



Nakar Hotel Partners with Sojern to Help Increase Direct Bookings by 30%

Summary

The Nakar Hotel has worked with Sojern across Display as well as Facebook and Instagram since March 2018. Since the partnership began, Sojern has generated over €128K worth of direct bookings, and helped lessen the Nakar Hotel's dependency on third party booking sites.

Solutions Used

- Display
- Facebook and Instagram

Results

30%

increase in direct bookings YOY

€128K+

in direct booking revenue in seven months

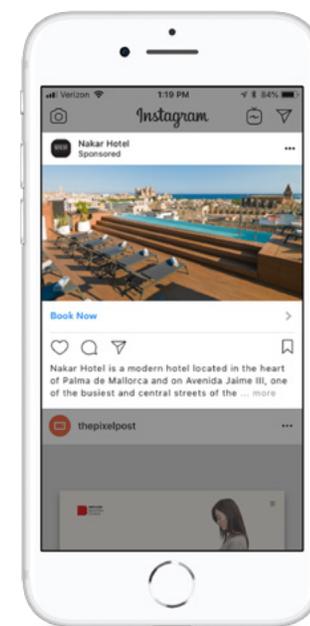
17%

of future stays obtained through Facebook and Instagram

“Honestly, we didn't expect to see so many direct bookings right away, but Sojern delivered! Client support is good and fast. Everything works very well.”



Andres Valencia
Revenue and Sales Manager



Instagram Ad Example on Mobile

About Nakar Hotel

The Nakar Hotel is a 57-room boutique hotel with a modern design and decor located in the heart of Palma de Mallorca, Spain. “We consider ourselves a lifestyle hotel” says Andres Valencia, Sales Manager at the Nakar Hotel, “A unique concept for urban hotels.”

Challenges

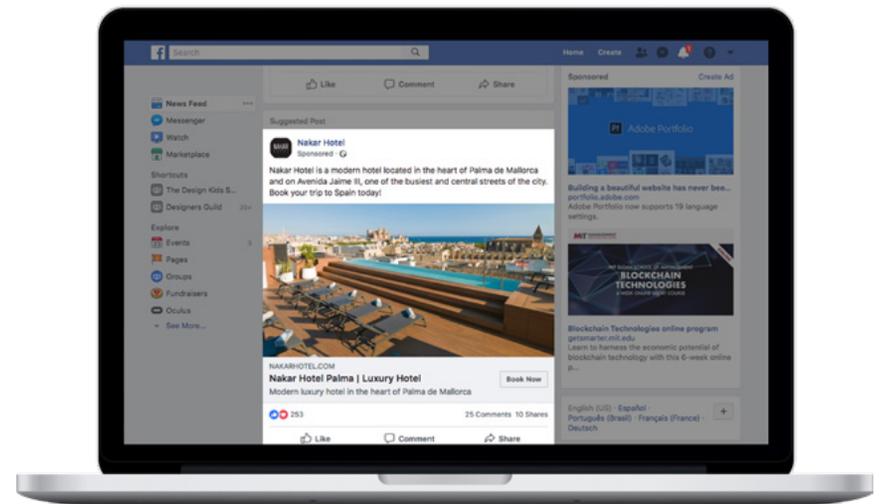
As the Nakar Hotel opened in June 2016, the team used third party booking sites to raise their profile and generate awareness. This was an effective strategy, and many small hotels work with third parties to reach potential guests who may not be aware of their property. However, the team found that many of their bookings came through these third parties, rather than direct. Valencia explains, “Our main challenge was, how can we get more direct bookings?”

Objectives

The Nakar Hotel team discovered Sojern's commission-based solution for hoteliers as a way to get more direct bookings in March 2018. Sojern reaches people looking to travel to Mallorca with engaging ads on behalf of the Nakar Hotel, through online display ads as well as photo and carousel ads on Facebook and Instagram. “We decided to work with Sojern because they only focus on guests with intent on coming to Mallorca,” continues Valencia, “they aren't just reaching out to anyone.”

Results

In seven months, Sojern generated €128,769 in direct booking revenue for the Nakar Hotel. And, in conjunction with their other marketing efforts, Sojern also helped increase year-over-year direct bookings by 30%. Best of all, Valencia's access to the customer-friendly portal gives him additional insights which help him in his role. “I love the heat map that shows when clients are coming to Mallorca,” he praises, “it helps with our rate planning.”



Facebook Ad Example on Desktop

Looking to get more direct bookings to your property? [Get in touch now.](#)