

Using media to recover revenue during COVID-19

Case studies on how paid advertising across search, display, social, and GDS has helped hoteliers across the globe capture bookings in unstable markets.



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It can be hard to convince internal stakeholders that paid advertising will be worth the investment – especially after the way that COVID-19 impacted the hospitality industry in 2020, and continues to do so in 2021.

But demand generation has never been more important – and restarting your media as soon as possible will be pivotal to your success as your market enters recovery.

This collection of case studies will give you the proof points you need to begin advertising effectively.

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Americas





+220%
Month-over-month revenue



+31%
Year-over-year revenue

Welk Resorts sees 945% bookings increase with media relaunch

The client

[Welk Resorts](#) is a resort, timeshare, and rental property hybrid with locations in California, Missouri, Colorado, and Mexico.

The challenge

The client aimed to restart marketing efforts that provided optimal campaign growth and healthy return during a global crisis, despite having two properties closed.

The campaign

We created a cohesive cross-channel strategy to boost Welk Resorts' visibility while keeping potential and future guests feeling informed and secure about their decision to book. The campaign included website updates and confirmation emails detailing safety guidelines at the resorts.

Based on partner data from Google, we targeted a drive-market audience for prospecting campaigns across social media, search, and display.

The messaging focused on:

- Discounted rates with advanced booking
- Privacy and social distancing: villas with private balconies & fully equipped kitchens

Resorts with increased levels of spend allowed us to take advantage of lower cost-per-clicks (CPCs) and expand the reach of the campaign.



13:1

ROAS

GDS advertising campaign reaches 13:1 ROAS for hotel in Mexico City

The client

A 4-star hotel located in Mexico City, MX. The property's proximity to Mexico City's international airport makes it attractive to transient and worldwide travelers alike.

The challenge

The property had to pause their campaign – with an excellent ROI for the LATAM market of 27:1 – in March 2020 due to COVID-19. As both the market and the property never fully closed due to their airport proximity, it was essential to resume the GDS media campaign.

The campaign

In addition to editing the content to be more relevant during this time, the campaign structure reflected a shift in promo dates to suit the current market trends. Using Popular Reports in Amadeus' Agency360® Business Intelligence solution, we reviewed the property's recommended lead time for ad-eligible revenue and trailing 12-month period.

This research helped us determine we should account for potential reservations with a wider booking window. For an airport property in the Mexico City market, a lead time of 1 – 31+ days was best, as we were able to account for same day or next day bookings as well as advance bookings.

Ponte Vedra Resorts See 16:1 ROAS Less Than 2 Weeks After Reopening

The client

[Ponte Vedra Beach Resorts](#) is a group of beachfront resorts in a small, secluded beach town close to Jacksonville, Florida.

The challenge

The client needed to generate bookings and create brand awareness to help the resorts recover after closing temporarily mid-March due to the COVID-19 pandemic.

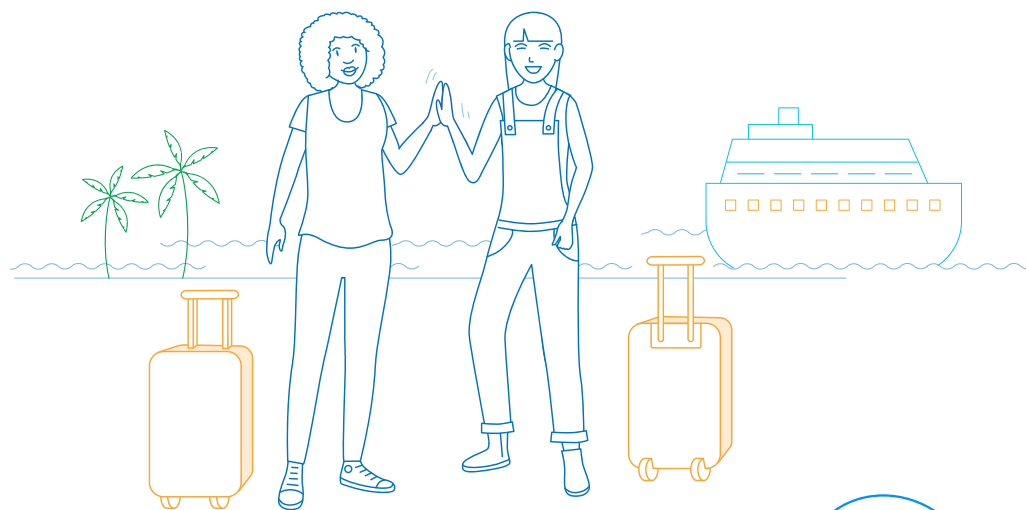
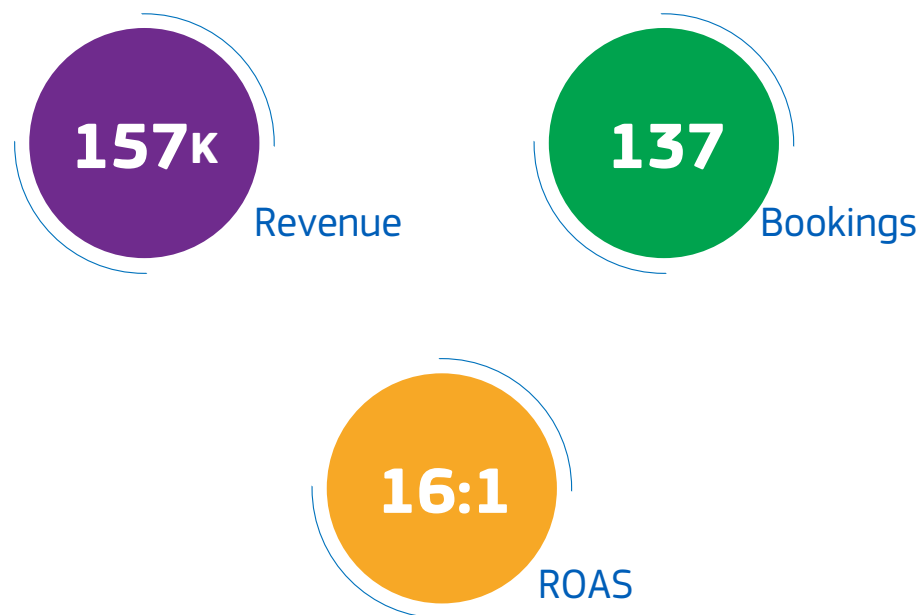
The campaign

As the market began to show signs of recovery, Google partner data indicated potential guests were more likely to vacation in a small town and preferred a beach destination over a densely populated city.

The PPC, social, and DRM campaigns targeted families and couples researching future travel plans with a 90+ day lead time. This audience was selected based on data from the client's Amadeus iHotelier® Booking Engine and proprietary data from our partners.

The messaging showcased value compared to competitors, as well as special value-added offers built with Amadeus Rate360® data to entice consumers to book and stay a bit longer:

- Book 1 room, get the adjoining room 40% off
- Book 2 nights, get the 3rd night free





+60%
YoY ROAS



+34%
Click through rate



-51%
Cost per click

Amadeus Digital media and Demand360® earn 20:1 ROAS for coastal boutique properties in recovering US markets

The client

[Moonstone Hotel Properties](#) is a collection of resort-style boutique properties on the west coast of the United States. These properties are located in small, remote towns and are ideal for guests who are looking to stay somewhere with easy access to the beach and nature.

The challenge

The client wanted to restart their campaigns as soon as local markets started to rebound so that they could capture the lion's share of early demand.

The campaign

We monitored Demand360 to identify when the market would begin picking up while media costs were still low to maximize the ROAS of the campaign.

We launched branded and non-branded campaigns across paid search, as well as display and Facebook remarketing.



Media relaunch boosts revenue for Napa Valley boutique hotel by 322% in three months

The client

Boutique luxury hotel located on 22 acres of Napa wine country.

The challenge

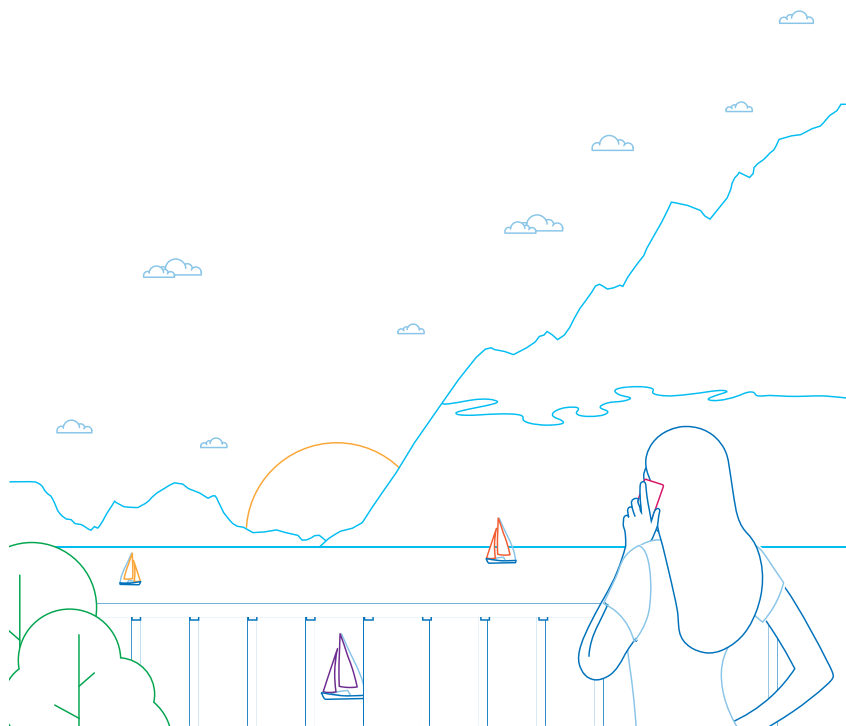
After COVID forced the property to temporarily close, media campaigns were paused for over three months. When local gating conditions lifted and the leisure market began to pick back up, the client decided to reboot their media with the goals of filling occupancy and generating revenue.

The campaign

Before relaunching media, we shifted the entire digital strategy to immediate drive markets. We started small and gradually increased media investment MoM by layering on additional prospecting campaigns and channels to bring new qualified users to the website and feed low-funnel campaigns.

We also re-hauled all campaign assets, incorporating attractive offers across all campaigns with messaging that highlighted:

- Nature and open spaces
- Exclusive on-property experiences
- Health & wellness guidelines





Europe,
the Middle East,
and Africa



Puente Romano Beach Resort sees 30:1 ROAS with prospecting campaign during domestic recovery

The client

[Puente Romano Beach Resort](#) is a 5-star resort with a village-style feel located on the coast in Marbella, Spain. Guests have access to spa and wellness facilities, an open air courtyard, botanical gardens, world-famous tennis courts, and 14 different restaurants.

The challenge

Raising brand awareness and driving direct bookings from new customers in the local market.

The campaign

We used data from the hotel's CRM to launch PPC and social prospecting campaigns targeting similar audiences with the same profile as previous guests.

The campaign messaging focused on three key areas:

- Reopening dates
- Free cancellation
- Special offers for the local market

46:1

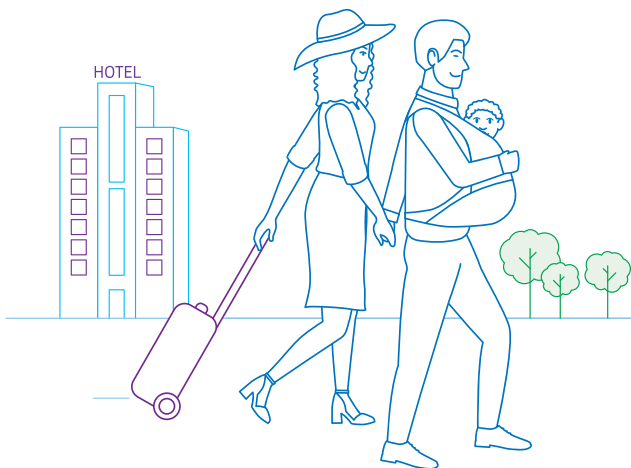
ROAS

3,948

Clicks

45.5k

Revenue



Bovey Castle increases direct bookings within domestic market with Digital Media recovery campaign

The client

[Bovey Castle](#) is a luxury hotel in the United Kingdom that offers 60 bedrooms and 22 self-catering country lodges tucked away in 275 acres of beautiful countryside within Dartmoor National Park.

The challenge

Increasing brand awareness and bookings within the domestic market by restarting media on a limited budget after more than 60 days of paused campaigns.

The campaign

Through November, we ran ad campaigns using PPC, Facebook, and Google dynamic remarketing.

The messaging focused on a private lodge offer, highlighting health and safety measures that the property had implemented, as well as free cancellations. By making the offer for 5 or 7 day stays, we were also able to increase the average length of stay for this campaign.

Bucharest hotel sees 18% lift in revenue with GDS advertising

The client

A branded 5-star hotel located in the center of Bucharest, an area of historic interest in Romania.

The challenge

Local quarantine restrictions reduced the demand, causing what were previously easily predicted occupancy and seasonality to disappear. The property was worried about overspending due to the perception that demand for rooms was same day only.

The campaign

Using data from Amadeus' Hospitality Recovery Insight Tool, we uncovered returning demand in the market, which gave the property confidence to restart their campaigns.

We used data from Amadeus' Agency360® Business Intelligence solution such as lead time and seasonality, as well as the property's historical GDS advertising performance to build the Sabre and Amadeus graphical campaign.

**14%**

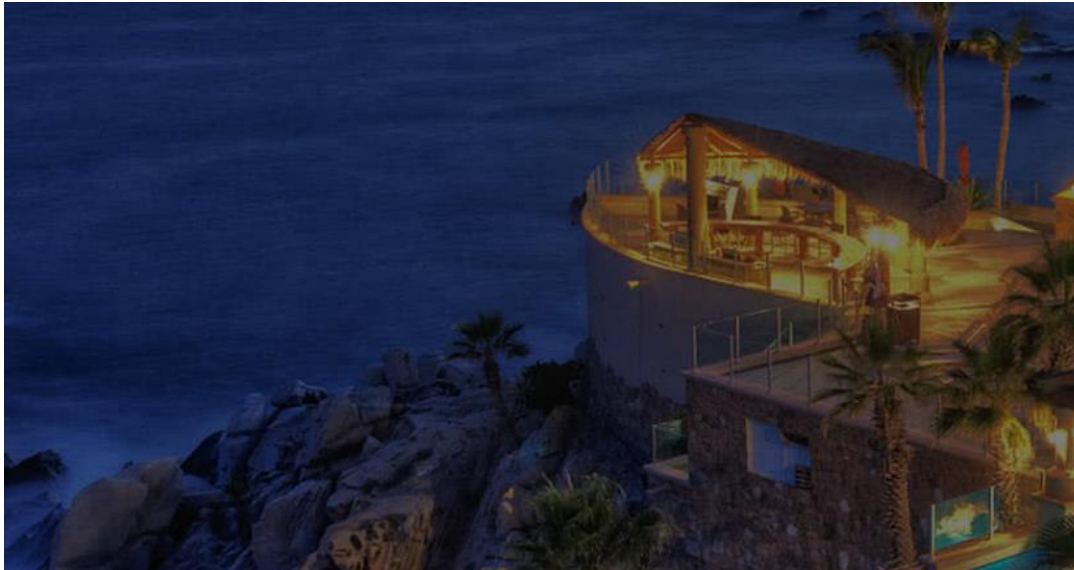
Increase
in Bookings

\$4.2k

Revenue

27:1

ROAS



+241%
Brand.com revenue



+369%
Brand.com bookings



+1758
Total Brand.com bookings

Tasmanian resorts experience 100% occupancy one week after launch of digital media campaign

The client

Resorts in Tasmania with three locations across both coasts and the Alpine center.

The challenge

Tasmania currently only allows intra-state travel. The resorts reopened in June 15th after being closed during lockdown.

The campaign

Just as restrictions were lifted, we restarted a winter campaign promoting local travel with flexible stay dates and cancellations. It ran for three weeks prior to the hotels' reopenings.

The client created a member discount to take advantage of their large following: Stay 2 nights or more and save up to 40%.

We promoted this offer for all three resorts across paid search, social, and dynamic remarketing. The campaigns were a resounding success – even when compared to the same time last year.

Asia-Pacific



SkyCity Auckland sees 117:1 ROAS during domestic recovery

The client

Two first-class hotels that form part of an entertainment precinct with restaurants, casinos and attractions in Auckland, New Zealand.

The challenge

Rising above the noise in a highly competitive market and driving direct bookings after strict lockdown restrictions were lifted for the local market.

The campaign

We launched PPC, social, and DRM campaigns targeting domestic travelers and weekend staycationers.

The messaging highlighted the properties' hygiene practices and a 5-day flash sale to get base business on the books to cover their costs.



399

Media
conversions

697

Direct
bookings

+350%

Direct
bookings



28:1
ROAS

New Zealand hotel GDS advertising relaunch returns 28:1 ROAS

The client

An independent 5-star property located in New Zealand's capital city of Wellington. The property's proximity to the Parliament buildings and central business district, as well as shops, cafes, and restaurants on the waterfront draw both business and leisure travelers alike.

The challenge

Amadeus proactively paused all campaigns in New Zealand starting in April 2020 as a result of the COVID-19 crisis. Once conditions improved for domestic travel, the property needed to resume its campaigns to capture demand as the restrictions within New Zealand eased.

The campaign

Using data from Amadeus' Hospitality Recovery Insight Tool, we held regular strategy review sessions with the property looking at current spend, campaign messaging, and results. We refreshed the ad creative on a monthly basis to target domestic travel in a compressed booking window.

OZEN sees 263:1 ROAS less than 2 weeks after reopening

The client

[OZEN](#), located in the Maldives, is a luxury resort that offers guests a true island experience in a large, pristine lagoon rife with exotic marine life.

The challenge

The client needed to boost revenue with a budget-sensitive campaign after pausing advertising in April due to the pandemic.

The campaign

We ran a vouchers campaign in June for two weeks. The client created a microsite to promote the voucher, which were redeemable until October 2021, and the only way for users to find the page was through the digital ads.

We launched a discovery campaign in Google Ads targeting affinity audiences, DRM ads, and social ads in Facebook and Instagram.



\$137k

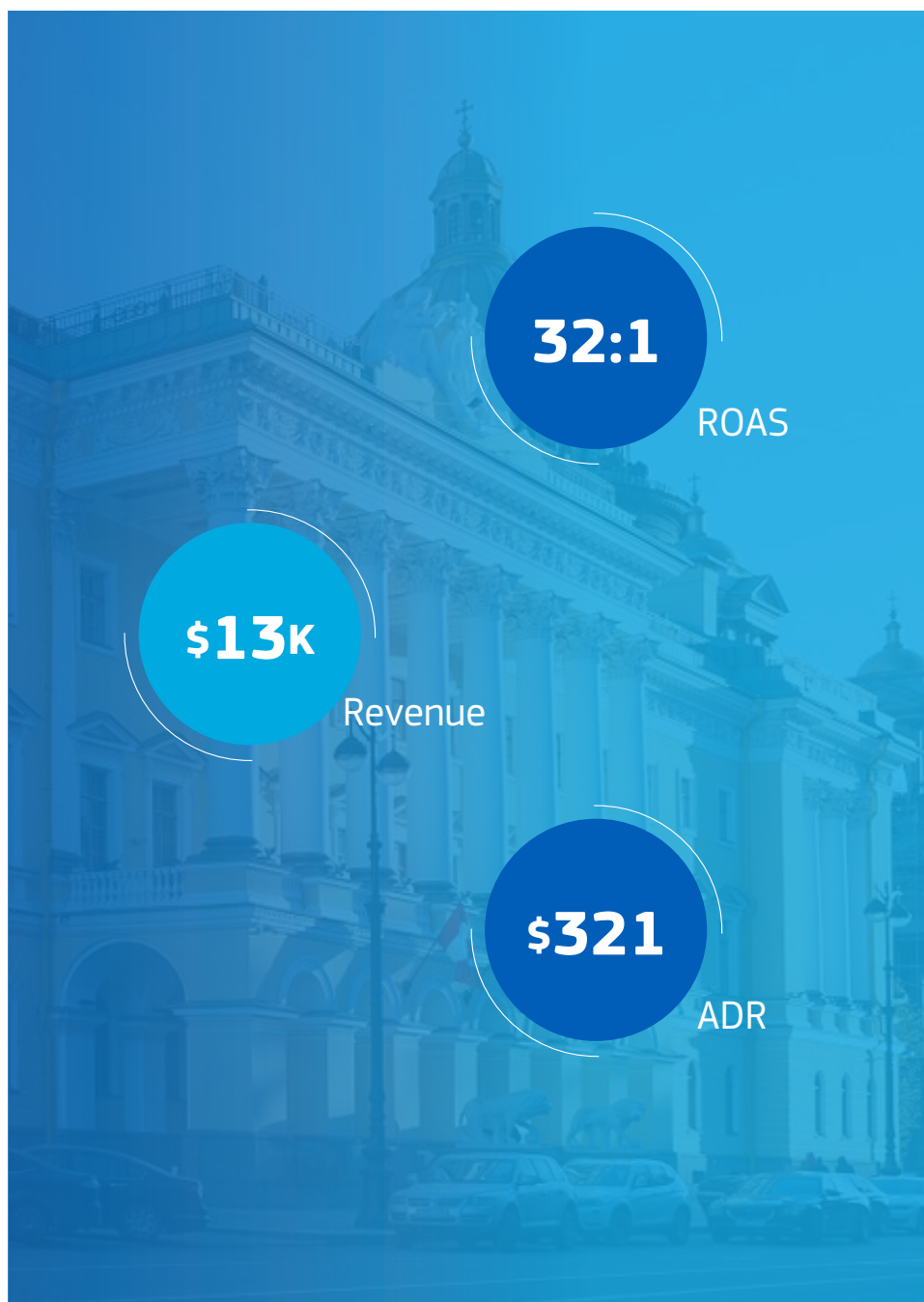
Revenue

\$0.05

CPC

9,795

Clicks



Luxury St. Petersburg hotel sees 32:1 ROAS with GDS advertising campaign

The client

Historic, 5-star luxury property located in the city center of St. Petersburg, Russia.

The challenge

Demand from international markets was disappearing because of the COVID-19 crisis, resulting in the campaign being put on hold for 30 days beginning March 12, 2020.

The campaign

Based on market trend data from Amadeus' Demand360® Business Intelligence solution, we suggested the property reactivate the campaign, focusing on the domestic market and a handful of other countries whose borders were open or reopening soon.

New country-targeted insertions were created and supported by funds from the PCC-targeted insertions. The message was refreshed to focus on flexible cancellation policies and new hygiene procedures.

Maldives resort sees 25:1 ROAS two weeks after reopening

The client

[Oblu Select at Sangeli](#) is a five-star, all-inclusive resort in the Maldives. Guests have access to a range of contemporary accommodations, an array of activities and sports, fine dining, and unlimited beverages.

The challenge

The client needed to generate some cash flow after pausing their digital media campaign in April.

The campaign

We promoted a voucher program that the client ran through an awareness campaign. For two weeks in June, we ran:

- Google Ads targeting affinity audiences
- Google dynamic remarketing ads
- Facebook and Instagram ads

The ads directed the audience to a microsite where they could purchase a voucher to be redeemed through October 2021. Visitors could only access the page through the digital ads.



\$50k

Revenue

25:1

ROAS

7,200

Clicks

It's difficult to convince leadership that paid media can still produce revenue.

That's why we built this case study compilation – to help you build an argument for how an effective, data-rich media strategy can drive more bookings to your property.

Looking for more personalized assistance?

Our experts create competitive cross-channel media strategies that maximize RevPAR and occupancy, backed by proprietary travel data from our leading Business Intelligence solutions and our preferential partnerships with Google, Facebook, Travelport, and Sabre.

[Contact us](#) to learn more about how we can help build a media strategy for you.

Let's
shape the future
of hospitality

For further information, visit

amadeus-hospitality.com/media-solutions

or speak to an Amadeus representative today.

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