

Trans Resort Bali

leveraged Amadeus' media expertise to boost ADR



Client Overview

The Trans Resort Bali, a luxurious five-star hotel in the island's lively Seminyak area, is close to trendy shops and fine dining, located just 1 km from the popular Seminyak Beach and 10 km from the Bali International Airport. The property caters to both **business and leisure travelers** with its exceptional guest services, elegant accommodations, and outstanding amenities.

The Challenge

The global pandemic had a significant impact on economies such as Bali's, as it is a nation almost entirely reliant on tourism; the island only reopened to international visitors in [March of 2022](#). Before 2022, the resort also faced a challenge in reaching its goal of generating enough direct bookings.

Until 2022, the property had been popular with repeat visitors typically interested in stays of 7 nights or longer. Visitors only had two options if they wanted to book – a 7-night package or a per-day charge.

Strategy & Recommendations

In February 2023, the resort focused its strategies on increasing the number of direct bookings. Amadeus' Customer Success Manager provided a deep dive analysis to identify the additional potential travelers that could be targeted by offering different benefits such as shorter stay package sets varied by the length of stay. Amadeus' proposed a [digital media](#) strategy consisting of a complete website audit with review of the resort's market position; and a new focus on package offers and service with a brand-new direct booking offer.

As part of the property's new package offering, they introduced the **Ultimate Escape package**, a new alternative to the 7-night package. The direct booking campaign offered visitors the opportunity to book packages for 2-6 nights, catering to those who were interested in a package stay but for a shorter duration than 7 nights. Guests would receive various benefits – daily breakfast, massage, dinner/lunch, afternoon tea or airport transfers, and so on – depending on their length of stay.



Results

The resort's **ADR increased by 40%** compared to 2022 as a consequence of the campaign to launch the 2–6-night Ultimate Escape packages. **The new 2–6-night packages proved to be a successful complement to the resort's traditional 7-night package offer.**

As a result of the focused marketing campaign, the property has seen a substantial increase in direct booking volume and revenue as they continue to optimize their overall distribution strategy to capture guests on their preferred booking channel.



Download the Trans Hotel Group Apps!

[Apple Store](#) | [Google Play](#)



Revenue from online channels

GDS, brand.com, Demand Service and OTA – **increased 66% in 2023 over 2022**, with **room revenue reaching its highest level over the past 5 years.**

Revenue in 2023 grew by



66%

over 2022 / 1,218% over 2019 results

ADR in 2023 grew by



40%

over 2022 / 37% over 2019 results

Room Nights Booked increased by



19%

over 2022 / 861% over 2019 results



“ Amadeus has played a crucial role in helping us navigate recovery from the pandemic. Their digital media strategy has been instrumental in **increasing our direct bookings** and **driving growth** in our ADR and revenue.

Our partnership with Amadeus has been a game-changer. With the introduction of the Ultimate Escape package, our **ADR increased by 40%** and our **revenue grew by 66% in 2023**, reaching its highest level in the past 5 years. ”

- Alexander Jovanovic, General Manager of
Trans Resort Bali & Director Development –
Hotels & Resorts of CT Corp

For further information, visit
<https://www.amadeus-hospitality.com/media-solutions/destinations/>
or speak to an Amadeus representative today.