



Princess Hotels & Resorts, boosting reservations with Demand Gen campaigns



Princess Hotels & Resorts • <https://www.princess-hotels.com/>



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The challenge

Princess Hotels & Resorts, providing holiday-makers with luxurious accommodation in stunning locations as Dominican Republic, Mexico and Jamaica sought to generate interest, qualified leads and bookings for its exquisite properties in Dominican Republic and Mexico.

In a competitive luxury travel market, the company focused on attracting new guests and re-engage website visitors, driving reservations.

The approach

Princess Hotels & Resorts, in collaboration with Mirai, partnered with Google to leverage the Demand Gen campaigns. This AI-driven solution allowed them to effectively target high-potential travelers by combining Google's AI technology with their own audience data.

Princess Hotels & Resorts further personalized the guest journey by crafting custom videos and messages and targeting audiences based on website interactions. This re-engaged visitors who had shown reservation intent, keeping the brand top-of-mind.

By implementing followed assets coverage best practices and smart bidding strategies (maximize conversions), Princess Hotels & Resorts ensured their high-quality image and video ads reached the right audience, maximizing campaign impact.

Partnering with Mirai

Alongside their digital Partner, Mirai, Princess Hotels & Resorts executed an effective strategy to increase their reservations.

By combining creative video content with smart bidding strategy and using the advantages of demand generation, the campaign turned out to be a great success.

The results

Our Q2 demand generation campaigns (April to June) delivered significant results, driving a 165% increase in qualified leads (CTR) and a 102% increase in profitability (ROAS). Of note is the attendance to conversion ratio (19.1) of these campaigns.

Additionally, business data highlights an impressive +18% growth in revenue and a +14% growth in bookings for Princess Hotels & Resorts during this period.

“This new campaign, replacing Discovery Ads, offers more immersive ad environments. Partnering with Mirai, we defined a mid and low funnel strategy, boosting traffic, ROAS and revenue”

—Pere Jordi Estivill, Head of Digital Marketing and Web.

+165% **+102%** **19,1**

Click-through rate (CTR) compared to Display campaigns

Return on Ad Spend (ROAS) compared to Display campaigns

Assist/ Last Click Conversions

Google Ads

mirai