

Sojern and Discovery Hospitality Partner to Double Direct Bookings

Summary

Discovery Hospitality started working with Sojern in 2016 to increase direct bookings through Sojern's commission-based marketing solution for independent hoteliers. Sojern currently runs online marketing on Display, Facebook, and Instagram across their four properties. In 2018, Sojern generated over \$500K in direct booking revenue for Discovery Hospitality.

Results

\$579,491

in direct booking revenue in 2018

162%

increase in Sojern-driven direct booking revenue YOY

Doubled

organic YOY growth of Sojern-driven direct bookings

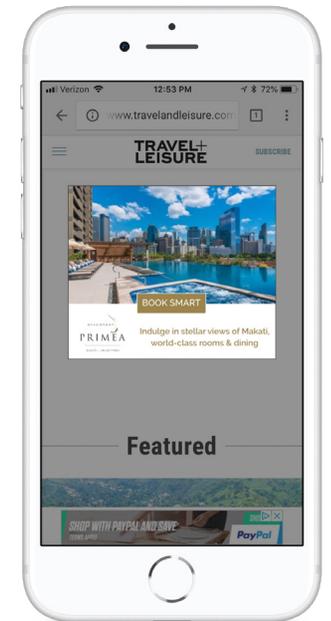
“ Working with Sojern is having an extended team of marketing experts armed with the industry's comprehensive traveller data and sophisticated technology. From leading creative refreshes to launching campaigns and testing different strategies—the Sojern team has given us a great advantage.

DISCOVERY
HOSPITALITY

Blessy Townes
Vice President & Head of Digital

Solutions Used

- Display, Facebook and Instagram



Display Ad Example on Mobile

About Discovery Hospitality

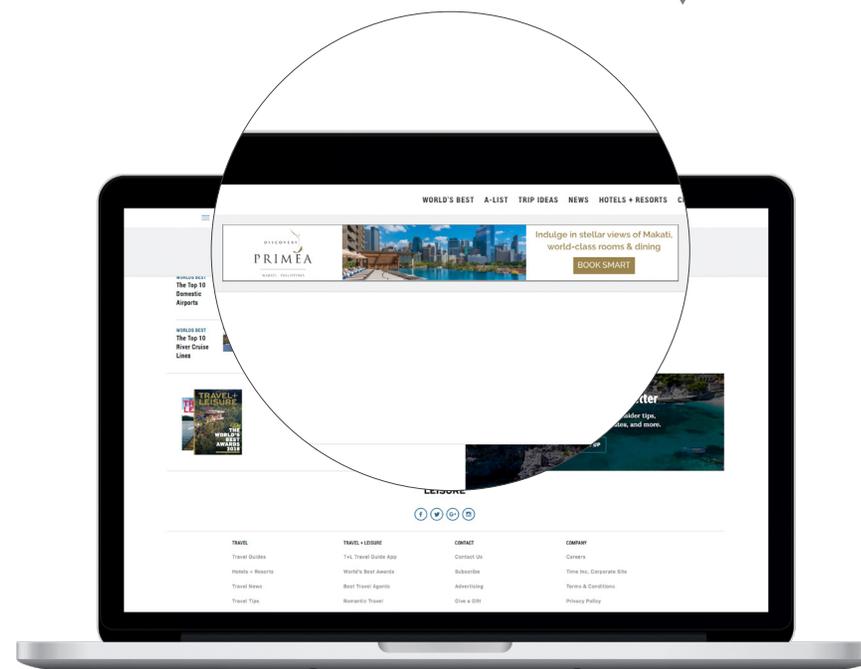
Discovery Hospitality is a homegrown group of hotels and resorts in distinctive locations in the Philippines. From city stays to island getaways, its portfolio of award-winning properties is known worldwide for its signature Filipino hospitality, marked by genuine and personalised service.

Challenges

Discovery Hospitality has a lean team of in-house experts which is responsible for Integrated Marketing Communications—including raising the brand's profile and generating direct bookings. Bookings from the local market are strong, but due to limited marketing budget, the team needed help reaching international travellers. "Sojern's precision marketing approach to driving direct bookings enables us to grow our market overseas and, at the same time, maximise our ad spend to grow our local market at excellent ROI," explains Blessy Townes, Vice President & Head of Digital.

Objectives

In order to reach international travellers in a more effective way, Discovery Hospitality started partnering with Sojern, using Sojern's marketing solutions for independent hoteliers. In real time, Sojern can see who is searching for travel to the Philippines globally, and reach these people with engaging imagery and messaging across online Display, as well as Facebook and Instagram, on behalf of the Discovery Hospitality portfolio. Travellers will visit the property's website directly, where they can learn more as well as complete their booking.



Display Ad Example on Desktop

Results

In 2018, Sojern ran marketing campaigns for Discovery Hospitality across online Display, Facebook, and Instagram for four of their properties—which delivered \$579,491 USD in direct booking revenue. "These days, you cannot focus your marketing spend on one particular channel because there is no single conversion path," continues Townes, "so we need to complement our other efforts with Social Media." Best of all, the team gets this comprehensive, multi-channel marketing strategy, on Sojern's pay-on-the-stay commission model.

Looking for a way to get more direct bookings, across channels? **Get in touch now.**