



Using the iHotelier® Booking Engine enabled The Magnolia Hotel to increase direct bookings, expand sales, and enhance guest experiences.

#### Client Overview:

Situated along the picturesque southern coastline of the Algarve, Portugal, **The Magnolia Hotel** is a distinctive boutique property, blending the nostalgic appeal of a 1950s Palm Springs motor hotel with the tranquility of the area's famed Quinta do Lago resort. The hotel features 74 stylish rooms, three opulent suites, seven rustic cottages, a heated outdoor pool, gym, and spa, and a delightful Mediterranean-inspired restaurant. The Magnolia Hotel offers a unique and unforgettable holiday experience with world-class golf and beaches and many family-focused activities.





### Their Challenge:

Upon opening its doors in October 2017, The Magnolia Hotel faced the significant challenge of solidifying its brand in an already well-established hospitality market. A vital task was enhancing their online presence and driving hotel direct bookings through their Brand.com website. Several unique packages were developed to enhance the guest experience by introducing visitors to some of the most unique local features of the Algarve region including three award-winning golf courses and stunning beaches.

### Our Solution:

Always seeking to innovate, The Magnolia Hotel eagerly embraced the opportunity to beta test **Amadeus's iHotelier Booking Engine**, curious to compare its capabilities to the booking engine they were currently using. The cutting-edge technology of iHotelier integrated seamlessly with their existing **Amadeus Web Solutions** while providing an engaging shopping journey for guests online. The hotel's commitment to technological advancement aligned completely with their dedicated focus to enhancing the guest experience and elevating guest satisfaction.

*"We started operating in October 2017, and by mid-2018, we realized that in order to expand in the market, improve our online presence and increase revenue, we needed a solid partner that could deliver results and be an industry trendsetter."*

Andrea Trigo - Revenue Manager,  
The Magnolia Hotel



*"You know you have the right partner when you see revenues increase!"*

Andrea Trigo - Revenue Manager, The Magnolia Hotel





**The Magnolia Hotel experienced several key benefits once they started using the iHotelier Booking Engine, including:**

- M** Expanded sales scope to promote rooms as well as unique guest experiences such as golf rounds and spa treatments
- M** Enhanced guest booking experiences with personalized shopping capabilities
- M** Amplified brand awareness with improved reputation and increased prominence in the region
- M** A wider customer reach resulting in more direct bookings vs. third party channels
- M** Seamless technology integration, complementing and enhancing the existing Amadeus Web Solutions
- M** A user-friendly interface, allowing sales and marketing personnel to easily set up and manage packages and promotions

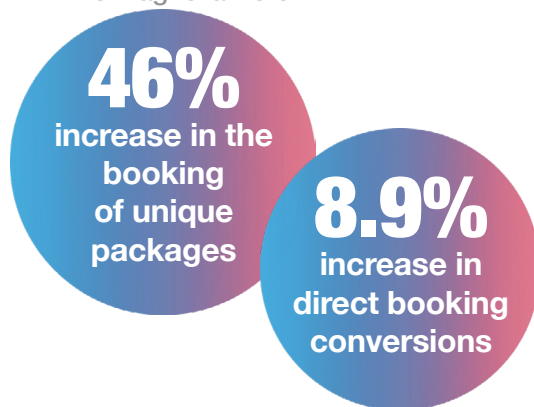
**The Results:**

The implementation of the iHotelier Booking Engine brought about substantial positive results. The hotel witnessed a **46% increase in the booking of unique packages**, as well as an **8.9% increase in direct booking conversions**.

The iHotelier Booking Engine has proven to be an invaluable tool for The Magnolia Hotel, significantly boosting bookings and helping to diversify its revenue stream. As the hotel looks to the future, they anticipate continued success as they focus on providing unique, personalized, and memorable guest experiences to their guests.

*“Revenue has become more than just focusing on rooms; we have already seen our package sales increase with the iHotelier booking engine. By adding **Amadeus Guest Management Solutions** for 2023, we believe we’ll be venturing into a completely different area of ancillary revenue, as well as a better targeted and personalized guest experience..”*

Andrea Trigo - Revenue Manager, The Magnolia Hotel



**Ready to Boost Your Hotel's Direct Bookings?**

The incredible results of The Magnolia Hotel can be your reality too! With our new direct booking eBook, **“Mastering the Art of Direct Bookings,”** you will gain insights to help you boost direct bookings and increase your hotel’s revenue.

**[Download the Guide Now!](#)**

