CASE STUDY

SOJERN

Hotel Suite Villa Maria and Sojern Generate €319K in Direct Booking Revenue in One Year

Summary

Hotel Suite Villa Maria has been a Sojern partner for over a year in order to increase direct bookings from new guests. Using Sojern's pay-on-the-stay, commission-based advertising solution, as well as specific campaigns in target markets, the partnership has generated over €319K in direct booking revenue.

Results

€319K+
in direct bookings

103
booked stays

Increased
reservations from new guests

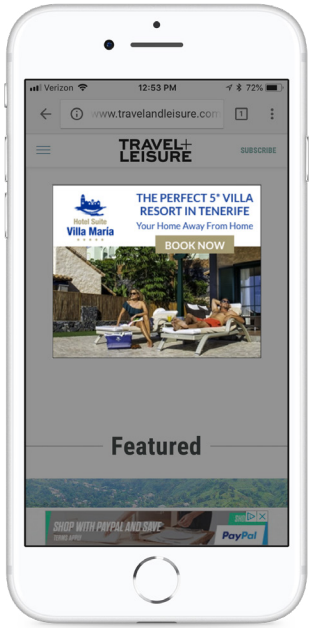
"Working with Sojern has been easy from the very start. Their recommended strategies have inspired more new guests to visit our website and book directly with us. We have seen an increase in sales month by month and we are very satisfied with the results. We look forward to continue working together.

Hotel Suite Villa María

Robert Vonk
Director

Solutions Used

- Display, Facebook and Instagram



Display Ad Example on Mobile

CASE STUDY

Hotel Suite Villa Maria

SOJERN

About Hotel Suite Villa Maria

Hotel Suite Villa Maria is an idyllic, 78-villa property inspired by Canarian architecture. Complete with private gardens, and breath-taking views of the Los Lagos golf course, mountains, and the Atlantic Ocean, Hotel Suite Villa Maria is a unique 5-star resort that is perfect for travellers from all walks of life.

Challenges

For a hotel, attracting the attention of a potential guest can seem like an uphill battle. There is often a crowded hospitality market, so competition for guests is fierce. This is the situation in which the team at Hotel Suite Villa Maria in Tenerife found itself. They wanted a better way to promote their property to people looking to visit Tenerife, but who weren't aware of their specific hotel.

Display Ad Example on Desktop

Objectives

Sojern began their partnership with Hotel Suite Villa Maria in May 2018 in order to increase direct bookings on their website—particularly, those from brand new guests. Sojern sees what travel brands cannot on their own. In real time, Sojern knows who is searching for travel to Tenerife specifically, or the Canary Islands more generally. Sojern reaches these travellers with engaging messages on behalf of Hotel Suite Villa Maria across Display, Facebook, and Instagram. These messages inspire travellers to visit the Hotel Suite Villa Maria website to learn more, and book directly.

Results

Since the partnership began just over a year ago, Sojern has generated €319,587 in direct booking revenue. Sojern's pay-on-the-stay model means that the Hotel Suite Villa Maria only owes Sojern commission after a guest has completed their stay. Based on this success, Sojern has also launched more targeted Display campaigns in France and Germany—key markets for Hotel Suite Villa Maria.

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