



CASE STUDY

Hotel Àmbit's Google Hotel Ads Campaign Delivers 2,465% Return on Ad Spend and Beats Other Distribution Channels' Cost of Sale by Up to 67%

As a family-owned property with 36 rooms, Barcelona's Hotel Àmbit is a small company focused on minimising distribution costs, maximising gross operating profits and growing yield (as opposed to just increasing the occupancy rate). With a website built by hotel consultancy Mirai, Hotel Àmbit's digital presence is oriented towards generating bookings and helping consumers complete a reservation easily.

With the main distribution channels having a relatively high cost of sale, Mirai and Hotel Àmbit are always looking for ways to drive costs down by working with new channels. Mirai – a Google Hotel Ads Integration Partner – set up a campaign to promote Hotel Àmbit's rates and availability using Google Search. The team then optimised the campaign using a cost-per-click model.

The benefits of the approach far exceeded expectations: the conversion rate from Hotel Ads is 9.5%, delivering a return on ad spend of 2,465%. The format now contributes up to 10% of the brand's overall website sales. What's more, Hotel Ads deliver up to 67% lower cost of sales than comparable distribution channels.

“Our experience with Hotel Ads has been very positive – great ratios, great yield. They are a key component to reducing our distribution costs.”

— Carlos Santos Alameda, General Manager,
Hotel Àmbit Barcelona



About Hotel Àmbit Barcelona

- Family owned hotel launched in 2015
- 36 rooms
- www.hotelambit.com

About Mirai

- Hotel direct distribution solution provider and authorised Hotel Ads Integration Partner
- Headquartered in Madrid, Spain
- www.mirai.com

Goals

- Minimise distribution costs
- Maximise gross operating profits
- Grow yield

Approach

- Launched Google Hotel Ads
- Optimised using cost-per-click model

Results

- 9.5% conversion rate
- 2,465% return on ad spend
- Up to 67% lower cost of sale than comparable distribution channels
- Up to 10% of overall website sales

To learn more about Hotel Ads, visit google.com/ads/hotels



One reason for this is the fact that the cancellation rate on Hotel Ads is also extremely low – 5% or less. Some other channels have cancellation rates of up to 50%, which not only means lost revenue but also has a negative impact on yield management.

“Hotel Ads have helped us grow yield rather than operating revenue by reducing our distribution costs and our dependency on online travel agents,” explains the hotel’s General Manager, Carlos Santos Alameda. “The fact that Google does not apply commission over taxes like the online travel agents brings additional yield to the channel.”

From here, Hotel Àmbit plans to produce insights by reconciling bookings directly using analytics. “In the future, we hope to use Hotel Ads as a channel to generate direct clients and retain them by turning them into loyal customers,” Carlos says.

