

# Best Western McCarran Inn Achieves \$19,542 in Direct Bookings in Just Four Months, with Sojern

## Summary

The team at Best Western McCarran Inn sought a way to decrease third party dependency, as well as promote their hotel at the individual property level, and turned to Sojern in June 2017 to achieve this. In just four months, Sojern generated \$19,542 in direct booking revenue for the property.

## Results

**\$19,542**

in direct booking revenue  
in just four months

**136**

additional direct  
booking reservations

**Promoted**

bookings at the  
individual property level

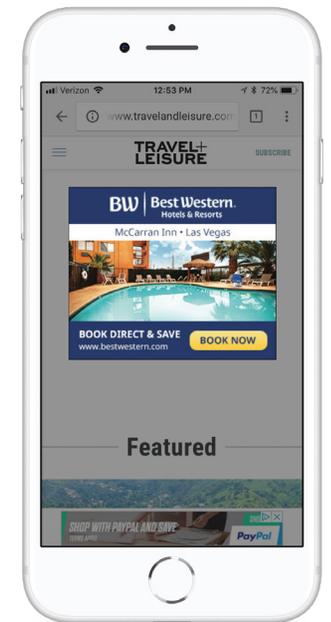
“ There wasn't any risk on my part with Sojern's commission payment model, so I took the chance. The results have been very good. Sojern has really exceeded my expectations.



Pankaj Patel  
Owner, Best Western McCarran Inn

## Solutions Used

- Display



Display Ad Example on Mobile

## About Best Western McCarran Inn

Best Western McCarran Inn is a 100-room property located a half mile from McCarran International Airport and one mile from the Las Vegas strip. Traveler comfort comes first at Best Western McCarran Inn, and the team strives to exceed their guests' every expectation from the moment they arrive.

## Challenges

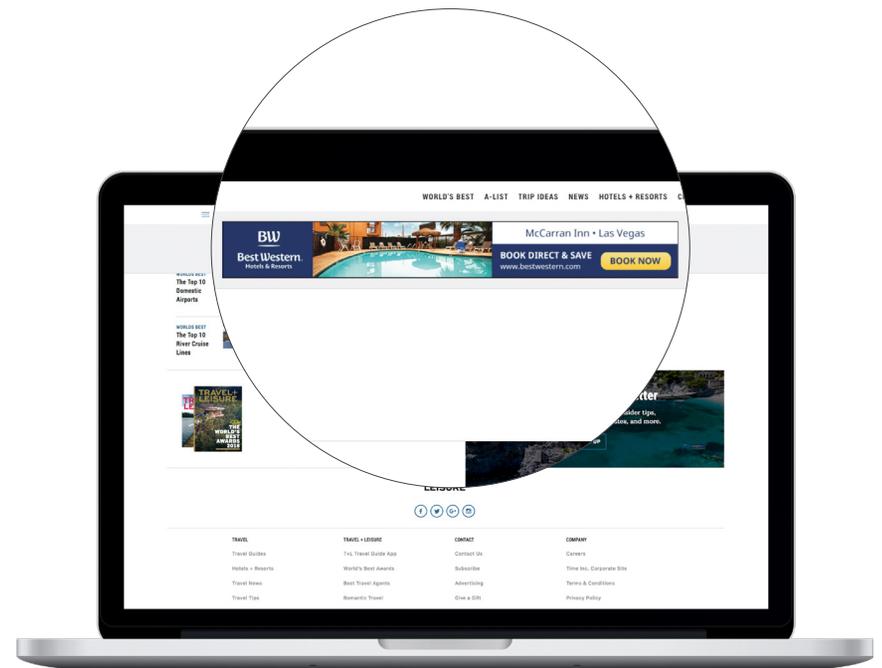
As the Owner of Best Western McCarran Inn, Pankaj Patel has a lot on his plate. "I look after online reservations and I also deal with third parties," he says. While Patel benefits from Best Western's overall marketing efforts, he wanted a way to promote his individual property. In order to help with this, Patel partnered with Sojern in June of 2017 on their commission-based solution for independent properties.

## Objectives

In real time, Sojern sees who is in-market for travel to Las Vegas. These people may be online searching for flight or hotel options, or they may have actually booked a flight to Las Vegas. Later, when the prospective traveler is online, Sojern serves ads with messaging for the Best Western McCarran Inn. Travelers visit the site directly, inspired to learn more. Sojern also keeps the individual property top of mind by showing relevant ads, sending travelers back to their site to book directly.

## Results

A layered strategy of prospecting and retargeting ensures that Best Western McCarran Inn front and center for in-market travelers, and the proof is in the results. In just under four months, Sojern drove \$19,542 in incremental direct booking revenue and 136 hotel bookings. And, with Sojern's pay-on-the-completed-stay commission model for independent properties, Patel doesn't have to worry for paying Sojern for cancellations or no-shows.



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