



# Lough Eske Castle Raises Their Profile and Drives More Direct Bookings, with Sojern

## Summary

The Lough Eske Castle team sought a better way to cover existing gaps in their digital marketing strategy, appeal to in-market travellers more effectively, and drive bookings directly to their site. With Sojern's commission-based marketing solution, they found that and more.

## Results

**€155K+**

in direct booking revenue

**330**

incremental bookings  
and 55 additional  
future bookings

**Launched**

an effective marketing  
strategy with no  
upfront cost

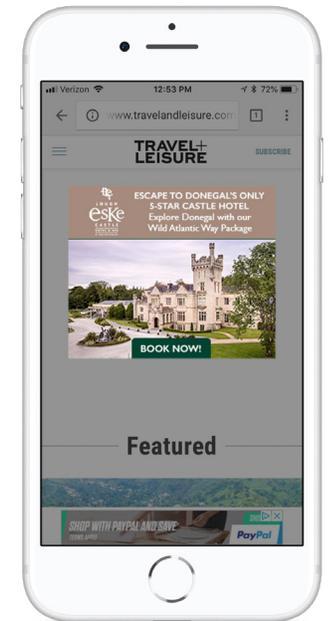
“ We are more than happy with the results. Quite simply, Sojern is giving us the most bang for our buck.



**Lisa Marshall**  
Director of Sales and Marketing

## Solutions Used

Display



Display Ad Example on Mobile

## About Lough Eske Castle

Lough Eske Castle, a Solis Hotel & Spa, is a 15th century castle hotel located on a secluded lakeside estate just outside of Donegal Town in northwest Ireland. Lovingly restored to blend its historic past with a dash of contemporary elegance, Lough Eske Castle is County Donegal's only five-star property.

## Challenges

"Once we have guests stay, it's not hard to win them over. We have a high repeat guest rate." says Lisa Marshall, Director of Sales and Marketing, "The key is selling Donegal to first-time visitors, showcasing what it has to offer, and why people should come here." Lough Eske Castle's online business is growing, and the team sought to cover existing gaps in their digital marketing strategy and drive bookings directly to their site.

## Objectives

Through their commission-based marketing solution for independent hotels, Sojern found a way to drive more users to the Donegal area. Access to real-time travel intent data means that Sojern can reach people who are considering travelling to Ireland or Northern Ireland and inspire them to visit Lough Eske Castle. Through prospecting undecided in-market travellers, Lough Eske Castle can meaningfully engage with potential guests, driving them to visit their site and book directly.

## Results

In 15 months since partnering, Sojern has driven €155K in direct bookings to Lough Eske Castle. As a part of Sojern's commission-based marketing solution, Lough Eske Castle only pays Sojern for completed stays. Perhaps just as important as performance, are the insights provided through the Sojern online account. "Things are straightforward and simple to read and understand. You don't have to sit there, sifting through the screen," explains Marshall.

Looking to raise your property's profile? [Get in touch with our hotel marketing experts now.](#)