

Kilkenny Hibernian Hotel Minimises the Impact of Cancellations by Partnering with Sojern

Summary

The team at Kilkenny Hibernian Hotel chose to partner with Sojern on their commission-based solution to tackle two challenges—grow direct bookings, and minimise the impact of cancellations. Sojern has delivered, and then some, on both fronts.

Results

€14K+

in incremental direct booking revenue

40%

growth in direct booking revenue, in part due to Sojern

Minimised

the impact of cancellations, with Sojern's pay-on-the-stay commission model

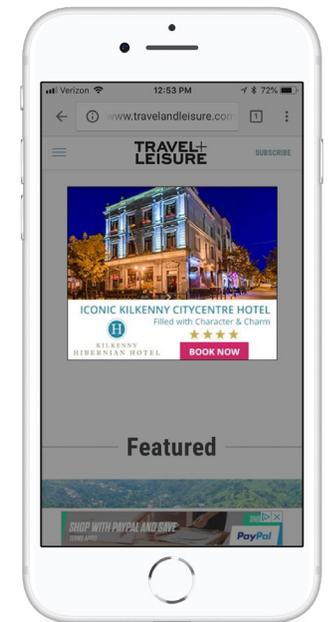
“ I can see the growth in bookings driven to our website. Sojern makes perfect sense because it's like adding another strand to our marketing bow. I'm exposing the hotel to an audience I probably never would have been able to reach by myself.



Joanna Hannick
Director of Sales & Marketing

Solutions Used

Display



Display Ad Example on Mobile

About Kilkenny Hibernian Hotel

The Kilkenny Hibernian Hotel team takes pride in the history and character of their beautifully restored boutique property, located a short walk from all of the main tourist attractions and shopping district. The refurbished rooms, superb location and mouth-watering food make it one of the best hotels in Kilkenny.

Challenges

"The city is primarily a leisure destination," says Joanna Hannick, Director of Sales and Marketing, of Kilkenny. "Therefore, our acquisition strategy is largely focused on drawing new guests to our hotel." In addition to the extra effort of attracting new guests, Hannick says that cancellations can be an additional challenge. The Sojern team knew their commission-based solution for independent hotels could tackle both of these challenges. The partnership started in June of 2017.

Objectives

An audience of millions of traveller profiles and billions of search and booking signals means that Sojern can reach in-market travellers with relevant messaging as they plan their holidays. For example, a traveller may be searching for a trip to Ireland in general, or specifically Kilkenny, on various sites online. In real time, Sojern can reach these people with engaging creatives from the Kilkenny Hibernian Hotel, across the web.

Results

Since the partnership began, Sojern has driven €14,481 in direct revenue to the Kilkenny Hibernian Hotel. "We've seen a huge uplift in conversions on our website. So that's been a huge key to our success in the last year," explains Hannick. "We've grown revenue 49% since June 2017, and Sojern has contributed 10-12% of that." Best of all, the sting of cancellations has been lessened, as Sojern doesn't charge the property until the completed stay.

Looking to boost your direct booking efforts? [Reach out to our team now.](#)