



Grupo Camino Real boosts revenue 83%, maximizes ROI with Performance Max



Hotel chain
AMER - México • caminoreal.com

Agency Name: Mirai Agency



The Challenge

Mexican hotel chain Hoteles Grupo Camino Real operates three distinct brands: Quinta Real, Camino Real, and Real Inn. The company offers lodging that embodies Mexican hospitality, tradition, and warmth. Grupo Camino Real faced two major challenges in its digital strategy. Measurement issues on its website hindered accurate conversion attribution and campaign optimization. And high competition from online travel agencies captured a large portion of search demand and limited direct sales through the brand's website.

The Approach

To address these challenges, Grupo Camino Real implemented a comprehensive strategy in Google Ads, combining different solutions to maximize impact. It segmented brand and generic Search campaigns for each hotel to capture active search demand. It created corporate Performance Max campaigns with tailored assets per hotel, targeting website-visitor remarketing audiences. With Demand Gen, Grupo Camino Real combined its remarketing and prospecting strategy, focusing on attracting new audiences similar to existing guests and highlighting fixed corporate promotions.

Partnering with Mirai Agency: Mirai supported Grupo Camino Real by providing strategic guidance and hands-on campaign management, helping the brand maximize performance across Google's solutions.

The Results

Following this strategy, Grupo Camino Real saw a 7% YoY direct sales increase on its website, and a 9.9% sales increase across all its channels, including its booking engine and call center. These increases led to an 83% revenue increase from reported sales in Google Ads, and a 9x total return on ad spend (ROAS) increase.

“It’s not enough to appear at the top of search results. We must use segmentation tools to deliver the appropriate message to the right person at the precise time. By collaborating with Mirai on our strategy and using tools like Performance Max and Smart Bidding, we effectively achieve this goal.”

Hector Enrique García, Marketing Director, Hoteles Grupo Camino Real

83%

Revenue
increase

9x

Increase in total
ROAS

7%

Increase in
direct sales
from website

Primary Marketing Objective

- Grow Online Sales

Featured Product Area

- Performance Max
- Search
- Demand Gen

mirai Google Ads