Promoting Riviera Maya - Sabre Media Case Study

GDS Media campaign helps destination shift market share and increases bookings.

Riviera Maya implemented Sabre media campaigns over a 6 week period. Through various Sabre media products, the campaign promoted the destination, their travel agent certification program and the Riviera Maya Jazz Festival.

What they did

- Graphical Sign-in messages targeting US and Canada Point of Sale agents.
- Graphical PromoSpots campaign on the Air availability and Hotel availability screen targeting agents shopping the following markets:
  - MIA – Miami, FL
  - SJU – San Juan, Puerto Rico
  - SDQ – Santo Domingo, Dominican Republic
  - MBJ – Montego Bay, Jamaica
  - PVR – Puerto Vallarta, Mexico
- Sabre Rewards Plus – promoted its travel agent certification program.
- HotSheet – email marketing campaign to Sabre travel agents promoting the Sabre Rewards Plus quiz and also its travel agent program.
- Traveler ePromo – targeted email marketing campaign to travelers promoting Riviera Maya Jazz festival.

What they accomplished - Riviera Maya saw the following results during the media placement campaign, as compared with the same period the previous year:

Sabre GDS booking activity: Campaign performance reports hotel bookings exclusively from agencies exposed to the campaign.

### Key Results

- **30%** increase in **bookings** YoY, compared to 10% for competitive set
- **28%** increase in rooms booked YoY
- **3.2%** increase in **room nights** booked YoY
- Average length of stay: 3 nights vs comp set 2.4 nights.
- Average Daily Rate decreased 19.6% YoY from US $427.10 prior year to $342.34 during campaign period. This decrease drove hotel sales revenue down YoY.
- **ROI (based on cost of campaign) 10:1**