

Muckross Park Hotel & Spa Drives Over €94K in Direct Booking Revenue with Sojern

Summary

Muckross Park & Hotel's team understood the importance of direct bookings, and partnered with Sojern on their commission-based marketing solution to help them with this. To date, Sojern has helped drive over €94K in direct booking revenue, as well as grow online booking revenue by 50%.

Results

€97K+

in incremental direct booking revenue

3%

increased growth in YOY website traffic

50%

growth in online booking revenue

“As a hotelier and as a business, we can be wary of technology companies over-promising, and it's often not clear if it's a solution that's suitable for us. But since the beginning of our partnership with Sojern, we've been impressed with the results.



Brian Miley
Director of Sales & Marketing

Solutions Used

Display



Display Ad Example on Mobile

About Muckross Park Hotel & Spa

Muckross Park Hotel & Spa is one of the most luxurious 5-star hotels, located in the heart of stunning Killarney National Park, with views and a location that are second to none. The location offers guests spectacular walking trails, cycle routes, historic tours, horse riding and lake activities.

Challenges

Director of Sales and Marketing, Brian Miley and his team understand the importance of a direct hotel booking and its impact on their bottom line. When they learned about Sojern's commission-based advertising solution to drive direct bookings, Miley knew he had to test it out. "We re-allocated some of our SEM budget to it," says Miley, "to see how it worked, as a sort of trial." Muckross Park began partnering with Sojern in September of 2017.

Objectives

With access to billions of real-time search and booking intent signals, Sojern drives direct bookings for hoteliers by engaging with people who are in-market for travel to the area. Sojern uses a two-pronged strategy of prospecting and retargeting to engage with travellers in a relevant way throughout the funnel. Best of all? Muckross Park only pays Sojern a commission after a guest has completed their stay at the property.

Results

Since September 2017, Sojern has driven €97,451 in direct booking revenue to Muckross Park Hotel & Spa. What's more, website activity has skyrocketed. "We increased our revenue by 50% online and January 2018 visits alone to our website saw 43% growth, which is very strong," continues Miley. "I've been impressed with the professionalism of the Sojern team. They have been transparent throughout the process. Long may it continue. I'm very happy with everything to date."

Looking to increase your website's direct bookings? **Reach out to our team today.**