



# Radisson Blu Riyadh generates \$9 for every \$1 invested in digital advertising with Travelport Headlines

## 9x the return on advertising spend with Travelport Headlines

- \$9 earned for every dollar invested in the Travelport Headlines campaign
- Raise awareness of Radisson rooms and rates
- Increased room nights during high and low-peak periods
- Targeted adverts for optimal conversion

## Company profile

 Employees: 2160

 Country: Saudi Arabia

 Years in business: Operational in KSA from 2003

## Challenge: catch travel agents' attention at the point of booking

The Saudi Arabian capital, Riyadh, offers a range of first-class accommodation options. In this highly competitive market, hotels need to increase awareness of their brand and offers, and clearly express the unique benefits of their facilities, services and rooms to travel agents and high-yield business travelers around the world.

Raza Hashnain, Distribution and Revenue Manager at Radisson Hotels Saudi Arabia, says, "It's not enough for us to be present on all the major GDSs and online travel agencies. We also have to raise awareness of our offers and ensure that agents and travelers understand the unique benefits of our brand and offers at the point of booking."

## Solution: prominent digital ads on agents' search pages

With this in mind, Radisson decided to run a new digital campaign with its long-time distribution partner Travelport, which delivers the hotel's fares and rich content to approximately 230,000 travel agency terminals worldwide. Radisson's digital advertising campaign, which ran from January 2017 to December 2017, utilized Travelport Headlines, part of Travelport's Digital Media Solutions portfolio.

Travelport Headlines allows the hotel to place targeted graphical and text banner adverts in a prominent position on agents' search pages.

“By presenting targeted adverts based on agent searches, we’ve been able to offer the right rooms and rates to the right travelers at the right time. This has helped us to drive our bookings through Travelport, contributing directly to our bottom line.”

Raza Hasnain, Distribution and Revenue Manager, Radisson Hotels Saudi Arabia

“With Travelport Headlines, we can display ads for rooms and rates that are relevant to the agent’s search criteria on the first search page,” says Raza. “This way, we can influence travel agents and travelers at a critical moment in the booking process, leading to additional bookings and increased awareness of our brand and offers among agents and high-yield business travelers.”

Radisson worked closely with Travelport to maximize the impact of the digital banner ads. “The Travelport Digital Media team helped me to ensure all our ads were optimized, both in terms of messages and design,” says Raza.

“The fact that **Radisson Blu Riyadh has generated returns of nearly 10x our advertising spend** shows that Travelport Headlines is a great investment for hotel properties looking to increase their incremental bookings and revenues.”

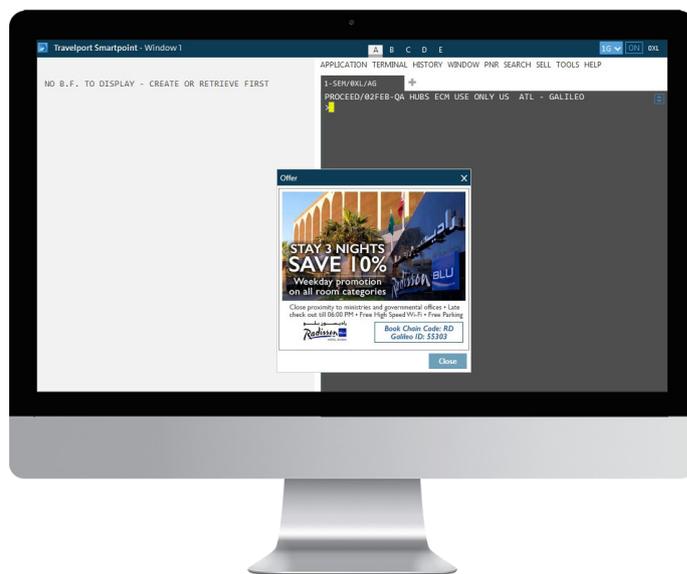
Raza Hasnain, Distribution and Revenue Manager, Radisson Hotels Saudi Arabia

## Result: \$9 return on every \$1 of advertising spend

With Travelport Headlines, one of Radisson Hotels Saudi Arabia’s flagship properties – Radisson Blu Riyadh – has generated return on advertising spend (ROAS) of \$9 for every dollar invested in the campaign. “The fact that Radisson Blu Riyadh has generated returns of nearly 10x our advertising spend shows that Travelport Headlines is a great investment for hotel properties looking to increase their incremental bookings and revenues,” says Raza.

Targeted adverts based on agents’ search parameters are helping Radisson Blu Riyadh to maximize conversion and bookings on the Travelport platform. “By presenting targeted adverts based on agent searches, we can offer the right rooms and rates to the right travelers at the right time,” says Raza. “This has helped us to drive our bookings through Travelport, contributing directly to our bottom line.”

Based on the success of the 2017 Travelport Headlines campaign, Radisson now plans to build Travelport Headlines into its long-term digital advertising strategy. “It was an easy decision to continue with Travelport Headlines based on the success we achieved during our first 12-month campaign,” says Raza. “We look forward to an even stronger, more mutually beneficial partnership with Travelport in the future.”



To learn more about how Travelport Digital Media Solutions can help you boost your hotel’s performance, contact your Travelport Digital Media specialist, or email [digitalmediasolutions@travelport.com](mailto:digitalmediasolutions@travelport.com).

