



The New Orleans Hotel Collection Partners with Sojern to Generate \$1.5M+ Across Their Portfolio

Summary

The New Orleans Hotel Collection has partnered with Sojern for more than two years to raise their brand awareness and drive more direct bookings to their properties. To date, Sojern has driven over \$1.5M in direct booking revenue across their portfolio.

Results

\$1.5M+

in direct booking revenue

2,437

in directly booked stays

Increased

direct bookings since working with Sojern

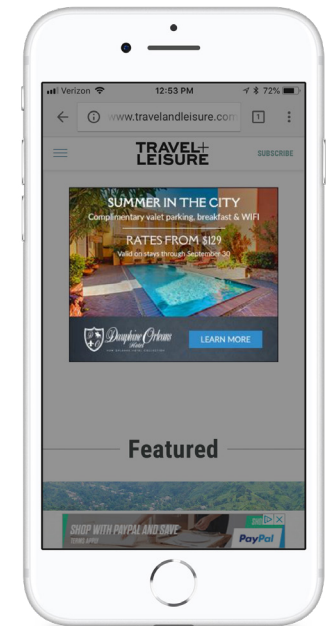
“Your partnerships are your key to everything, so working with Sojern is a way for us to build our hotels' visibility and drive direct bookings, which is really the end goal for any hotelier.



Irene Pallais
Digital Marketing Director

Solutions Used

Display



Display Ad Example on Mobile

About The New Orleans Hotel Collection

The New Orleans Hotel Collection is comprised of a number of upscale hotels, complete with restaurants, bars, and lounges. The collection captures the essence of New Orleans' charm and hospitality with very personalized service for both business and leisure travelers.

Challenges

The New Orleans Hotel Collection relies on one superwoman to run their digital marketing efforts. "I oversee the digital strategy for seven independent and branded properties in New Orleans," says Irene Pallais, Digital Marketing Director, "as well as the overarching New Orleans Hotel Collection." In order to take some of this work off of Pallais' plate, as well as drive more direct bookings across the portfolio, she's partnered with Sojern for the past two years on their commission-based marketing solution.

Objectives

With access to billions of real-time travel search and booking data, Sojern reaches people who are looking to visit New Orleans, but who may not be aware of the Collection. When it comes time to book, Sojern then retargets them, which keeps the New Orleans Hotel Collection top-of-mind, driving them to book directly. Best of all, the pay-on-the-stay commission-based model means that The New Orleans Hotel Collection only pays for bookings that Sojern delivers.

Results

Since the partnership began, Sojern has driven more than \$1.5M in directly booked revenue, and 2,437 stays across their portfolio. Pallais also appreciates that Sojern is delivering results in a more targeted way. "With other advertising, you put it out there and just hope the right audience sees your ads. With Sojern, you're really able to narrow it down—by travel, by interest in the market, and so forth. And we have seen an increase in direct bookings since working with Sojern."

Looking to increase your website's direct bookings? [Reach out to our team today.](#)