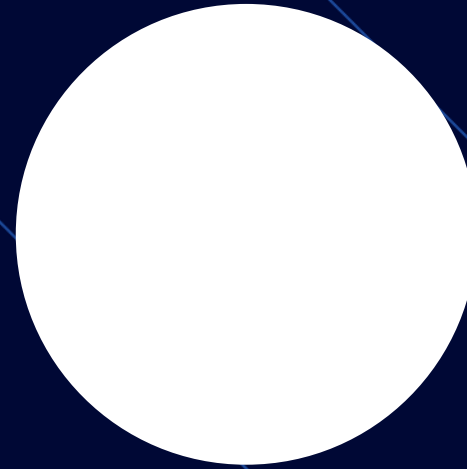


Strengthening **hotel demand strategy**

In an era of volatility



Christiane Schmidt

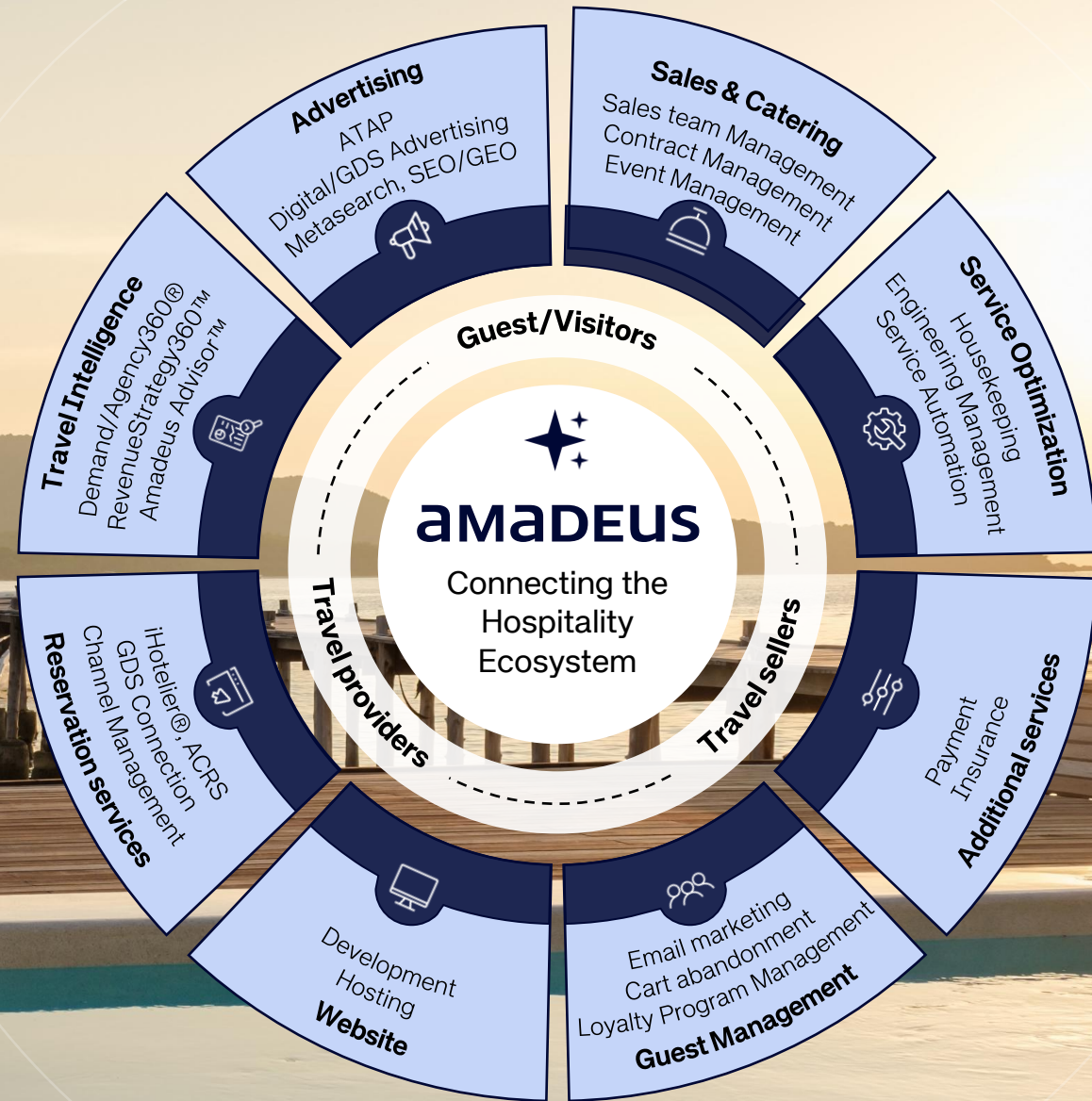
Director of Sales
Amadeus Hospitality



Amadeus is committed to leading hospitality into the agentic era,

through an **AI-powered ecosystem** that:

- Enables personalized traveler experiences
- Drives total demand and transformative intelligence
- Powers operational excellence and efficiency



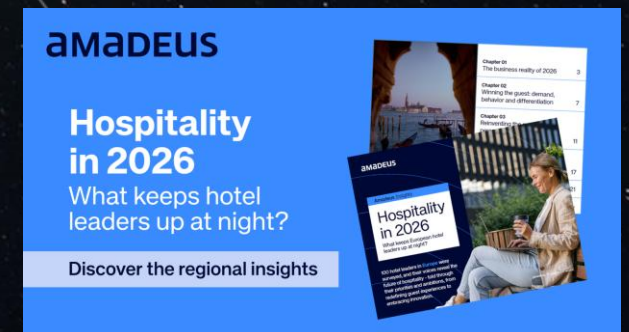
Keeping pace with a changing hospitality landscape

We combine proprietary **industry research** with **market data** to help hospitality professionals understand evolving trends, anticipate demand shifts and make more informed decisions.

Explore our latest:

- Hospitality industry insight reports
- Market data and trend snapshots
- Regional and global travel insights

[Access the Hospitality Market Data Hub](#)



Demand Generation remains the foundation

A **modern growth framework** connecting Marketing, Revenue and Sales

Marketing + Revenue + Sales Alignment

Gain Market
Understanding

Identify &
Attract
Travelers

Engage
& Persuade

Personalized
Booking
Experience

Encourage
Future
Bookings

Demand Generation occurs in five stages

Traveler expectations are changing.

Hotels need to adapt how they activate demand generation.



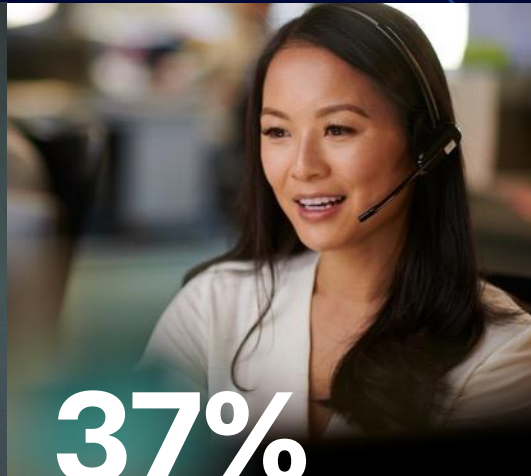
34%

European hotel leaders reported **increased demand for personalization** over the last 5 years.



38%

European hotel leaders have noticed a **greater use of mobile devices for booking and communication** over the last 5 years.



37%

European hotel leaders have seen **higher expectation for flexible cancellation & refund policies** over the last 5 years.

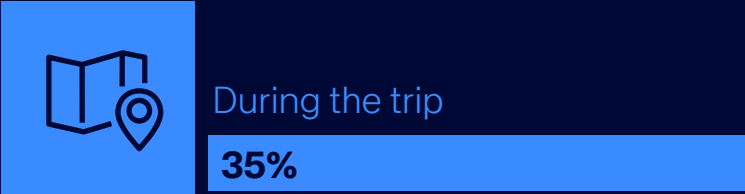
Source: [Hospitality in 2026: What keep European hotel leaders up at night ?](#)

AI is redefining how travelers plan and find inspiration

Discovery is becoming less linear and more conversational



What do travelers use AI for?



69% of travelers are confident that **AI summaries provide enough detail** for an informed choice without any further investigation necessary.

The path to booking is becoming more **fragmented**, **starts earlier** & is **harder** to influence.

- Intent-driven
- Moment-based
- Tailored



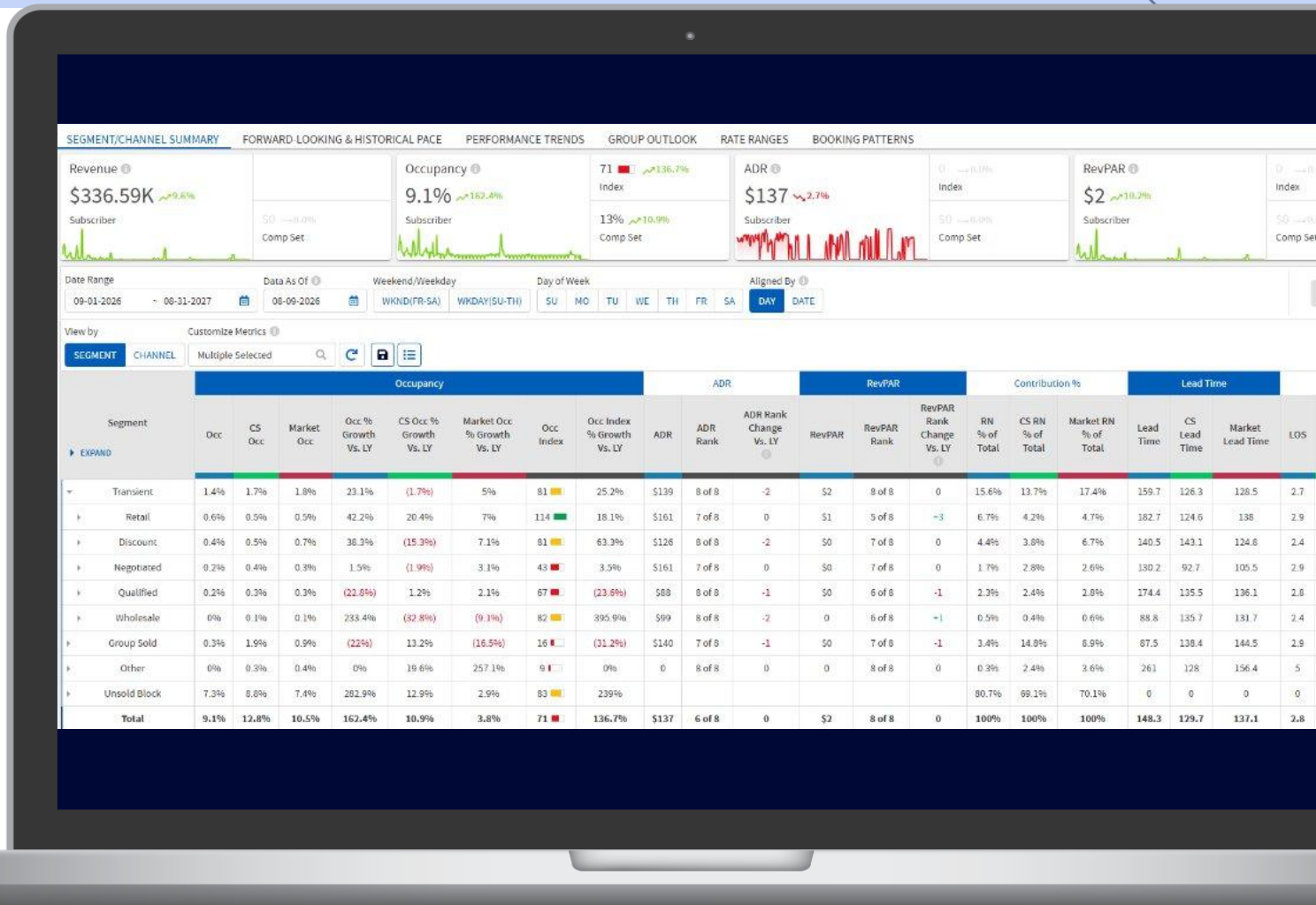
Market volatility can be difficult to predict.
Preparedness is not. →



#1: Anticipate demand shifts before they impact performance

Strong commercial decisions start with visibility into changing market dynamics.

- ✓ Track booking pace, forward occupancy and forward ADR against previous periods.
- ✓ Monitor demand shifts by segment, source market and channel.
- ✓ Watch changes in LOS, lead time and cancellation patterns.
- ✓ Compare booking pace, forward ADR and occupancy trends against your competitive set.



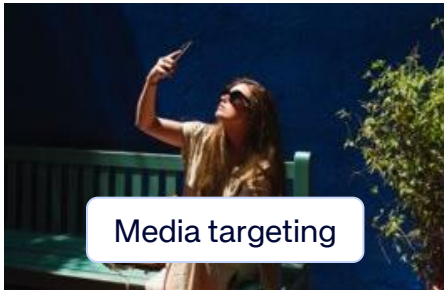


#2: Know which guests to protect, grow and acquire

Guest intelligence helps hotels focus resources where demand is most likely to convert.

- ✓ Analyze CRM, PMS, CRS, website and campaign data to understand **guest profiles** and booking behaviors.
- ✓ Identify **high-value segments** using ADR, LOS, repeat rate and ancillary spend.
- ✓ Prioritize audiences based on **traveler value**, booking behavior and campaign engagement.

Better informed decisions →



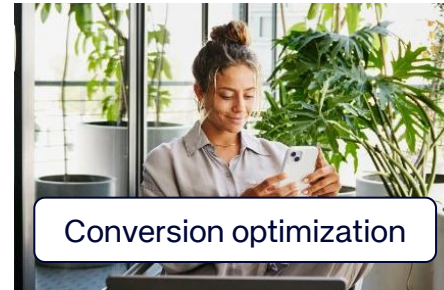
Media targeting



Promotion strategy



Channel planning



Conversion optimization



Guest communications



#3: Align investment with the guests that matter most

In volatile markets, investment priorities should evolve as demand conditions change.

01. Understand market signals

Unexpected heatwave shifts German leisure demand toward coastal/lake destinations.

→ **A city hotel sees softer booking pace for upcoming months.**

Economic pressure increases price sensitivity and shorter booking windows.

→ **High-value guests delay decisions.**

02. Define measurable business objectives

Increase bookings from **alternative leisure** and **international segments** by 15% within 3 months.

Improve direct conversion (while maintaining ADR) by 10% next quarter.

03. Determine investment priorities

- Protect → Maintain
- ✓ **Grow → Increase**
- ✓ **Acquire → Increase**

- ✓ **Protect → Increase**
- Grow → Maintain
- Acquire → Selective reduction

04. Translate objectives into marketing action

→ **Stimulate** new demand
→ **Expand** reach beyond traditional audiences.

→ **Capture & convert** existing high-intent demand more effectively.



Example 1



Example 2



#4: Influence demand where decisions are shaped

The most effective activation strategies engage travelers during inspiration, planning and evaluation.

- ✓ Match channels and tactics to traveler intent and booking stage.
- ✓ Adapt messaging, offers and targeting by audience, market and need period.
- ✓ Measure success through booking contribution, ROAS and incremental demand.
- ✓ **Continuously optimize channel mix** using demand signals, media performance and revenue outcomes.

	Inspiration	Planning	Shopping	Booking
Digital Media	✓	✓	✓	✓
GEO/ AI Discovery	✓	✓	✓	
Metasearch		✓	✓	✓
GDS Advertising			✓	✓
Brand.com				✓



Protect rate integrity and promotional consistency across channels:

- **Visibility** drives discovery.
- **Consistency** drives conversion.



#4: Influence demand where decisions are shaped

The most effective activation strategies engage travelers during inspiration, planning and evaluation.

Digital Advertising

→ Best when stimulating demand



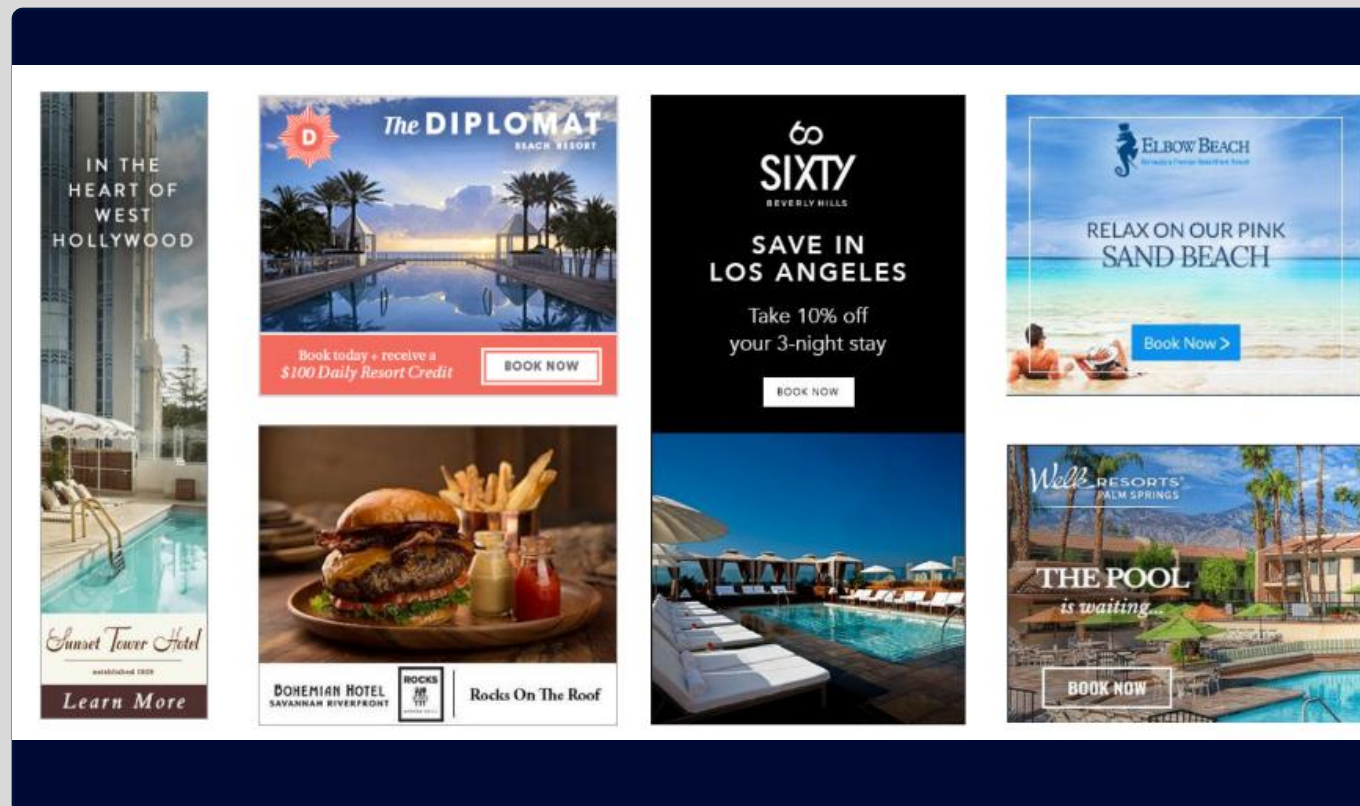
Use **contextual targeting** and **predictive audience segments** to reach high-value travelers more efficiently and drive demand at a lower cost per click (CPC).

Meta

Google



And more...





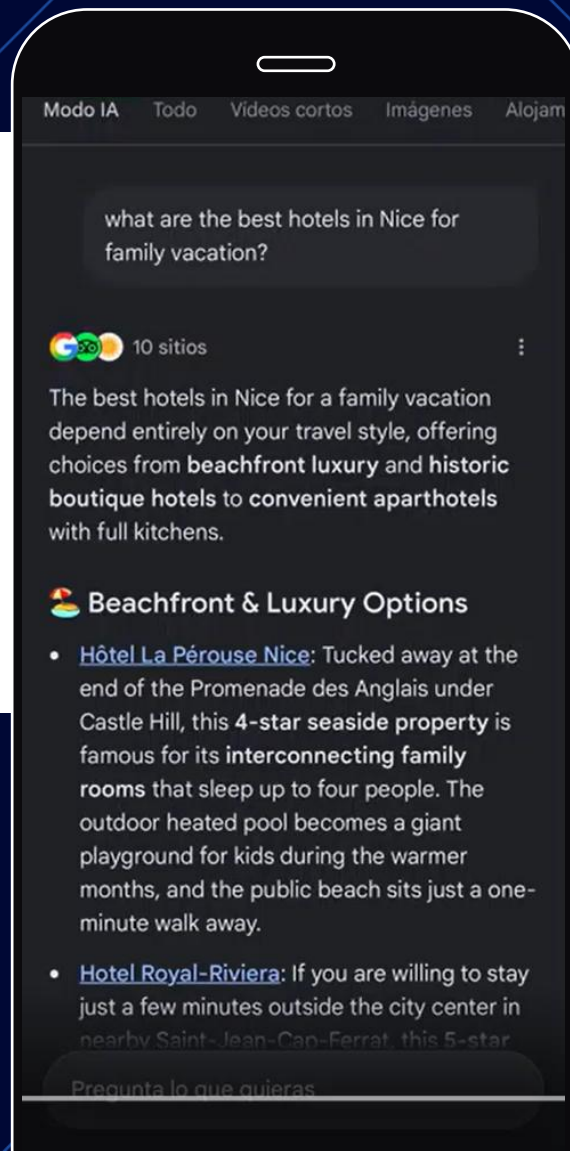
#4: Influence demand where decisions are shaped

The most effective activation strategies engage travelers during inspiration, planning and evaluation.

GEO / AI Discovery

→ Best when strengthening future discoverability

- ✓ Custom schema markup
- ✓ Content optimization
- ✓ Frequently asked questions

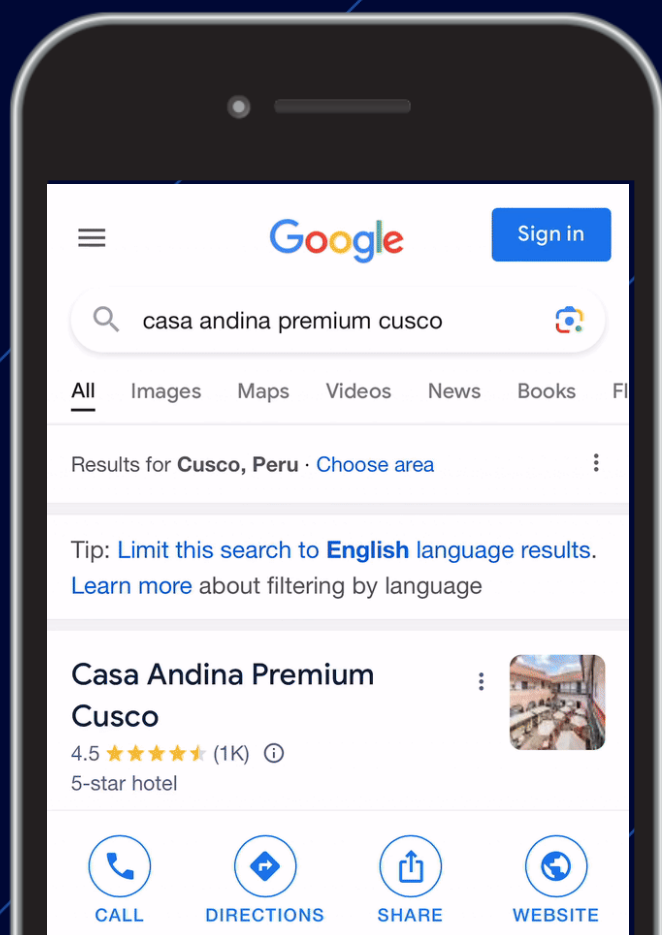


Ensure availability, content and inventory remain **trusted** by travelers, travel partners and AI assistants.



#4: Influence demand where decisions are shaped

The most effective activation strategies engage travelers during inspiration, planning and evaluation.



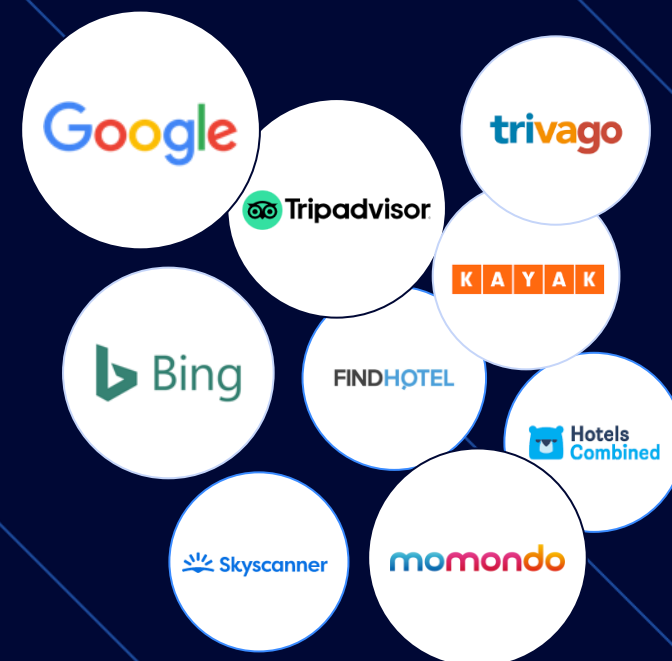
Metasearch

→ Best when capturing high-intent travelers during planning and evaluation

- ✓ Sponsored visibility
- ✓ Optimized travel feeds
- ✓ Competitive direct booking offers



Volatility often increases comparison shopping. Metasearch helps hotels remain visible throughout the decision-making process.





#4: Influence demand where decisions are shaped

The most effective activation strategies engage travelers during inspiration, planning and evaluation.

GDS advertising

→ Best for influencing high-intent business demand



GDS usage has increased for **43%** of agents over the past two years.

Source: Teaser from upcoming Amadeus Hospitality report

The screenshot displays the Amadeus GDS interface. At the top, there's a search bar with the text "Enter an action (example: 'Retrieve' or 'Launch Sm...)". Below this, a table lists hotel search results. A pink box highlights the top of the table, and a pink arrow points from it to a sponsored content overlay on the right. The overlay is titled "Sponsored Content" and features an advertisement for Jumeirah Carlton Tower London. The ad includes a photo of a hotel room and text describing the "Jumeirah Escapes Offer: Up to 15% off BAR + Breakfast + Up to £200 hotel credit". Below the photo, there are bullet points listing hotel features.

GB	LON	ALL AREAS	MO	10AUG26-11AUG26	OCC:1
1	HI	HOLIDAY INN KENSINGTON HIGH ST	=!	AR CUR	179.00-449.00
2	IA	CORINTHIA HOTEL LONDON	=!	D GBP	790.00-6230.00
3	QQ	BOTREE LONDON CURIO COLLECTION	=!	N GBP	438.00-3825.88
4	SY	THE GORE LONDON STARHOTELS COL	=!	D GBP	270.00-460.00
5	FA	FAIRMONT SAVOY	=!	D GBP	780.00-1610.00
6	JT	JUMEIRAH CARLTON TOWER LONDON	=!	D GBP	1274.00-2398.67
7	AK	MONTCAIM ROYAL LONDON HOUSE	=!	N GBP	329.00-649.00
8	RD	RADISSON BLU HOTEL LON BOND ST	=!	D GBP	369.00-1421.50
9	MC	IOW MARRIOTT GROSVENOR HOUSE LO	=!	D GBP	1685.00-1685.00

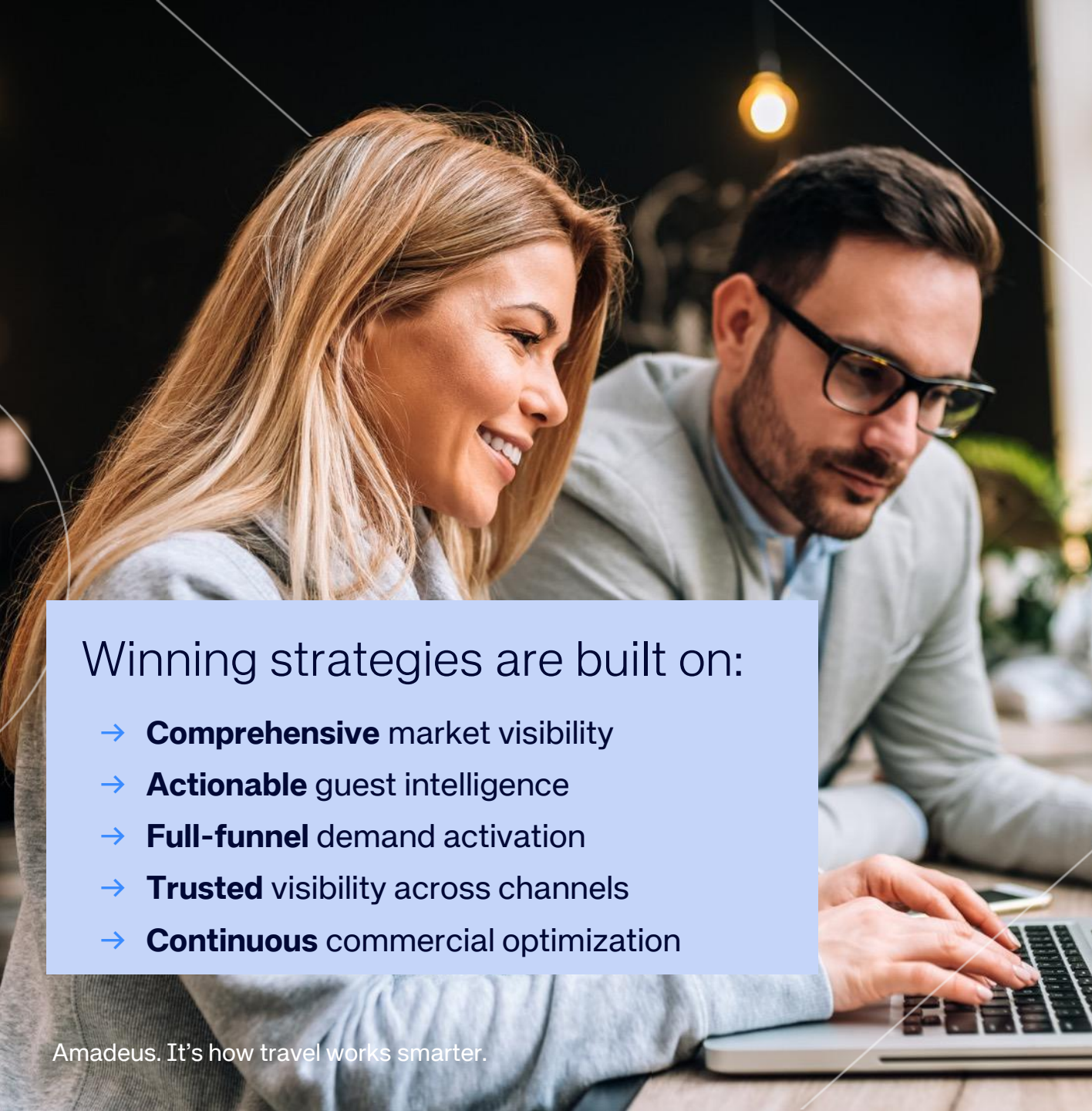
Sponsored Content

JUMEIRAH
CARLTON TOWER
LONDON

Jumeirah Escapes Offer:
Up to 15% off BAR + Breakfast + Up to £200 hotel credit

- A modern classic, reinvented in the heart of Knightsbridge
- Stunning views over Cadogan Gardens and London's skyline
- Stylish and comfortable rooms and suites up to 167 sqm/ 1797sq. ft
- Complimentary access to The Peak Fitness Club and Spa including swimming pool, sauna and steam room
- Two restaurants: La Maison Ani (French Mediterranean), Chinoiserie (light fare and afternoon tea)
- Meeting and event spaces for up to 400 guests.

- Preferential hotel positioning in the neutral hotel availability search
- Contextualized and highly targeted ads



Winning strategies are built on:

- **Comprehensive** market visibility
- **Actionable** guest intelligence
- **Full-funnel** demand activation
- **Trusted** visibility across channels
- **Continuous** commercial optimization

Amadeus. It's how travel works smarter.

In volatile markets,
**differentiation comes from
speed of adaptation.**

- ✓ Franchisee/ Brand affiliate:
Turn local demand signals into
brand-wide action.
- ✓ Independent hotel:
Double down on the highest-
value demand your hotel can win.
- ✓ Hotel Management Company:
Optimize commercial
performance across the portfolio.

HSMA day

HSMA day

Dankeschön!

Keep the conversation going!

christiane.schmidt@amadeus.com

Amadeus. It's how travel works smarter.



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