

Quality Inn Phoenix Airport Achieves \$24K in One Year in Incremental Booking Revenue with Sojern

Summary

In order to decrease their dependency on third party bookings and increase the amount of direct bookings, the team at Quality Inn Phoenix Airport partnered with Sojern in mid-2016. In just one year, Sojern generated over \$24K in direct booking revenue for the property.

Results

\$24,606

in incremental direct booking revenue in a year

157

booked reservations

Decreased

dependency on third party bookings

“ Sojern’s commission model for independent hotel properties is such an easy model for us. There’s no upfront cost or hassle involved in setup, and we’ve seen more direct bookings as a result. Sojern is working for us and we are very happy.

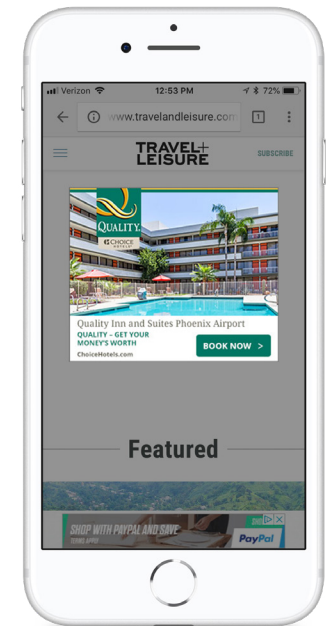


Alex Parks

Director of Sales and Revenue Management, Jaffer Hospitality

Solutions Used

- Display



Display Ad Example on Mobile

About Quality Inn Phoenix Airport

Phoenix's premier airport hotel, the Quality Inn Phoenix Airport is only eight miles to downtown Phoenix and minutes from Phoenix Sky Harbor International Airport. The hotel is a modern, convenient, and comfortable place to stay for those traveling on business, stopping over between flights or passing through with family.

Challenges

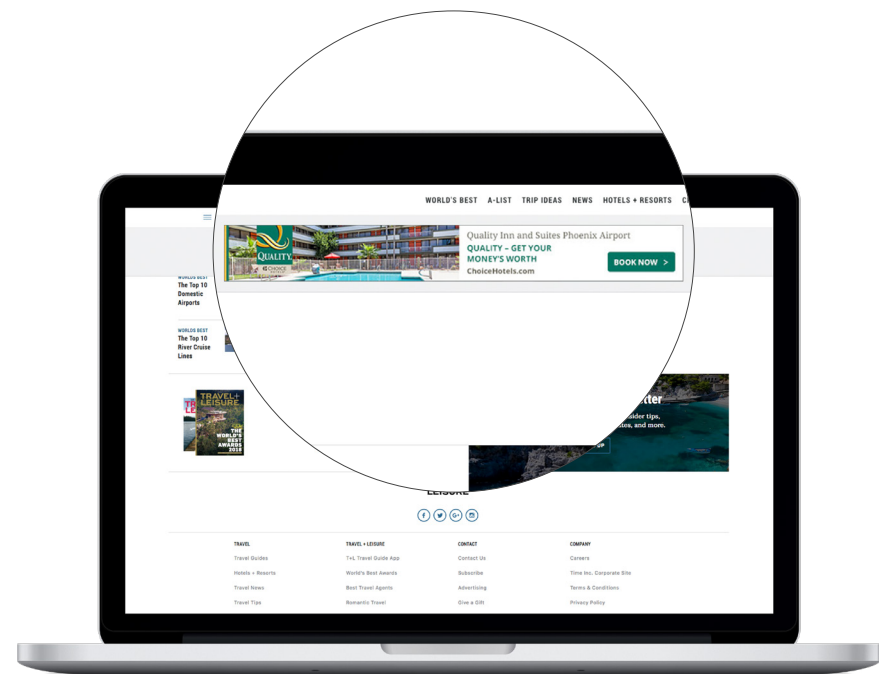
Working with third parties is useful for many hoteliers to help get the word out about their property. Unfortunately, they began to take an increasing share of the Quality Inn Phoenix Airport's bookings. To shift the share of bookings back to direct, the Quality Inn Phoenix Airport partnered with Sojern in mid-2016 on their commission-based marketing model for independent hotels.

Objectives

Sojern sees what other travel brands can't, and served timely, relevant ads for the Quality Inn Phoenix Airport to travelers searching or booking a flight to visit Phoenix, Arizona. Now aware of the property, they visit the site directly to learn more. When it comes time to book, Sojern keeps the property top of mind by showing relevant ads to those travelers, sending them back to the site to book directly, rather than with a third party.

Results

In one year, Sojern generated \$24,606 in incremental direct booking revenue and 157 hotel bookings for the Quality Inn Phoenix Airport. Besides the bookings, the property also benefits from only paying Sojern a commission after a completed stay. So, there's no risk involved on the property's part.



Display Ad Example on Desktop

Looking to take your online marketing efforts to the next level? **Reach out to our team today.**