

SIX SENSES FIJI CASE STUDY

Redefining Luxury Travel:

Six Senses Fiji and Amadeus Advertising Set a New Standard for Success

Introduction:

Located on the pristine shores of Malolo Island, [Six Senses Fiji](#) redefines luxury with purpose.

This South Pacific retreat invites travelers to **embrace wellness, sustainable living, and authentic experiences**. From private beachfront villas to eco-conscious design and personalized service, every detail speaks to mindful indulgence. For those seeking more than a holiday, Six Senses Fiji offers a sanctuary where exceptional hospitality is paired with a deep commitment to the planet.



The Challenge:

Six Senses Fiji sought to amplify its presence among luxury-seeking travelers. The goal was clear: attract high average daily rate (ADR) guests to maximize revenue and occupancy with travelers who value premium experiences. The challenge was connecting with the right audiences, particularly travel agents who specialize in luxury escapes, while optimizing campaign investment and lead times.



The Strategy:

Six Senses Fiji partnered with Amadeus to launch a GDS media campaign that focused on boosting visibility in the GDS (Global Distribution System) and engaging travel sellers booking premium stays in Fiji. The approach was sharp, data-driven, and built for impact.

Here's what made it work:

- **Smart pseudo city code (PCC) targeting:** Focused on agency profiles with the highest conversion potential.
- **Longer booking windows:** Extended lead times captured more high-value bookings.
- **Multi-channel reach:** Leveraged all major GDSs for maximum reach.
- **Continuous optimization:** Real-time insights enabled constant fine-tuning for stronger return on ad spend (ROAS).

The campaign ran from October 2024 to October 2025. Its first-year success drove increased investment in the renewal phase, proving that precision pays off in travel marketing.

The Results:

The campaign successfully attracted bookings with longer lead times and higher ADRs, leading to a renewal with increased investment for the following year.

Performance highlights:

46.5

ROAS
(Return on Ad Spend)

>\$1,800

ADR

Conclusion:

The Six Senses Fiji campaign shows how **focused GDS media campaigns can boost revenue for luxury resorts**. By targeting high-value travelers and fine-tuning the campaign's approach, Six Senses Fiji and Amadeus went beyond expectations. The campaign's renewal and increased investment proved its success and the strength of data-driven marketing in hospitality.





“Working with Amadeus gave us the ability to connect with the right travel agents and showcase our unique resort to travelers seeking luxury experiences. The great results reinforced the value of targeted marketing for our property.”

Peter Donlevy, Director of Sales & Marketing, Six Senses Fiji



“We’re excited to support Six Senses Fiji in reaching high-value travelers. This campaign showcases the power of targeted media and data-driven strategy to deliver measurable results for our hospitality partners.”

Dan Ciocoiu, Head of Advertising Solutions, Amadeus



For further information, visit <https://www.amadeus-hospitality.com/media-solutions/hotels/travel-seller-media/>

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