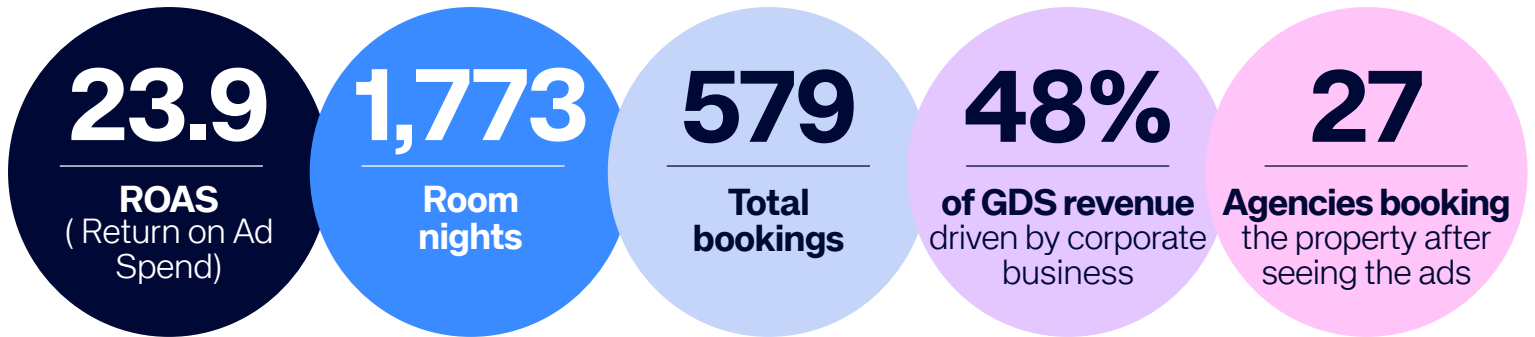
To unlock this opportunity, the hotel teamed up with Amadeus to launch a **multi-GDS advertising campaign** across all three major GDSs. The approach was built on three key pillars:

- **Tailored GDS Advertising placements** designed to capture attention at key decision moments of the travel agent journey.
- **Agency360® insights** to refine targeting through relevant booking trends.
- **Ongoing optimization and support from the Amadeus team** to ensure the campaign responded effectively to market dynamics.

Launched in February 2025, the year-long campaign was fully supported by Amadeus Advertising Solutions specialists, who worked side by side with the hotel to maximize impact.

## The Results

The campaign delivered strong results across every key metric:



The New Agency ID feature in Amadeus reporting proved particularly valuable, enabling the hotel to identify agencies that hadn't booked over the past 12 months. Strong campaign performance, the use of Agency360 insights, and dedicated support from the Amadeus team led the hotel to renew its GDS Advertising campaign.

## Conclusion

By pairing **data-driven targeting** with a **strategic, multi-GDS advertising campaign**, Grand Hyatt Erawan Bangkok strengthened its visibility among travel agents and captured incremental corporate demand. Over the year, the property saw a meaningful rise in bookings from both new and existing agencies, demonstrating the power of uniting market insights with proactive media activation.



This campaign clearly shows how a **holistic, data-powered GDS strategy** helps hotels grow smarter and faster and sets the stage for sustained growth in the year ahead.



“The campaign gave us exceptional visibility to increase corporate bookings within target travel agencies, and the ‘New Agency ID’ reporting feature was a real eye-opener. Thanks to the insights and support from the Amadeus team, we made confident decisions and were able to capture new business more effectively.”

**Sascha Lenz**, General Manager, Grand Hyatt Erawan Bangkok



“Grand Hyatt Erawan Bangkok approached this campaign with a clear, data-driven mindset and a strong focus on growing corporate demand. By combining targeted GDS Advertising with Agency360 insights, the hotel reached high-value agencies at the right moments. We are proud to support their strategy and look forward to building on this successful partnership.”

**Dan Ciocoiu**, Head of Advertising Solutions, Amadeus



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