



The Portmarnock Hotel - Customer Success Story

Customer Profile

Tucked away in a quiet corner of 'The Velvet Strand', one of Ireland's most stunning stretches of uninterrupted coastline, sits the historic, award-winning Portmarnock Hotel & Golf Links. Once the family home of the Jameson Dynasty, it has been entirely reimaged to complement a breathtaking seaside location and to accommodate the busy, modern guest. With Dublin City Centre and Grand Canal Dock less than a 25-minute drive away, there is quite literally something for everyone.

Campaign Objectives

The recent history of Portmarnock Hotel & Golf Links is characterised by transformation and regeneration. After going into receivership in 2014, the property was acquired by new owners and underwent a €5m refurbishment. Officially reopened in 2017, the hotel now boasts a state of the art spa, three restaurants and upgraded rooms. The team at Portmarnock knew that part of the regeneration efforts included raising the profile of the property post-renovation. "We partnered with an agency to do video branding," says Sandra Russell, Director Of Sales and Marketing at Portmarnock. "They told us that we essentially 'fell off the face of the earth' and now we needed to get known again."

As part of this effort, the team sought a solution to reach in-market travellers who would be receptive to staying at Portmarnock, which is why they were initially interested in Sojern's RevDirect™ solution. "We were a little skeptical at first," says Russell, "but we decided to give it a try because of the risk-free model." The Portmarnock began working with Sojern and RevDirect in May 2017 to drive more direct bookings to the property.

Sojern's Approach

Sojern's RevDirect provides a comprehensive marketing strategy to drive more direct bookings for hoteliers. The hassle-free setup means that properties can quickly get started in reaching in-market travellers at various stages in their path to purchase, and converting them on their on website rather than with third parties. Best of all? RevDirect's pay-on-the-completed-stay model ensures that the property only pays commission on the direct bookings that Sojern drove—a completely risk-free solution.

RevDirect employs two major tactics to achieve this. Prospecting finds those in-market for travel to the Dublin area, but who probably don't know about the Portmarnock Hotel. Sojern reaches these travellers with relevant display adverts, which highlight the best of the property. For those further down in the purchase funnel, who visited the Portmarnock Hotel website, browsed, and then didn't book, retargeting keeps the property top of mind. While the traveller is surfing the web, Sojern re-engages them with Portmarnock Hotel ads. Reminded that they need to book, the traveller revisits the hotel website to complete their booking directly.

Between May 2017 and January 2018, Sojern drove 336 stays, equalling €96,791 in incremental direct booking revenue. Future bookings look promising as well. Sojern has already driven an additional €36k in future bookings, from January 2018 onwards. "We are extremely happy with the RevDirect performance. The Sojern team has been supportive throughout our partnership," explains Russell, "and I really enjoy seeing the interest and bookings that RevDirect has driven to our property."

Results & Findings

- Gained 336 bookings and €96,791 in incremental direct revenue from May 2017 to January 2018.
- Drove a future 68 stays and €36,185 in direct booking revenue from January 2018 onwards.
- Attracted in-market travellers to their refurbished property.

Sandra Russell

**Director Of Sales & Marketing,
Portmarnock Hotel & Golf Links**

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Creative Example

