

Raffles Shenzhen

Building early success
with a data-led **Multi-GDS**
Advertising strategy





Setting the scene

Located in the heart of one of China's most dynamic cities, **Raffles Shenzhen** [↗](#) is a legendary luxury hotel offering spacious rooms with astonishing city and bay views, exceptional dining experiences, and the signature Raffles service guests expect worldwide. As a premium property catering to international travelers, visibility across the right travel agency channels is essential to driving high value bookings.



Memorable

Experience



Challenge & Goal

As a **new customer launching their first GDS advertising campaign with Amadeus**, Raffles Shenzhen aimed to achieve strong early performance while enhancing results in a new channel. During the trial run period of the campaign, the priority was to maximize visibility and efficiency from the outset, ensuring the campaign delivered demonstrable value and measurable outcomes.



Campaign strategy

To set the campaign up for success, **Amadeus Advertising Travel Agency Solutions** applied a structured, data-led approach from the very beginning.

Ahead of launch, a **comprehensive hotel description (HOD) audit** was conducted to ensure the property was correctly set up across GDS platforms. This process identified several listing improvements that were resolved before the campaign went live, strengthening the hotel's visibility and consistency.



visibility strength

Where strategy and collaboration meet



Luxury experience

Better booking

Collaboration

The year-long campaign, launched in **February 2025**, implemented a GDS advertising strategy focused on:



Activating all three GDS channels to ensure broad and balanced exposure.



Smart fund allocation, informed by market demand, inventory availability, and historical GDS performance.



Best-practice creatives, highlighting the hotel's key selling points and tactical offers.



Continuous optimization, with performance reviewed early in the campaign and refinements introduced, which contributed to improved performance over time.



Results

The GDS advertising campaign showed strong and steadily improving results over its entire run, depending on the allocated budget.

Agency Reach

20

new travel agencies

ROAS

(return on ad spend)

9+

positive rate

GDS Advertising

Consistent Booking Contribution

across all activated channels

Throughout the campaign, close collaboration played a key role. Regular performance reviews, transparent insights, and practical recommendations allowed the strategy to evolve over time. As confidence grew, the campaign was refined to further improve efficiency and relevance without compromising quality or reach.

A partnership built to last



For Raffles Shenzhen, their first GDS advertising campaign with Amadeus delivered more than strong results: it set the foundation for a long-term partnership. With the right setup, continuous optimization, and a collaborative approach, the campaign demonstrates how luxury hotels may leverage GDS advertising to gain visibility, reach new agencies, improve performance over time, and drive sustainable value.



Jenny Li

General Manager,
Raffles Shenzhen



“As a new partner, we appreciated the structured and data-driven approach from the start. The proactive setup checks and ongoing optimization helped us see measurable improvements as the campaign progressed.”



Dan Ciocoiu

Head of Advertising
Solutions, Amadeus



“This campaign shows how multi-GDS advertising can deliver measurable outcomes even at an early stage. By combining strong foundations with ongoing optimization, we were able to support Raffles Shenzhen in developing new channels and performance over time.”