



Boone Tavern Hotel Increases ADR, RevPAR, and Direct Bookings with Sojern

Summary

Boone Tavern Hotel experienced quick success with Sojern's commission-based advertising for independent hotels, with Sojern running display marketing on their behalf. The partnership expanded to include Search Engine Marketing (SEM), in order to achieve more direct bookings.

Solutions Used

Display, SEM

Results

\$41K+

in incremental direct revenue with the addition of SEM

1.3

average SERP position on Google and Bing

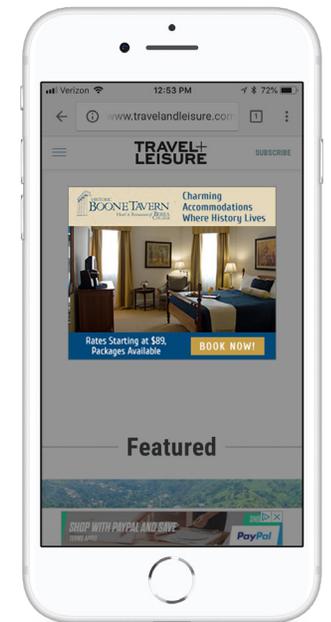
\$3

increase each in ADR and RevPAR

“ Our goal is to always increase occupancy and ADR, and with the partnership with Sojern, we have. They've also helped us drive additional direct bookings which helps us own the relationship with our guests and increase repeat bookings.



Donna Robertson
Director of Sales and Marketing



Display Ad Example on Mobile

About Boone Tavern Hotel

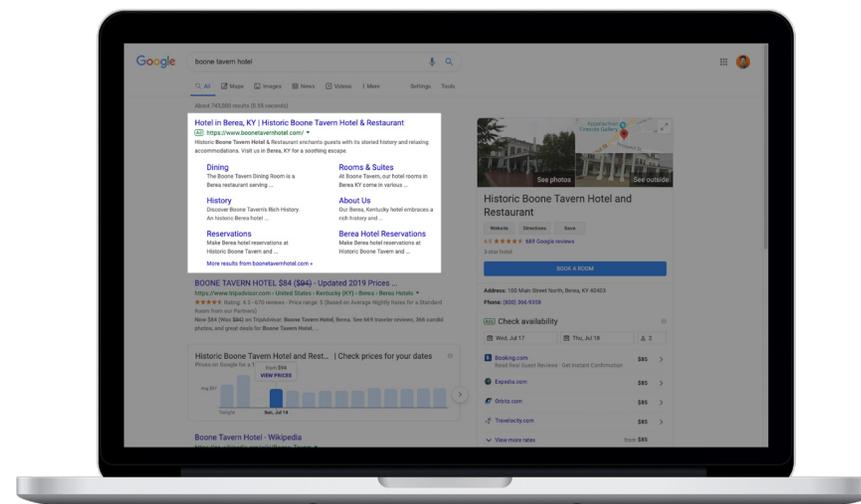
The award-winning Boone Tavern Hotel hotel is owned by Berea College, and its students make up about half the staff. These students work at least 10 hours per week, and earn money for books, room, and board – but pay no tuition – thanks to the generosity of donors who support Berea College.

Challenges

Since July 2016, Boone Tavern Hotel has partnered with Sojern on their commission-based marketing solution for independent hoteliers—using display ads to direct travelers to their website where they can book directly. Direct bookings mean that Boone Tavern Hotel owns the relationship with their guests, which strengthens loyalty and increases repeat bookings. Due to the success of the display efforts, and in order to drive even more direct bookings, they expanded the partnership to include Search Engine Marketing (SEM) in late 2016.

Objectives

With SEM and programmatic display, Sojern provides a two-pronged marketing strategy to drive more direct bookings. For example, a traveler may be searching for hotels in Berea or the surrounding area. In real time, Sojern reaches them with engaging creatives for Boone Tavern Hotel, creating brand awareness and inspiring potential guests to visit their website to learn more. Later, when the user searches for Boone Tavern on a search engine, Sojern ensures their website is among the top listings in the Search Engine Results Page (SERP)—driving the user to re-visit the site and book directly.



SEM Ad Example on Desktop

Results

Since the launch of SEM, Sojern achieved an average SERP position of 1.3 across Google and Bing. Moreover, the addition of SEM has driven over \$41k in incremental direct bookings. Not only that, but with Sojern driving more direct bookings, Boone Tavern Hotel's RevPar and ADR has each increased by \$3. And because of Sojern's commission-based solution, Boone Tavern Hotel only pays for the bookings that Sojern delivers.

Looking to double down on your direct booking efforts? **Reach out to our team today.**