

# From Data to Demand: Winning hotel bookings on the GDS with Amadeus

Insights from our GDS Media and Travel Intelligence webinar



Did you know that **hotels leveraging the GDS consistently achieve higher ADR** than OTA, Direct booking, or Brand.com?\*

**GDS bookings don't just deliver** - they elevate. With higher rates, stronger margins, and accelerated growth, the GDS is a proven driver of performance. Yet many properties still aren't maximizing its full potential. If you're not advertising your property there or optimizing your GDS strategy, you're leaving revenue on the table.

**GDS booking numbers speak for themselves:**



**1.4%**

Increase in **GDS room nights** YoY\*

**4.3%**

Increase in **average daily rate**\*

**7.3%**

Growth in **non-negotiated bookings**\*

\* Source: Agency 360 Global, Jan - Oct YTD 2025 vs Jan - Oct 2024 (All GDSs)

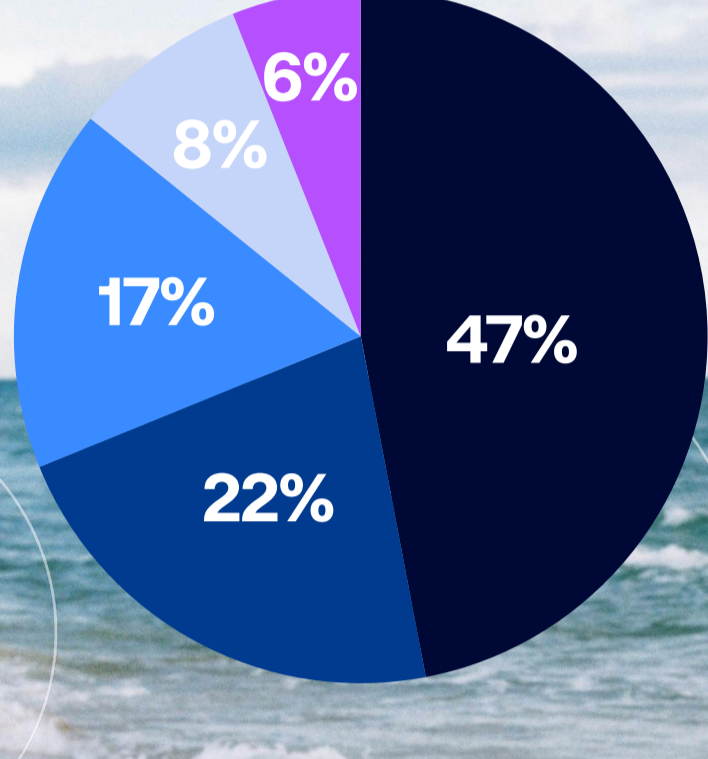
**Hotels that embrace a smart GDS strategy are able to unlock new revenue streams and sharpen their competitive edge.** By investing in targeted GDS media and leveraging robust analytics tools, properties can respond to shifting demand with agility, staying top-of-mind for travel agents and both leisure and corporate bookers.

**In our webinar, "From Data to Demand: Winning Hotel Bookings on the GDS,"** we explored how GDS Media advertising and data-driven strategies are reshaping success in hospitality.

Gain valuable insights from our webinar poll questions and practical advice designed to help you harness strategic data usage and GDS advertising for maximum impact.

## 1. Where are hotels placing their booking bets?

**Poll question:** What's your priority distribution channel?



- Your brand website (Brand.com)
- Global Distribution Systems (GDS)
- Online Travel Agencies (OTAs)
- Direct booking (phones, walk-ins, etc.)
- Central Reservations System (CRS)

**Direct bookings still lead the way.** Nearly half of hoteliers rank Brand.com as their top channel - valued for control over pricing, brand experience, and guest relationships.

**But there's a catch:** focusing too narrowly on direct channels can mean missing out on high-value travelers who book through the GDS.

And that's a segment worth watching. GDS bookings often deliver higher ADRs and longer stays. In fact, GDS usage is growing fast. According to the [2024 Global Travel Seller Survey](#), travel agents now use their GDS more than six times a day, for nearly nine hours daily.



### Takeaway:

**A balanced distribution strategy is key.** By combining Brand.com with a strong GDS presence, hotels can capture both direct and indirect demand. Ignore the GDS, and you risk losing high-value travelers and global visibility.

**Want to stand out where agents book?** Amadeus GDS Media can help. Contact your Amadeus Account Manager to design a multi-GDS media campaign that puts your property in the spotlight.

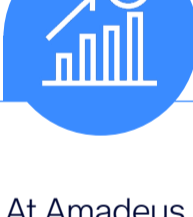
## 2. Why do hotels invest in GDS?

**Poll question:** What role does the GDS play in your overall booking strategy?



### Takeaway:

GDS isn't just a booking channel; it's a **strategic lever for revenue growth and global exposure**, helping hotels secure the right guests at the right rate.



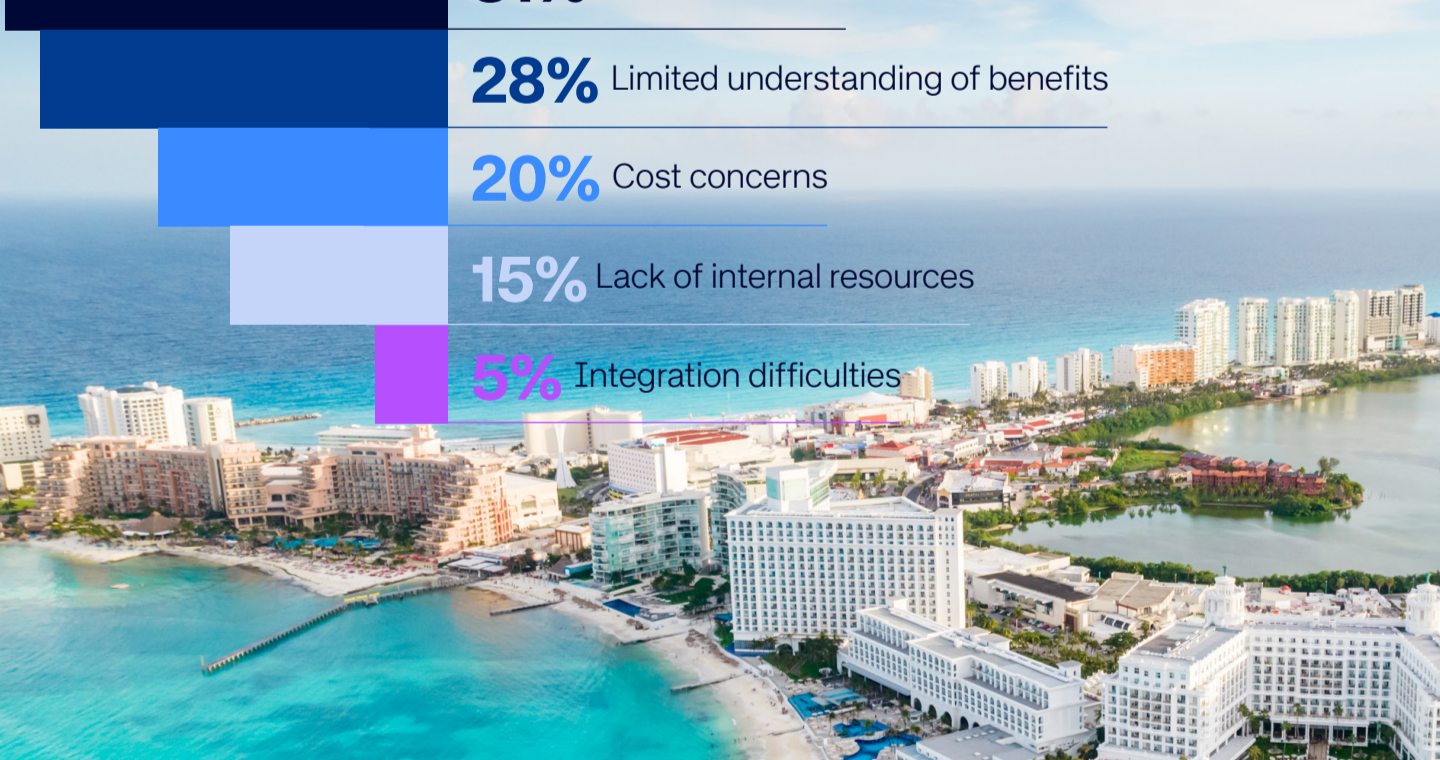
**GDS campaigns help hotels optimize ADR and capture high-value corporate business.**

At Amadeus, we combine **Travel Intelligence** with **GDS Media** to help hotels target the right travelers and measure with confidence.

Request a demo of [Agency360®](#) and [Demand360®](#) to identify high-value agencies and unlock new market opportunities.

## 3. What's holding hotels back?

**Poll question:** What is your main challenge in formulating a GDS media strategy?



The biggest barrier? ROI uncertainty. **Hotels want guidance and proof that their investment delivers measurable results.** Without transparent reporting and clear attribution, it's hard to justify spend.

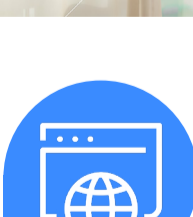
Amadeus closes that gap. Our **GDS Media campaigns** give you access to a [best-in-class reporting platform](#), so you can track performance against the KPIs that matter most. Combined with **Travel Intelligence**, you'll make smarter, data-driven decisions from day one.



### Takeaway:

**Amadeus tackles these pain points with:**

- ✓ Data-driven tracking of key metrics
- ✓ Expert guidance at every step
- ✓ Integrated solutions that simplify execution



**Amadeus bridges these gaps** with data-driven insights and expert support.

### Ready to see impact?

Contact us today to optimize your GDS Media campaigns or request a [complimentary Property-Level Agency360® & Demand360® sample report](#).

## How Amadeus helps you win

- GDS Media**  
Reach the right travel agents at the right time. Our data-driven GDS media campaigns boost high-value bookings. And as the only multi-GDS provider for GDS Media and Preference Media, we can offer you advertising across Amadeus, Sabre and Travelport.
- GDS Media reporting**  
See what's working, when. Our real-time, on-demand reporting platform gives you real-time insights into your campaign's performance so you can optimize results, fast.
- Travel Intelligence**  
Make smarter decisions with [Agency360®](#) and [Demand360®](#). Spot market trends, track competitor activity, understand booking patterns, and uncover high-value opportunities before your competitors do.
- Expert Support**  
Tap into our team's deep industry knowledge. We'll help you bridge resource gaps and turn insights into action.

**Ready to unlock the full potential of your GDS strategy?** Get in touch with Amadeus today.

WATCH WEBINAR

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