

THE PALM BEACHES FLORIDA CASE STUDY

The Palm Beaches: A Winning Strategy

Challenge

Since 2022, The Palm Beaches has been a valued partner, benefiting from our seasonal campaigns designed to meet their unique needs. However, as the summer of 2024 drew to a close, the destination faced a significant challenge: their internal forecast predicted a drop in occupancy for December 2024. Concerned about this potential downturn, they turned to Amadeus for a solution.



Strategy

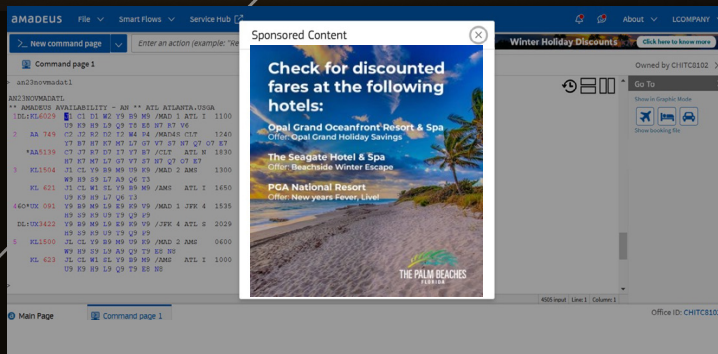
Drawing from our extensive experience and insights from the yearly Travel Agent Survey, we concluded that over two-thirds of travel agents are influenced by advertising, with incentives, discounts, and special deals being the top motivators for selecting a destination.

Armed with this knowledge, we proposed a Travel Seller Media multi-GDS campaign with a clear goal: to increase awareness of The Palm Beaches winter holiday discounted rates among travel agents, and drive occupancy through enticing special offers.

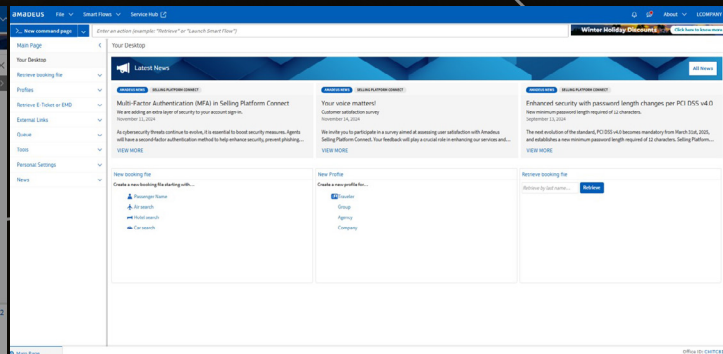


The 6-week campaign featured promotional banners displayed across multiple GDSs (Amadeus and Sabre), highlighting partner properties in The Palm Beaches. The promotions included offers such as **“Beachside Winter Escape”** at The Seagate Hotel & Spa, **“New Year’s Fever, Live!”** at PGA National Resort, and **“Christmas & New Year Savings”** at Opal Grand Oceanfront Resort & Spa.

AIR
Banner appears when travel agent is searching

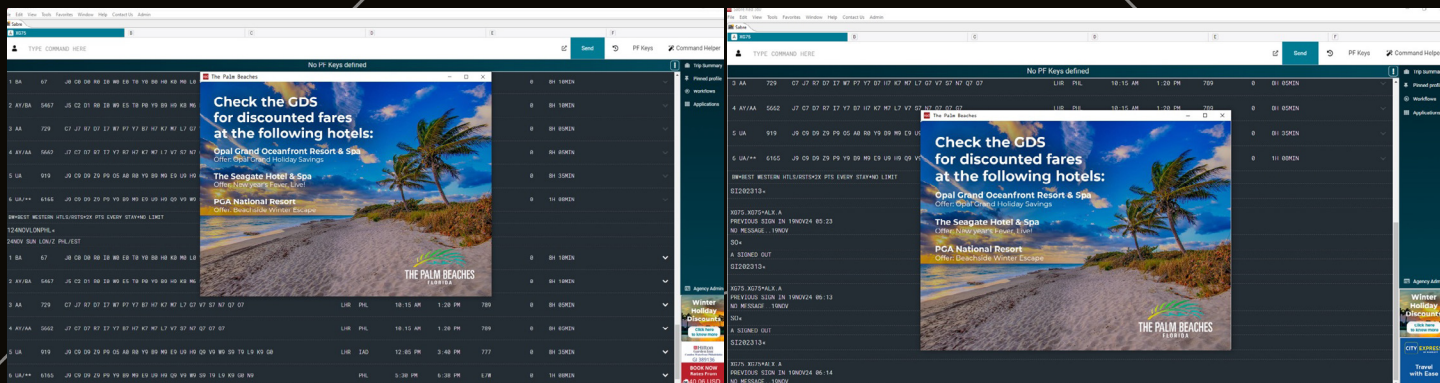


SIGN IN
Capture the attention immediately, every time travel agent logs in



Amadeus enviroment placements

POS: US



Sabre enviroment placements

Campaign length: 7 Nov 202 - 19 Dec 2024

Results

The results were nothing short of **remarkable**. One particular offer – the **“Opal Grand Holiday Savings”** – saw a **dramatic increase in room nights**, jumping from just 2 in October to 55 in November, and maintaining strong performance with 41 room nights throughout December.

121.1

ROAS

+20%

Occupancy
increase vs
previous months

x25

Increase in
Room nights



Source for x25 Increase in Room nights: Achieved through the ‘Opal Grand Holiday Savings’ offer.

The success of the campaign was evident, with travel agents responding positively to the promotional banners and special offers that appeared as they signed in and searched.

The awareness created by the campaign played a crucial role in driving occupancy and ensuring a successful holiday season for The Palm Beaches.

“The collaboration with Amadeus has been instrumental with increase in demand and yielding desired business for our destination. The targeted campaign and enticing offers truly made a difference.”

Erick Garnica, VP Global Leisure Sales, Discover The Palm Beaches

“We are thrilled to see such positive results from our campaign with The Palm Beaches. This success story highlights the power of strategic advertising and the impact of well-crafted promotions.”

Scott Falconer, Executive Vice President, Media Solutions, Hospitality, Amadeus

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