

Hotel Castell and Sojern Partner to Grow Direct Bookings from New Guests

Summary

Hotel Castell had no problem with repeat business, but attracting new guests was a challenge. The team partnered with Sojern to tackle this, using a pay-on-the-stay, commission-based advertising solution. Sojern attracted new guests to Hotel Castell and provided them with an always-on marketing strategy.

Solutions Used

Display, Search, Facebook and Instagram

Results

CHF 75K+

in direct booking revenue
in seven months

Decreased

bookings from third parties

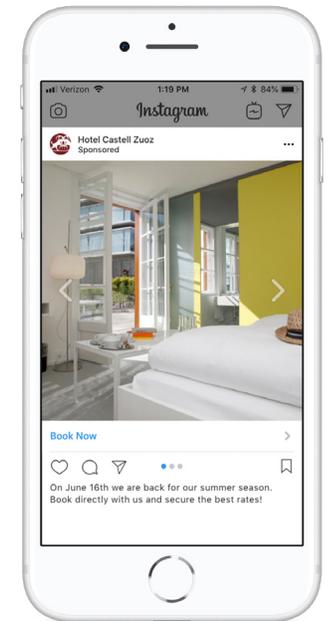
Increased

direct bookings from
new guests

“ The aim of every hotel is to have more guests, and more new guests. Most of the bookings we get from Sojern are from new guests. In fact, direct bookings are up overall, and we appreciate that.



Eva Leitner
Executive Assistant



Instagram Ad Example on Mobile

About Hotel Castell

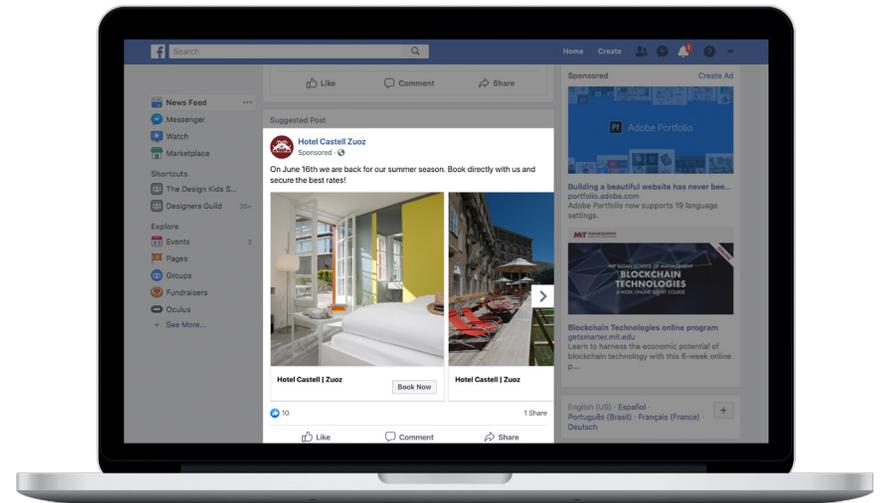
Hotel Castell is a 68-room boutique property located high above the Swiss village of Zuoz. Built in 1913, the hotel is popular among nature and sports enthusiasts. "It's important to treat our guests personally," says Executive Assistant Eva Leitner, "That's the reason we have a lot of repeat business."

Challenges

With outstanding customer service and incredible outdoor surroundings, Hotel Castell enjoys a lot of repeat business. However, the team struggled to attract new guests to their property without the help of third parties. "Having an online presence is very important," explains Ms. Leitner, "We wanted to make the most of that opportunity." They began working with Sojern in November 2018 in order to attract new guests to their website.

Objectives

With access to millions of real-time search and booking intent signals, Sojern sees who is searching for travel to Zuoz or Switzerland more generally. Sojern reaches these travellers with engaging messages from Hotel Castell, across multiple marketing channels. These messages inspire travellers to visit their website where they can learn more and book directly. The hotel works on a pay-on-the-stay commission-based solution that Sojern offers to independent hoteliers.



Facebook Ad Example on Desktop

Results

In the seven months since the partnership began, Sojern generated CHF 75,295 in direct bookings for Hotel Castell, from marketing across a mix of display, search, Facebook, and Instagram. Since partnering, Sojern now represents 18% of the properties direct bookings, and third party bookings are down. But more importantly, even though it is closed between April and June, Hotel Castell now has a marketing strategy that is on—even when they're not.

Looking to grow your property's direct bookings? **Get in touch now.**