

Sojern Drives over ฿22M in Direct Bookings for Chatrium Hotels and Residences

Summary

Chatrium Hotels and Residences has different property types, but generating more direct bookings for them is always a high priority. Since 2017, the group has partnered with Sojern to get more direct bookings, with a multi-channel, always-on marketing strategy.

Solutions Used

Display, SEM, Facebook and Instagram

Results

฿22M+

in direct booking revenue across their portfolio in one year

1,431

total Sojern-generated direct bookings

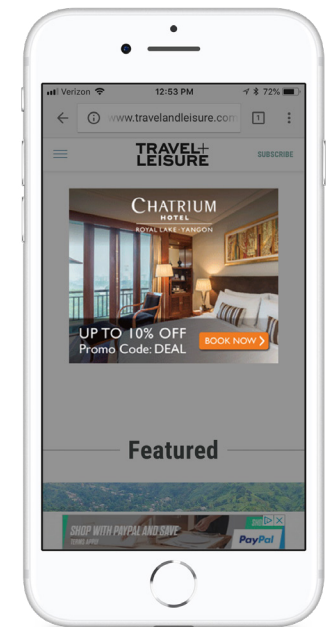
Achieved

a comprehensive online marketing strategy

“ Sojern’s effective combination of personnel, data, and technology has contributed significantly to the results of our marketing campaigns.

CHATRIUM
HOTELS & RESIDENCES

Pawarisa Hirantanes
Corporate Director of Revenue and E-Commerce



Display Ad Example on Mobile

About Chatrium Hotels and Residences

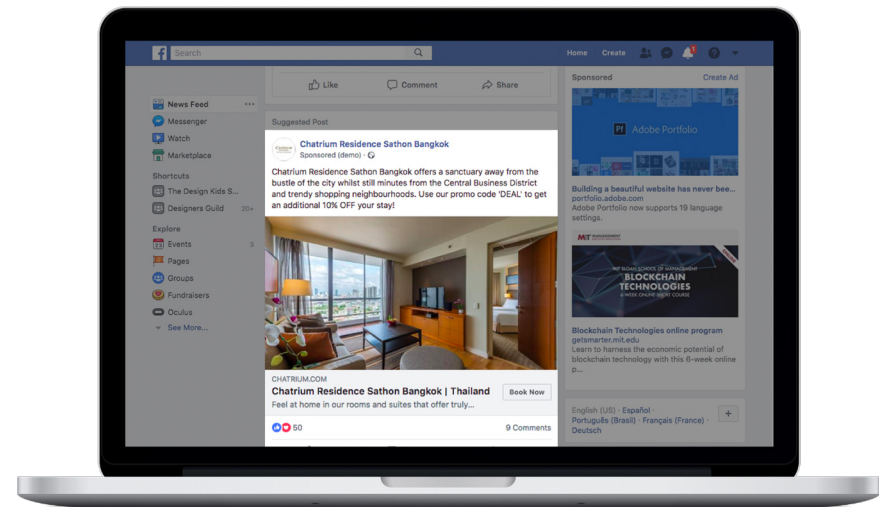
Chatrium Hotels and Residences is born from a passion to provide uncompromising, warm service, and a truly captivating experience. Their seven properties range from hotels, serviced apartments, and resorts. Discover 5-star services with a charming personal touch at properties located with comfort, convenience, and stunning surroundings in mind.

Challenges

It can be difficult to reach the right traveller, at the right time, with the right message—especially for hospitality brands with very different property types. “Our properties consist of both hotels and serviced apartments, and the guests for each are very different,” says Pawarisa Hirantanes, Corporate Director of Revenue & E-Commerce at Chatrium Hotels. “We wanted to find a way to reach these different audiences, in a more targeted way.”

Objectives

Chatrium Hotels and Residences started partnering with Sojern on their commission-based solution for independent hoteliers in 2017. Sojern has access to billions of points of data, and can reach people who are actively searching to travel to destinations with a Chatrium property. In real time, Sojern delivers messages through a combination of display, Search Engine Marketing (SEM), Facebook, and Instagram ads. Chatrium properties are kept top-of-mind. When a traveller is ready to book, they visit or return to the Chatrium website, where they can book directly.



Facebook Ad Example on Desktop

Results

Sojern has generated ฿22,169,256 in direct booking revenue for Chatrium over the past 14 months—and 1,431 bookings. But just as important as the results, is the customer service provided by the team. “I speak English, but it’s easier for me to speak in Thai,” explains Khun Pawarisa, “So I really appreciate that the Sojern team has native Thai speakers with understanding of the local market.”

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