

320 Guest Ranch Manages Guest Expectations Through More Direct Bookings, with Sojern

Summary

320 Guest Ranch struggled to access guest information and control their messaging due to their high number of bookings from third parties. Through partnering with Sojern, they were able to better manage guest expectations and generate more direct bookings to their property.

Results

Managed

guest expectations
by owning the direct
relationship with the guest

\$37,868

direct booking revenue over
the course of one year

58

direct bookings
in one year

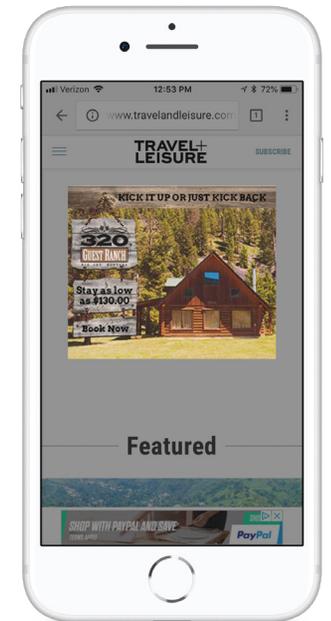
“ Sojern is the first vendor I’ve used for online things like this. When we started, my aversion was really high because I’d never done anything like this. It’s working so well that I will not try anyone else.”



Carla Rey
Hotel Manager

Solutions Used

Display



Display Ad Example on Mobile

About 320 Guest Ranch

320 Guest Ranch is situated in the heart of the Gallatin Valley, just 12 miles from Big Sky, and only 36 miles from the West entrance to Yellowstone National Park. Their log ranch accommodations offer a mix of modern touches with Old West feel.

Challenges

320 Guest Ranch doesn't have a lot of direct competitors. What they do have, is a tough time managing guests expectations, primarily when guests don't book direct. Carla Rey, 320 Guest Ranch's Hotel Manager, explains, "We're a ranch with different cabin types. There is no swimming pool or spa. People hear the word "ranch" and they have a million different pictures in their minds. We spend a lot of time managing expectations." For 320 Guest Ranch's success, they needed travelers to book directly on their website.

Objectives

By partnering with Sojern, 320 Guest Ranch drove more driving bookings directly to their website. 320 Guest Ranch now owns the guest in a way that wasn't possible before and is in control of the messaging around their historical and unique property. Sojern drives bookings directly to 320 Guest Ranch's website by creating ads and then placing them in front of in-market travelers. From there, 320 Guest Ranch captures their information and communicates the property's amenities.

Results

Not only does Sojern work to make 320 Guest Ranch's goals possible, it's done smoothly. Rey notes, "Implementation was so easy! In fact, that was the part I was most worried about. Even though I'm our tech person here, I'm not tech savvy at all. I followed the instructions and Sojern helped me. It was so easy." If a hotelier ever encounters any issues, our customer support is there to help, "Support is great," comments Rey, "If I have questions, I actually get answers. I know that sounds simple, but with some other businesses that is not the case."

Looking to better manage guest expectations? [Reach out to our team today.](#)