

Barceló Hotels & Resorts Increases Summer Bookings with VDX.tv's Video-Driven Travel Solution



Overview

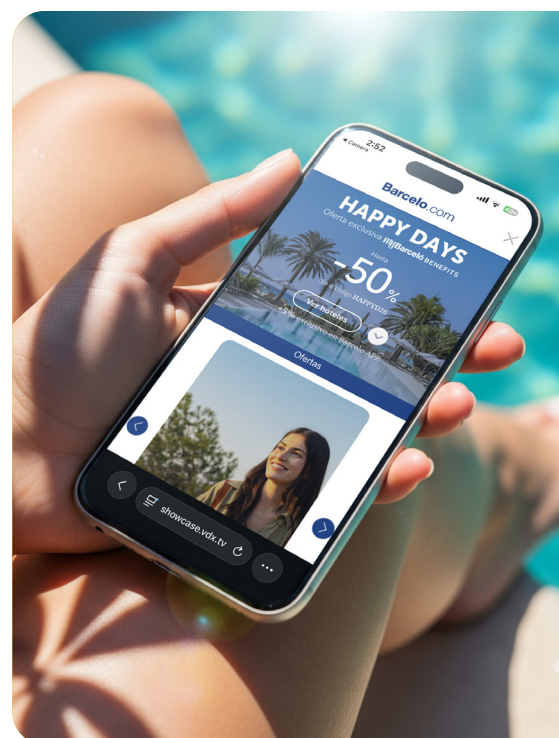
Barceló Hotels & Resorts partnered with VDX.tv to drive hotel bookings during the summer travel season, reaching high-value travelers across Spain who were actively planning their next trip. VDX.tv's Influence Hotel Bookings solution used TV Magnify Surround to deliver a seamless experience across CTV, desktop, and mobile, engaging travelers across screens and influencing booking decisions throughout their planning journey. With validation from a third-party attribution partner, Claritas, the campaign confirmed that ad exposure translated directly into site visits and completed reservations.



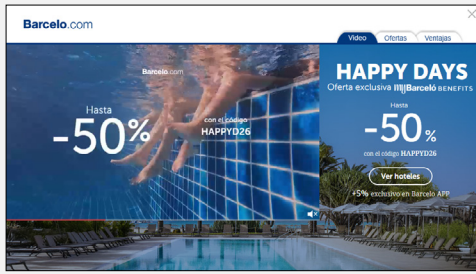
Campaign Details

The campaign's focus was to capture traveler attention during the peak summer booking window. VDX.tv's Influence Hotel Bookings solution combined precise audience targeting with an immersive cross-screen experience, reaching high-intent travelers through strategic inventory placements and promotional offers that encouraged audiences to explore and ultimately book with Barceló.

- **Audience:** The campaign's audience strategy used first-party data to identify and reach a high-intent audience across Spain. This included in-market travelers, previous website visitors, luxury travelers, families, and couples actively researching summer holidays and Spanish destinations.
- **Experience:** VDX.tv's TV Magnify Surround extended the campaign across CTV, desktop, and mobile, delivering an interactive experience that gave travelers the ability to check last-minute deals, explore hotel offers, and discover the MyBarceló benefits program, all within the ad unit. Two promotional flights, "Happy Days" and "Verano", ran across the campaign period, keeping messaging fresh with seasonal offers designed to drive urgency and push audiences toward booking.
- **Environment:** Premium digital inventory throughout Spain put Barceló's messaging in front of high-intent travelers. By maintaining a steady presence throughout the campaign period, the strategy ensured Barceló stayed visible during travelers' consideration journey from exploration to conversion.



"Video" Tab



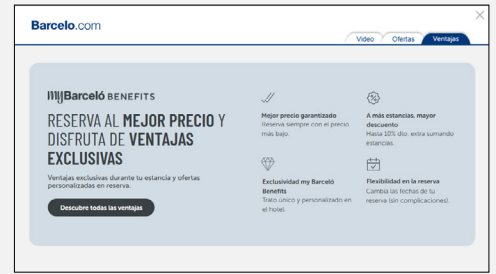
The "Video" tab showed vibrant summer experiences and destination highlights, paired with an exclusive seasonal offer to inspire travelers to book their Barceló getaway.

"Offers" Tab



The "Offers" tab provided a curated look at Barceló's seasonal promotions, giving travelers a direct path to explore available deals and find the right offer for their summer trip.

"Benefits" Tab



The "Benefits" tab showcased the MyBarceló Benefits program, highlighting exclusive member perks including best price guarantee, loyalty discounts, personalized service, and flexible booking options.

Impact

The results of the Barceló Hotels & Resorts campaign, measured and validated by Claritas, demonstrate the effectiveness of VDX.tv's travel solution in reaching high-value travelers, generating awareness and driving action. The combination of precise audience targeting, exploratory ad experiences, and cross-channel visibility inspired travelers to not only visit the brand's website but to book their stays with Barceló Hotels & Resorts.



* "Lift" is calculated in relation to a campaign performance baseline

"The combination of an immersive, multiscreen experience and precise segmentation allowed us to connect with high-intent travelers at key moments in their decision-making process. Validation by Claritas confirmed that this approach had a real impact on visits and bookings."

Joan Antich Adrover
Programmatic Senior Specialist, Barceló Hotel Group

For more information, please contact us at hello@vdx.tv

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