



GF Hotels – Customer Success Story

Company Overview

GF Hotels has a portfolio of hotels and apartments in Benidorm, Spain. Their properties offer convenient locations and lovely amenities, allowing guests to enjoy the sights, sounds, and sun of Benidorm.

Challenges

Benidorm is one of Spain's most popular destinations, with millions from Europe and beyond flocking to its beaches each year. And with that flow of inbound travellers, it's a challenge for hoteliers to stand out in a competitive market, without over-relying on third parties to gain exposure.

GF Hotels is one hospitality brand seeing to win the hearts—and bookings, of guests. Their two four-star properties, Hotel Benidorm Plaza and Hotel Belroy, are in a busy area of the city, near the beach, and exist in close proximity to their competitive set. They work with the major third parties for scale and do Search Engine Marketing (SEM) through their agency, but they wanted a better way to raise their brand awareness and drive more bookings directly.

Objectives

GF Hotels' Commercial and Reservations Manager, Mariangeles González learned that Sojern's RevDirect™ was a way to drive direct bookings without any upfront cost. "It was the first time I'd heard of something like this," explains González, "so we thought we'd test it on our Hotel Benidorm Plaza and Hotel Belroy properties."

Sojern's RevDirect offers targeted online display advertising, with a commission that is payable only after a completed stay. Sojern can reach those people who are actively searching for, or have booked a trip to Benidorm, but who haven't yet booked a hotel. While they are surfing the web, Sojern serves them one of the stunning creatives for one of the GF Hotel properties.

Because the display ad is relevant to the person, they'll visit the hotel website where they can learn more. And for those who have visited the hotel websites, Sojern retargets them with their creatives, to keep their brand top of mind. Reminded that they need to book their accommodation, the user will revisit the website, where they can complete their direct booking.

Results & Findings

In just over six months, Sojern has delivered on their promise, generating over €84k in direct booking revenue across the two properties. The outlook for the future is bright as well, with 40 more reservations and another €51k in revenue planned. Best of all, González has seen a decrease in bookings from most of her third party partners.

“What do I like best about RevDirect? Well, it’s easy!” continues González. “We are new to this kind of online marketing, and the Sojern team has been great at making sure we are taken care of.”

- €84k+ in direct booking revenue in only six months
- 120 direct bookings across two properties
- €51k in future direct bookings

Mariangeles González

Commercial and Reservations Manager, GF Hotels

“We know the importance of getting more direct bookings, but it’s often difficult to know where to start. We are happy that Sojern has introduced us to this channel of online marketing, and it’s encouraging to see the direct bookings come in!”

Creative Assets

