



Lessons from the Frontline

of the Travel & Hospitality Industry



Google Featured Case Study

The AI Pivot: Minor Hotels Performance campaign driven with AI Max for Efficiency and Growth



The Story

Minor Hotels, a global leader with over 560 properties, faced the significant challenge of launching and promoting Minor Hotels as a unified master brand. The new consolidated brand had limited consumer awareness and historical conversion data, making it difficult to drive traffic and bookings effectively.

The Initiative

The strategy centered on leveraging AI Max's keywordless targeting to efficiently discover high-value users and new search terms, effectively bypassing the need for historical conversion data. Best practices for the AI Max setup were adopted, and initial insights were used to select seed keywords. The campaign was closely monitored and actively managed, with constant, data-driven adjustments to ensure campaign success.

The Results

The campaign was a resounding success, overachieving the Return on Ad Spend (ROAS) KPI and all planned metrics compared to performance prior to the AI Max activation.

+294%

Increase in
Bookings

+361%

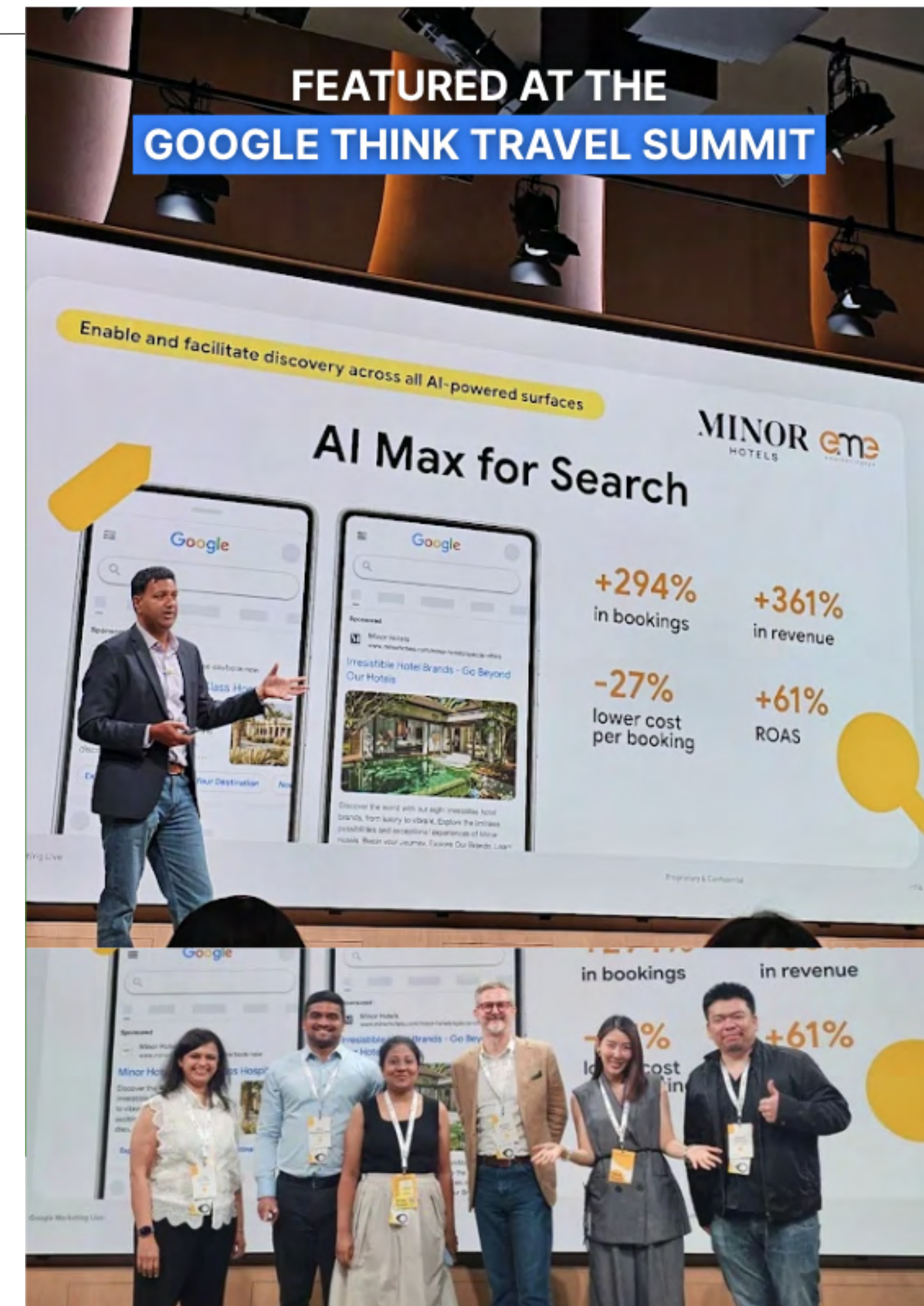
Increase in
Revenue

+61%

Increase in
ROAS

-27%

Lower Cost Per
Booking



Case Study

Social Media’s Influence vs. Brand.com —
For Avani+ Palm View Dubai Hotel & Suites

The Challenge

How can we increase Brand.com Revenue through **Meta Advertising** while also driving **Incremental Growth** in overall **Brand.com Revenue**?

The Solution

We initiated a **Full Funnel Campaign** with a maximum investment of **20%** of the **Bi-Annual Budget Per Month**, incrementally increasing it based on performance, up to **100%** of the **Bi-Annual Budget Per Month**.

The Results

Brand.com surged with an increase of **52.41%** in **Bookings** and **59.28%** in **Revenue** in 2024. We also noted a significant increase in **Search Volume** on keywords associated with **Social Media Content**.



+52%

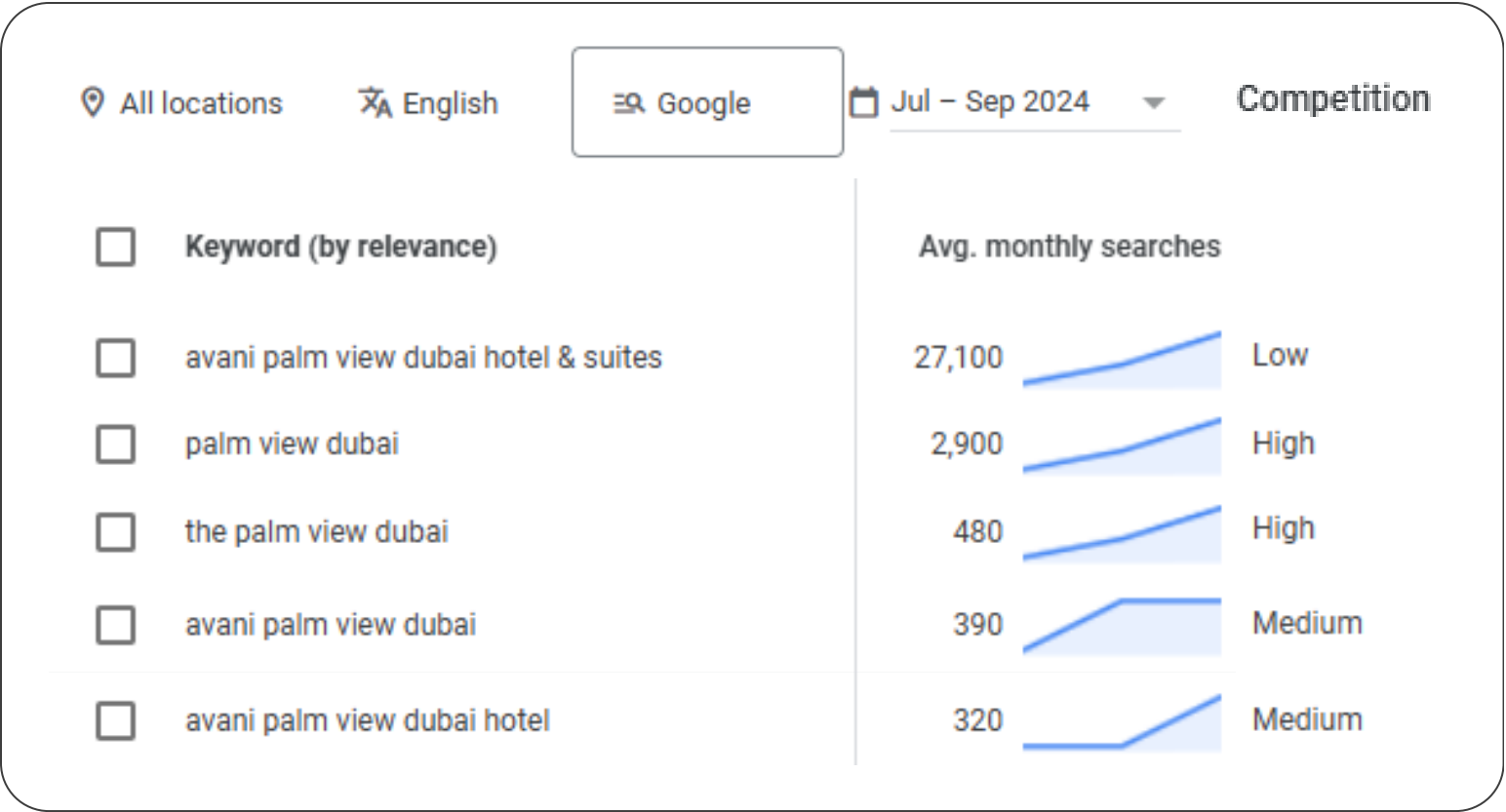
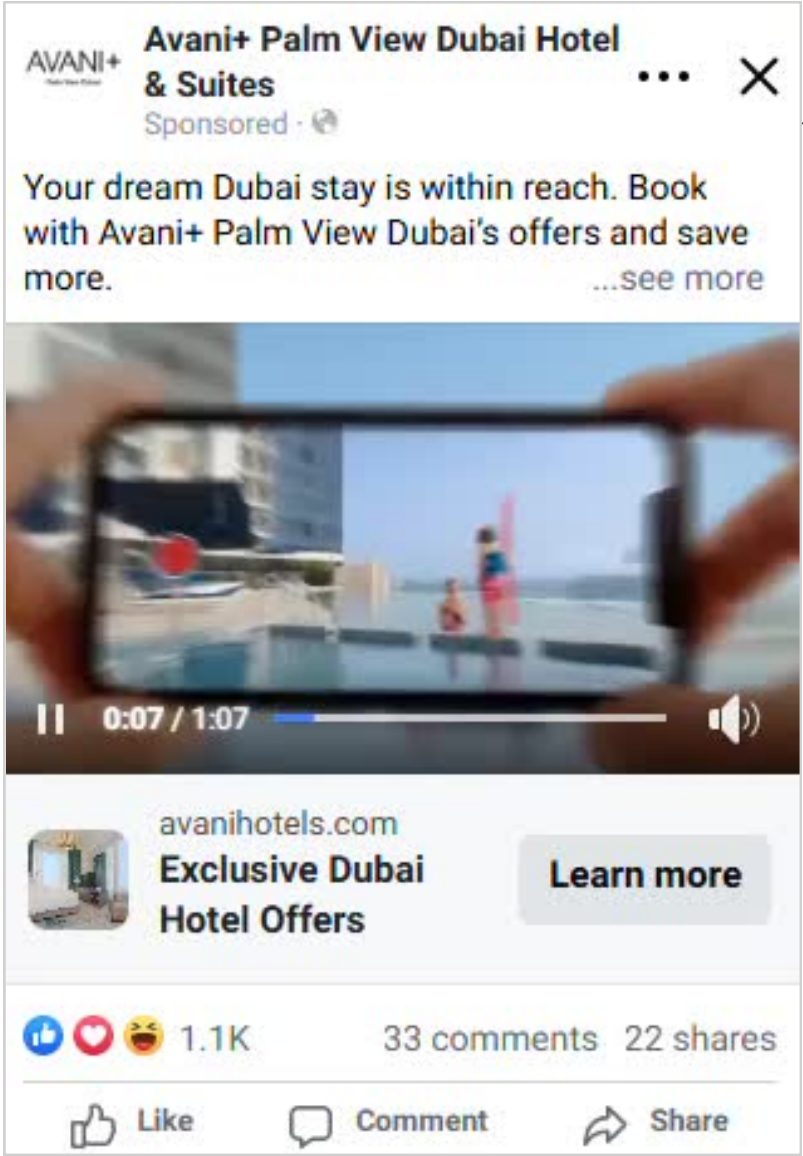
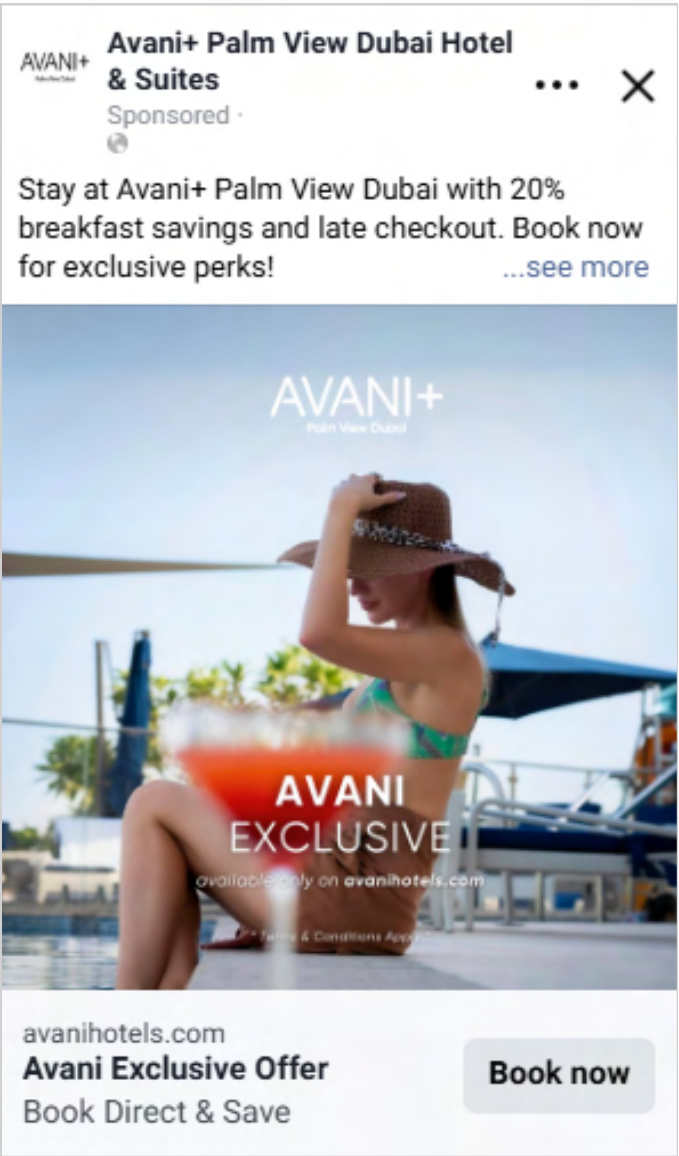
Bookings

+59%

Revenue

+49%

Search Volume



PMAX FOR TRAVEL GOALS : MID TO LOW FUNNEL

Google
Featured Casestudy

MINOR
HOTELS

Executed for the First Time
in South East Asia

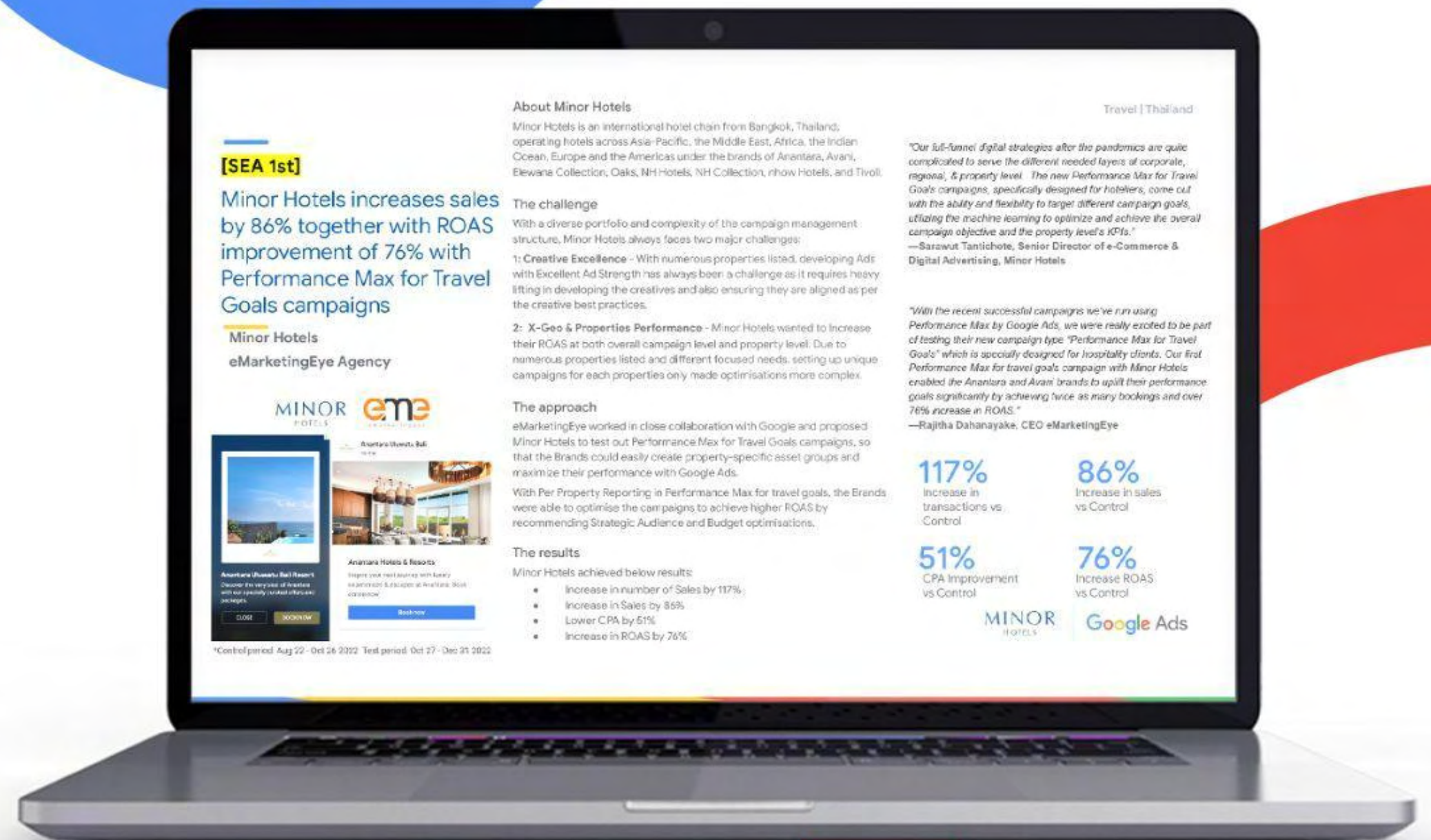
Success of Performance Max for Travel Goals

117%
Increase in
transactions
vs Control

86%
Increase in
Sales vs Control

51%
CPA Improvement
vs Control

76%
Increase ROAS
vs Control



Pan Pacific Hotels & Resorts: F1-Focused Campaign Leveraging AI Creatives

The Story

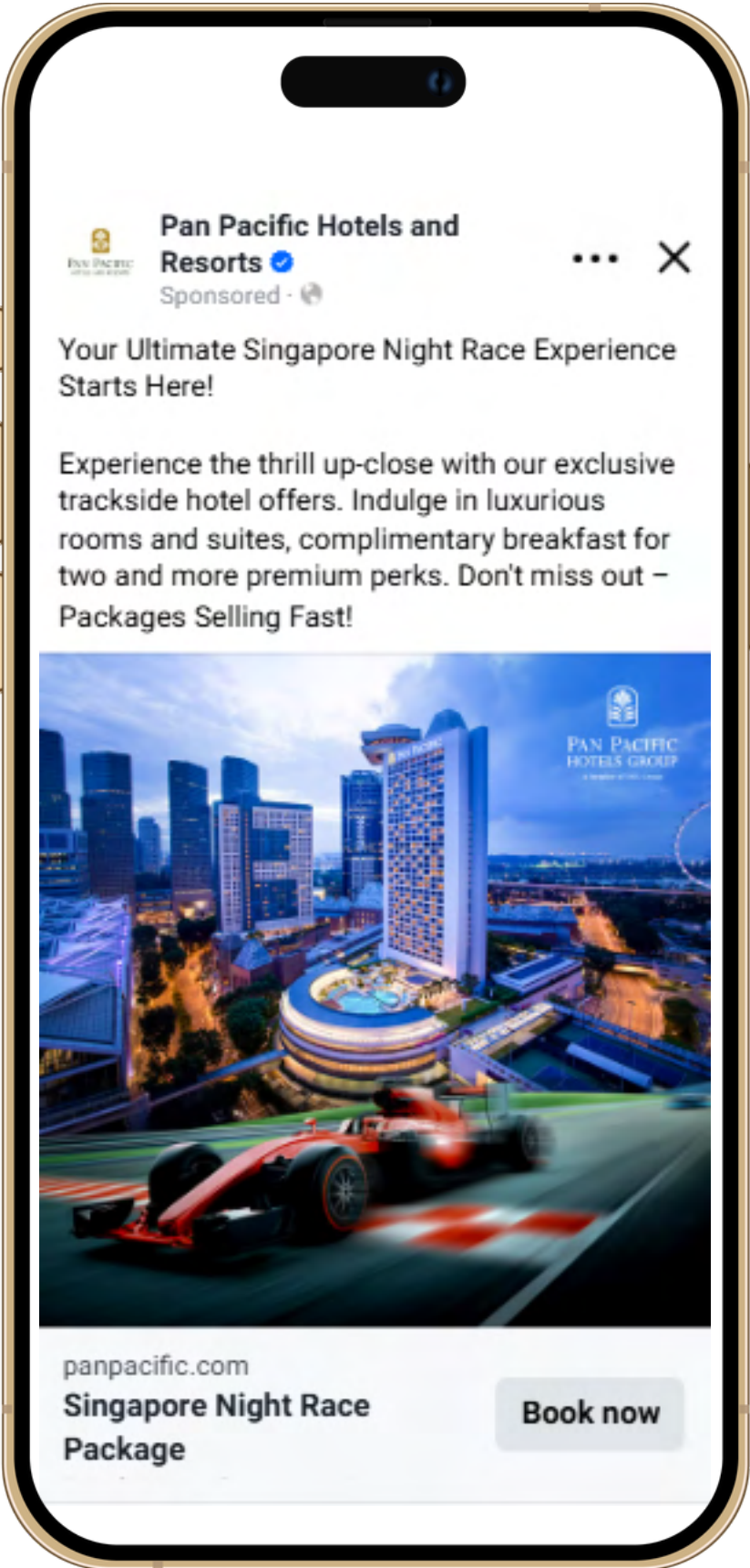
Designed to capture the thrill of the F1 season, the campaign infused AI-powered racing elements into existing creatives to boost engagement, elevate performance, and drive stronger results year-over-year.

The Results

2%	1.6%
Conv. Rate	CTR
3000+	40+
Engagements	ROAS



Campaign Duration: — July – Oct 2025



Case Study

Orchard Hotel Singapore: Bringing the Mid-Autumn Festival to Life through Meta Advertising

The Challenge

Mid-Autumn Festival is a crowded season for F&B and hospitality brands. Hua Ting needed its mooncake gift sets to stand out, feel shareable online, and convert that attention into sales within a tight flash-sale window — all while honouring the festival's cultural roots.

The Solution

We ran a Meta advertising campaign for Hua Ting that paired nostalgic, heritage-driven visuals (the fuchsia peony gift box, traditional mooncake presentation) with a clear, time-bound incentive — 2 boxes for \$77. The creative leaned into "delight, share, and cherish" messaging to make a traditional product feel like a modern gifting moment, paired with a direct "Order Now" CTA driving straight to purchase.

The Results

The campaign delivered strong returns across the board, with an average conversion rate of 4.84% and CTR of 2.34%, driving 600+ engagements and an average ROAS of 30+.



4.8%

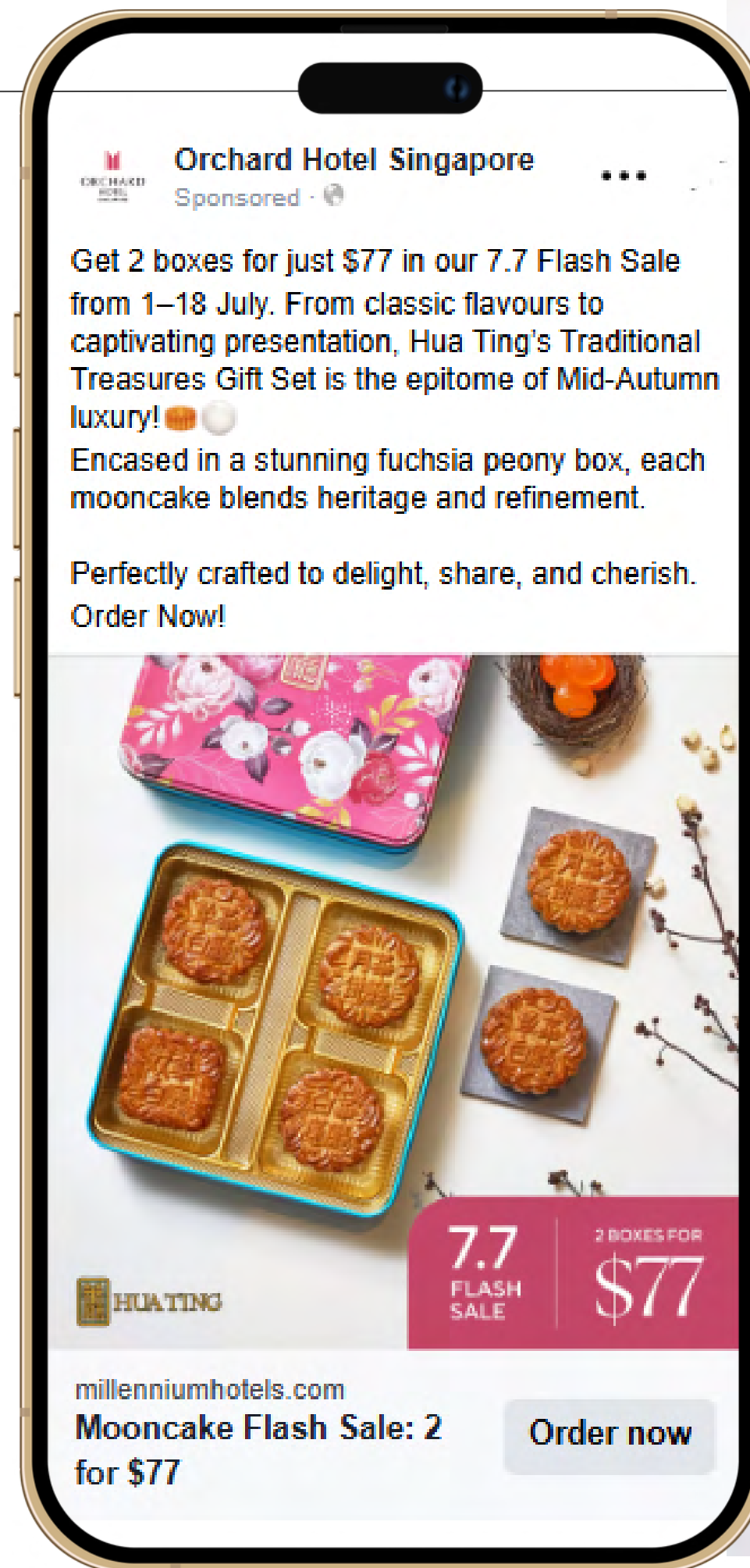
Avg. Conv. Rate

2.3%

Avg. CTR

30+

Avg. ROAS



Case Study

Leveraging Social Media to Drive Corporate Brand Awareness For Minor Hotels

The Challenge

Anantara, Avani, Oaks, Tivoli, NH Hotels and other sub brands have strong individual branding and are well known around the world. However, **“Minor Hotels” masterbrand has limited visibility**, making it less recognized compared to competitors and sub-brands.

The Solution

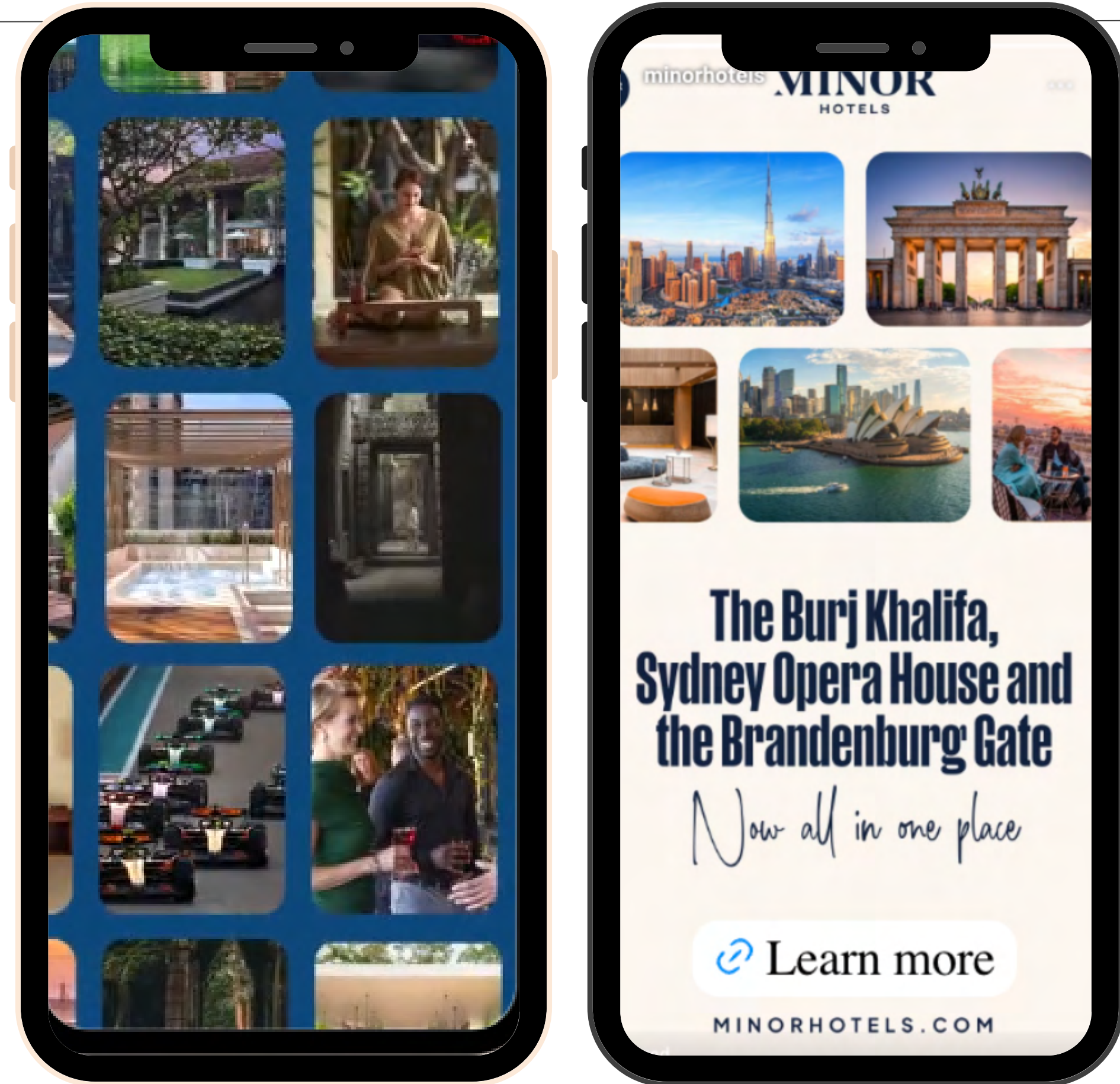
A full-funnel paid media campaign was launched under the message **“Now All In One Place.”** Sequential content was used to drive the depth of this messaging.

The Results

The campaign generated 340M+ impressions and 700K+ clicks. The Meta Brand Lift study recorded a 95% conversion lift and an 81% chance of brand lift.

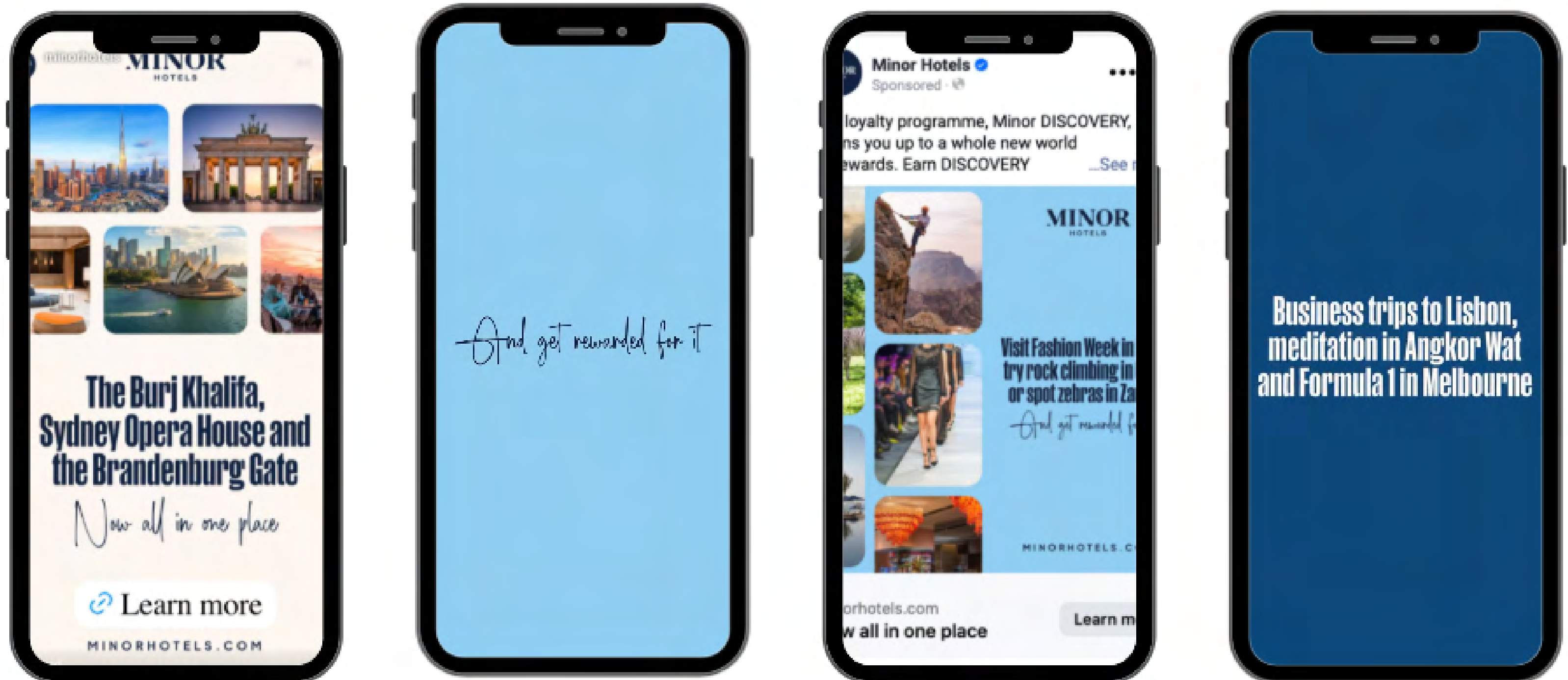


340M+	700K+	7+
Impressions	Clicks	ROAS



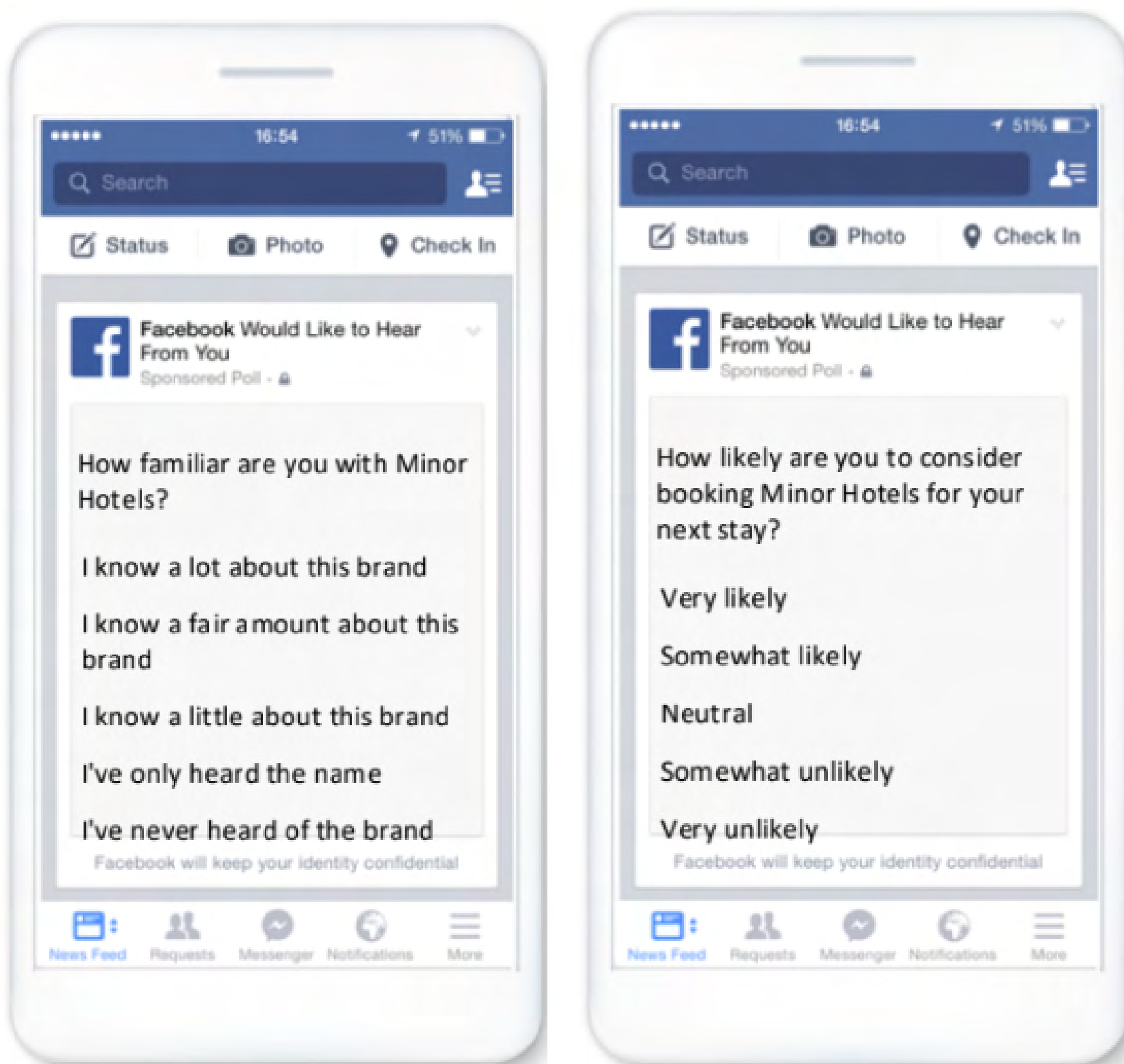
Sequential Weekly Creative Update

Case Study



During the 8-week campaign, each week had a unique theme based on destination, experiences, or loyalty, and a refresh across the assets was done in a sequence to communicate the messaging in bite-sized pieces

Case Study



Meta Lift Studies

- This campaign delivered strong lift for both Brand (Familiarity & Action Intent) and Conversion (all metrics).
- Both Familiarity and Action Intent lift are stronger vs. benchmarks.
- Campaigns drove incremental conversions on every step of the user journey from ViewContent up to Purchases.
- Positive lift observed on both Paid and Organic search as well.

Brand Lift Results

70%

Lift on
Familiarity

81%

Lift on Action
Intent

+2.1 pts

Brand Lift
Percent

Search & Conversion Lift Results

+15.8%

Lift on Organic
Search Visits

12%

Incremental Sales
Value

+5.99

Incremental
ROAS

Google Featured Case Study

The Ascott Limited optimizes Performance Max for Travel Goals to boost revenue 41%

The Challenge

Boasting a portfolio of more than 1,000 properties across over 40 countries, The Ascott Limited is driven by a vision to be a preferred hospitality company. With Southeast Asia among its fastest-growing markets, The Ascott Limited focused on Malaysia to sharpen its digital performance marketing – driving brand-attributed bookings, improving acquisition efficiency, and reaching high-intent travelers across a diverse, multi-brand portfolio.

The Approach

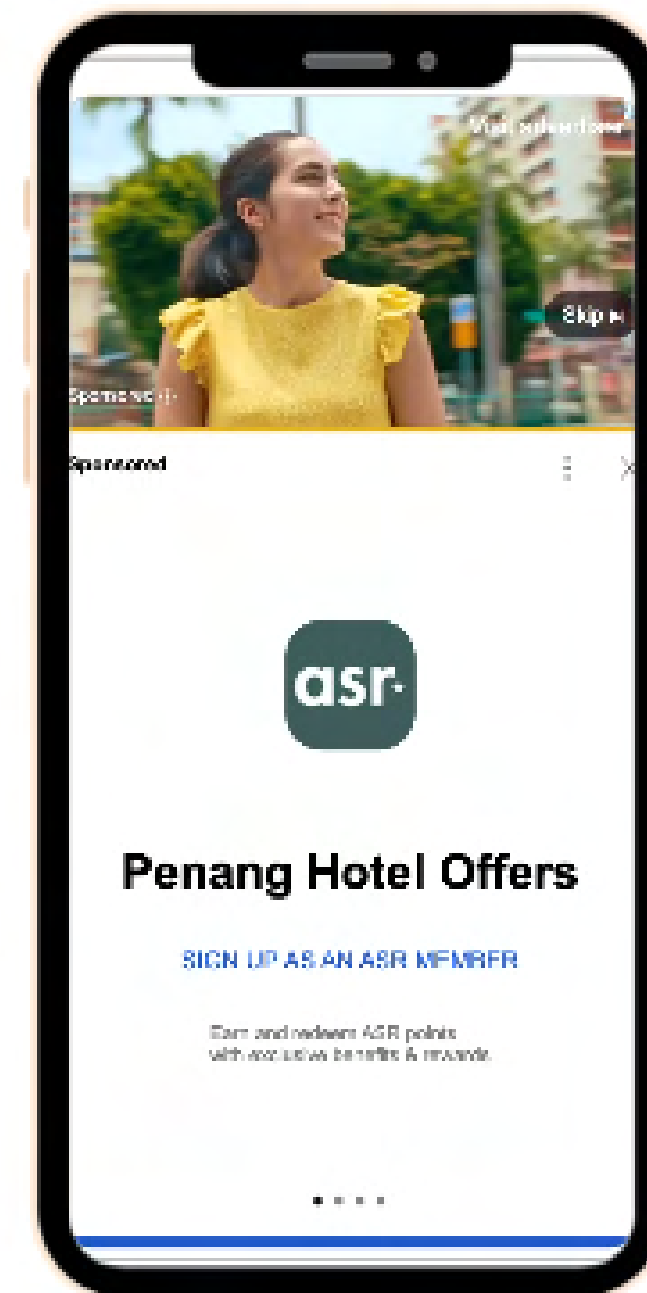
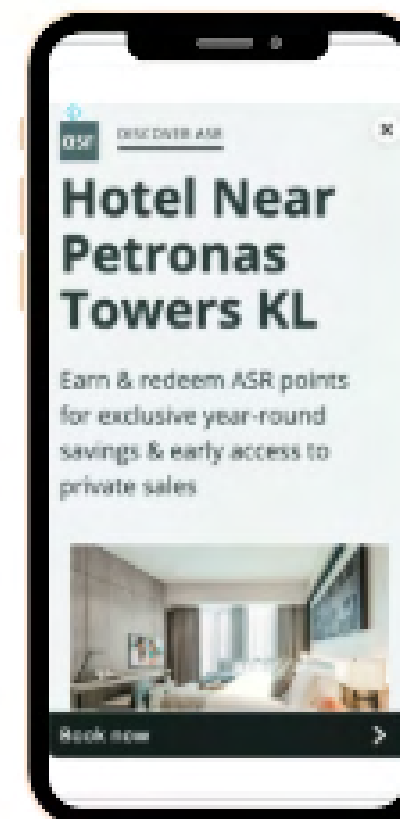
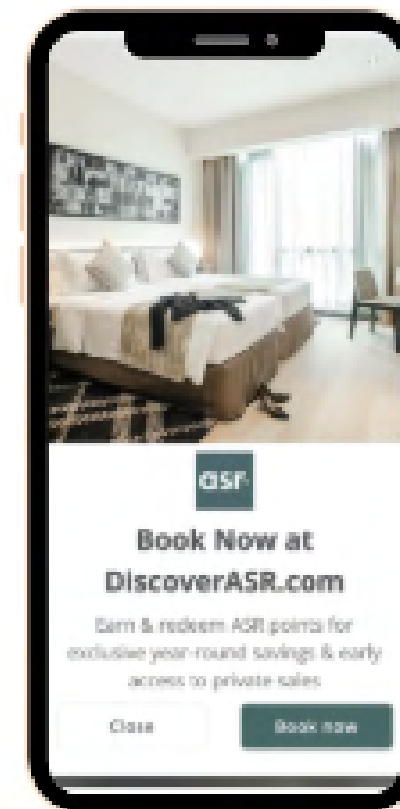
To grow brand-led revenue across its Malaysia portfolio, The Ascott Limited tested Performance Max for Travel Goals — shifting from USP-based search themes to broader, intent-driven ones. Tailored asset groups per brand boosted ad relevance, while campaigns optimized for conversion value and property-level KPIs helped identify the most profitable approach.

Partnering with eMarketingEye: The agency drove asset group development, optimization, and testing.

The Results

The Ascott Limited's Performance Max for Travel Goals campaigns using intent-based search themes demonstrated that Google AI can infer user intent without granular inputs. This optimization enhanced cost efficiency and accelerated brand performance, driving a 41% increase in brand-led revenue and a 51% uplift in brand return on ad spend (ROAS). Aligning with traveler needs also boosted loyalty acquisition, resulting in a 63% increase in The Ascott Limited Star Rewards (ASR) member sign-ups.

+41% **+51%** **+63%**
Increase in Revenue **Increase in ROAS** **Increase in ASR sign-ups**



JA Resorts & Hotels: A Multi-Generational Storytelling Approach to Drive Quality Website Traffic

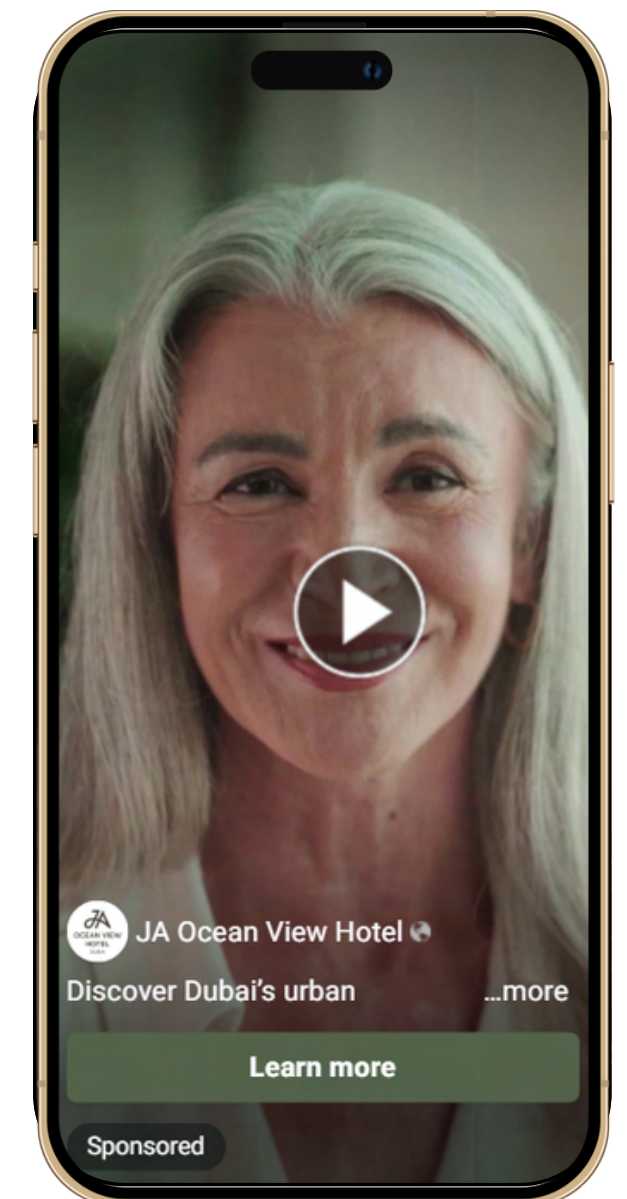
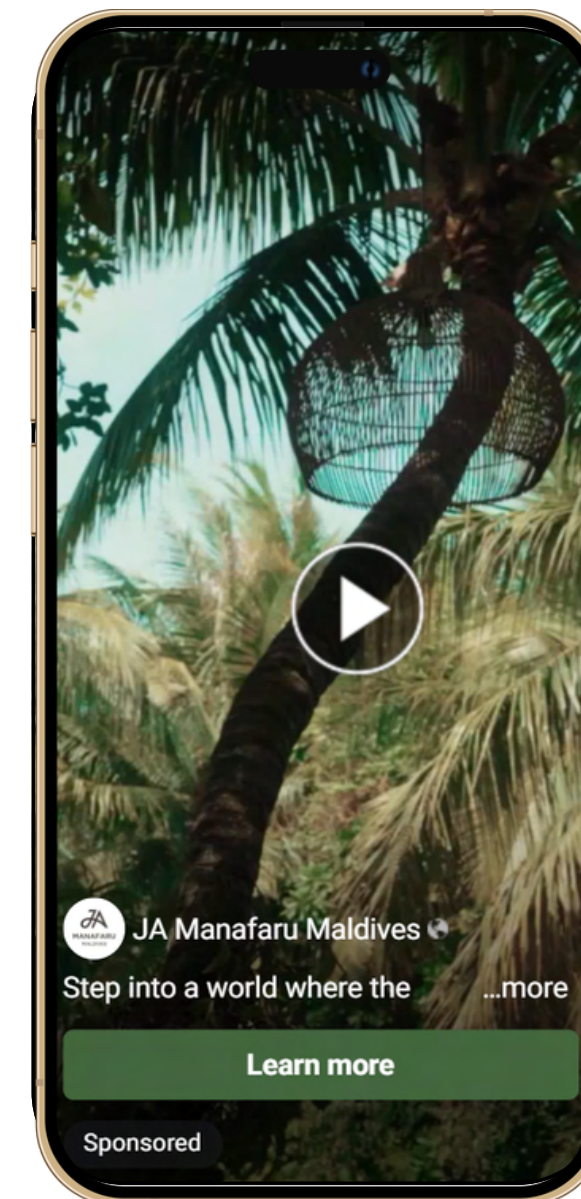
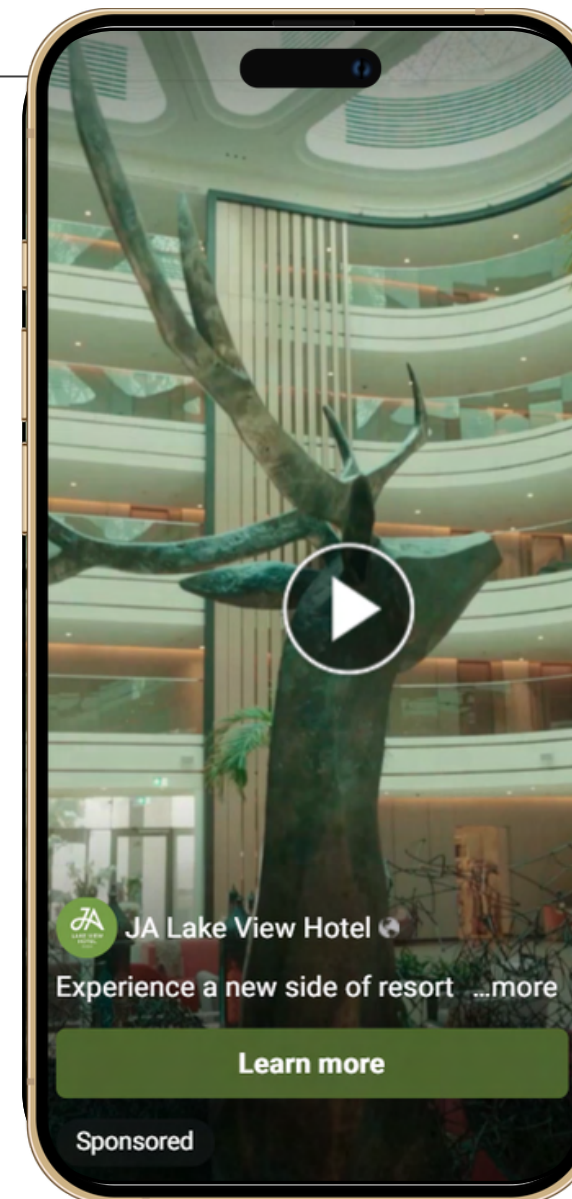
The Story

To drive quality website traffic and highlight the rebrand of JA Resorts & Hotels around its multi-generational travel concept, the group launched a Reel-first campaign with a heartwarming storyline.

The Concept

"It's All Here For You"

Featuring JA Resorts & Hotels' portfolio through emotive Reels that celebrate generational travel — from family escapes to romantic getaways — highlighting each property's unique lifestyle experiences.



The Results

+4.3%

Average CTR

-\$0.10

Average CPC

+8.7%

Avg. Eng. Rate

+64%

Outbound Views



- 01** Drive Qualified Website Traffic from Key Markets to Explore Resort Offerings.
- 02** Showcase Newly Produced Video Content to Spark Interest in Lifestyle Experiences.
- 03** Optimise Traffic Quality by Ensuring Visitors Land on the Resort Website and Engage with Key Pages.

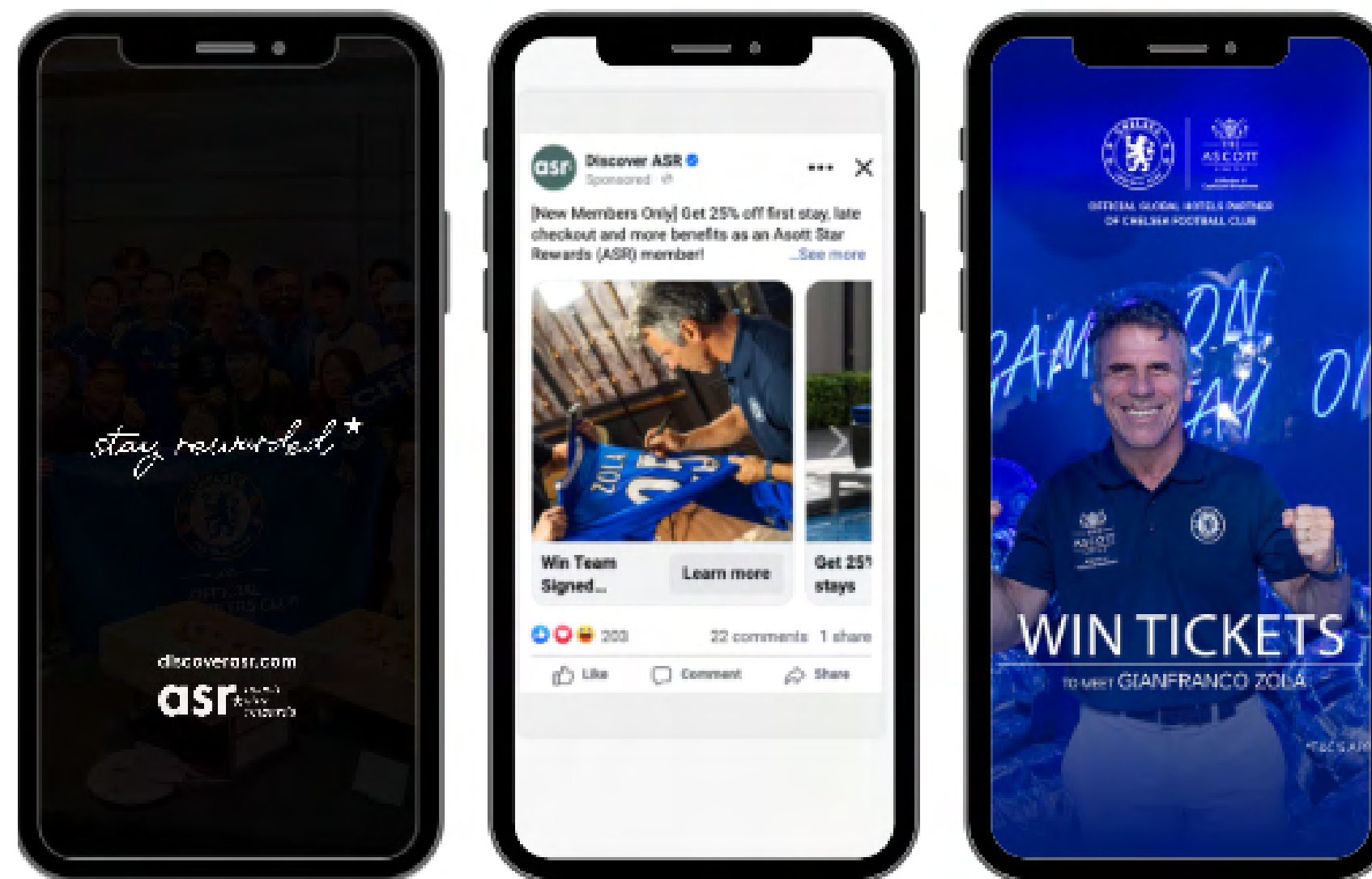
Turning Fan Passion into Performance: Leveraging the Ascott × Chelsea FC Partnership

The Challenge

Ascott aimed to turn its Chelsea FC partnership from awareness to measurable performance, driving a **social competition** that converted passionate fans into loyal ASR members through **exclusive, money-can't-buy experiences**.

Solution

Reel-first storytelling and tactical creatives inspired engagement, sign-ups, and bookings across key markets. A data-led campaign targeted **Travel & football enthusiasts, Chelsea fans**, and **ASR members** to drive reach and relevance.



The Results

66M
impressions

1400+
ASR Sign Up

190K+
Clicks

6X
ROAS

Rekindling Connections: Cinnamon Hotels & Resorts Expat Marketing Success

The Story

For Sri Lankans now residing abroad, Cinnamon represents far more than a place to stay. It embodies a feeling of belonging. The warmth of a familiar smile at check-in, the comfort of a meal that tastes like home, and the heartfelt embrace of a country that always waits with open arms.

The Challenge

- ◆ **A Home for Memories:** Many Sri Lankans abroad grew up celebrating milestones and holidays at Cinnamon. Today, they want to share the same experiences with their families.
- ◆ **Untapped Expat Market:** Identifying and engaging expats across the UK, US, Australia & UAE was key.
- ◆ **Post-Pandemic Competition:** OTAs and global brands made price-based campaigns less effective; emotional connection was crucial.
- ◆ **Shifting Travel Motivations:** Family reunions and nostalgia now drive bookings beyond seasonal deals.
- ◆ **Economic Sensitivities:** Fluctuating fares and inflation made trust and value essential.
- ◆ **Limited Global Visibility:** Second-generation expats required storytelling that highlighted heritage and belonging.



Locations

Inclusion: United Arab Emirates, Australia, Canada, United Kingdom, Italy, New Zealand, Singapore, United States

Exclusion: Sri Lanka

Suggest an audience ⓘ

We'll reach people beyond these settings when it's likely to improve performance.

Custom audience inclusions ⓘ

None

Age ⓘ

22 - 65+

Gender

All genders

Detailed targeting Your suggestion

People who match:

- Behaviors: Lived in Sri Lanka (Formerly Expats - Sri Lanka)

Uplift In Traffic & Direct Bookings

1 May 2025 – 31 August 2025 vs. Previous Year



+123%

In Traffic From
Expat Markets

+145%

In Bookings From
Expat Markets

+110%

In Revenue From
Expat Markets

INCREASE IN AVG. MONTHLY SEARCHES FOR CINNAMON
SRI LANKA HOTELS & RESORTS FROM EXPAT MARKETS



2024



2025

JA Resorts & Hotels drives increased Revenue & 2x ROAS with SA360 Budget Bid Strategy



The Story

JA Resorts & Hotels managed multiple search campaigns across its UAE and Maldives properties using fixed budgets, limiting the ability to maximize bookings and revenue across high-performing properties.

The Initiative

We implemented **Search Ads 360 Budget Bid Strategy**, allowing system's **AI** to dynamically allocate pooled budgets across campaigns based on real-time conversion opportunities. Rather than relying solely on automation, the strategy was complemented by **continuous human optimization**. The team monitored performance daily, managed CPC thresholds through bid controls, refined campaign targeting, and made strategic adjustments to ensure the AI operated within efficient cost parameters. This balance of machine learning and expert oversight enabled smarter budget allocation, controlled acquisition costs, and maximized revenue across the portfolio.

The Results

The AI-powered budget strategy, combined with continuous human optimization, improved campaign efficiency by allocating budgets more effectively, driving stronger booking performance, and maximizing revenue opportunities. The success of the strategy established a scalable framework for future expansion across additional properties and markets.

11%

Bookings

129%

Revenue

101%

ROAS



Case Study

The Success of AI-Powered Smart Bidding for a Hotel Chain.

The Challenge

Oaks Hotels, Resorts & Suites aimed to enhance room booking revenue and maintain high ROAS across their 60+ properties through an automated solution, targeting greater performance excellence.

The Solution

We tested Search Ads 360 value-based bidding with a 50/50 traffic split in Google Ads, using SA360 auction-time tROAS bid strategy and Floodlight signals to drive incremental revenue.

The Results

Brand.com delivered strong growth, with **bookings increasing by 28%** and **revenue increasing by 57%**. We also observed a significant improvement **(+55%) in conversion rate** following the transition to AI-powered Smart Bidding strategies.

+28%

Bookings

+57%

Revenue

+55%

Conversion Rate



Case Study

How Anantara Koh Yao Yai Resort & Villas Achieved Pre-Opening Success with a Meta Full-Funnel Marketing Approach

The Story

Anantara Koh Yao Yai Resort & Villas is a contemporary island sanctuary set on the untouched shores of Koh Yao Yai in Phang Nga Bay. The resort combines Anantara’s renowned Thai hospitality with the tranquillity of a secluded island escape.

Anantara Koh Yao Yai Resort & Villas

Sponsored

Be among the first to experience Anantara Koh Yao Yai and enjoy luxurious benefits, including exclusive savings on spa and ...see more



anantara.com
Discover Koh Yao Yai
available on anantara.com

Book Now

Anantara Koh Yao Yai Resort & Villas

Sponsored

The longer you stay, the more you save! Extend your journey and luxuriate in savings of up to 25% and enjoy a lavish daily ...see more



anantara.com
Experience Anantara
available on anantara.com

Book Now



The Challenge

Anantara Koh Yao Yai was launched as a **Brand New Property** in **Thailand**. This meant, that the **Lack Of Awareness** could play a significant role in its potential success.

The Solution

We identified the **Major Markets** whose interests aligned with the **USPs of Anantara Koh Yao Yai** and ran an extensive **Full-Funnel Campaign** to bring eyes to the property.

The Results

Initial Period: Focus on Reach and Volume. This phase prioritised casting a wide net (**High Impressions** and **Link Clicks**) but struggled with conversion efficiency (**Low Bookings and ROAS**).

Later Period: Focus on Efficiency and Conversion. This phase saw a significant reduction in top-of-funnel activity (**Lower Impressions and Clicks**), but an outstanding improvement in bottom-of-funnel results (**Higher Bookings**, much **Higher Revenue**, and an **Extremely Strong ROAS**).

Anantara Koh Yao Yai Resort & Villas

Sponsored

Discover 'A Day in the Life' at Anantara Koh Yao Yai, where each moment is curated to connect you with the island's rich history, ...see more



anantara.com
Discover the Island Life

Learn more

-18% +164%

Ad Spend Bookings

+146% +200%

Revenue ROAS

Thank you

LESSONS FROM THE FRONTLINE OF THE
TRAVEL & HOSPITALITY INDUSTRY

