

Hotel Estheréa and Sojern Partner to Generate €125K in Direct Booking Revenue with RevDirect™

Summary

Hotel Estheréa has been a Sojern RevDirect client for six months, with Sojern running online Display advertising on their behalf. Pleased with the results, Sojern recently started running their Facebook and Instagram advertising efforts. In only six months, Sojern has generated over €125K in direct booking revenue for the property.

Solutions Used

- RevDirect Display
- RevDirect Facebook and Instagram

Results

€125K+

in direct booking revenue and in just six months

Promoted

direct bookings through Display, Facebook, and Instagram

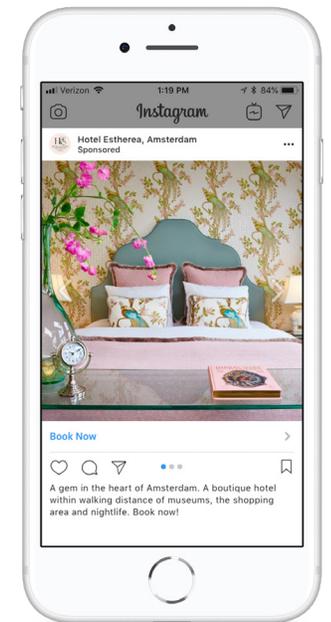
€71K+

worth of future direct reservations

“ For us, the commission-based structure is the best way to work together, because we pay only when Sojern sends us a direct booking. Our partnership has been really successful, and the team is very helpful.



Front Office Manager



Instagram Ad Example on Mobile

About Hotel Estheréa

Boutique Hotel Estheréa is housed in a row of 17th century buildings on the Singel, Amsterdam's oldest major canal and part of the ring of canals added to the official UNESCO World Heritage list in 2010. All 93 rooms and two suites are luxuriously decorated and include high-touch amenities.

Challenges

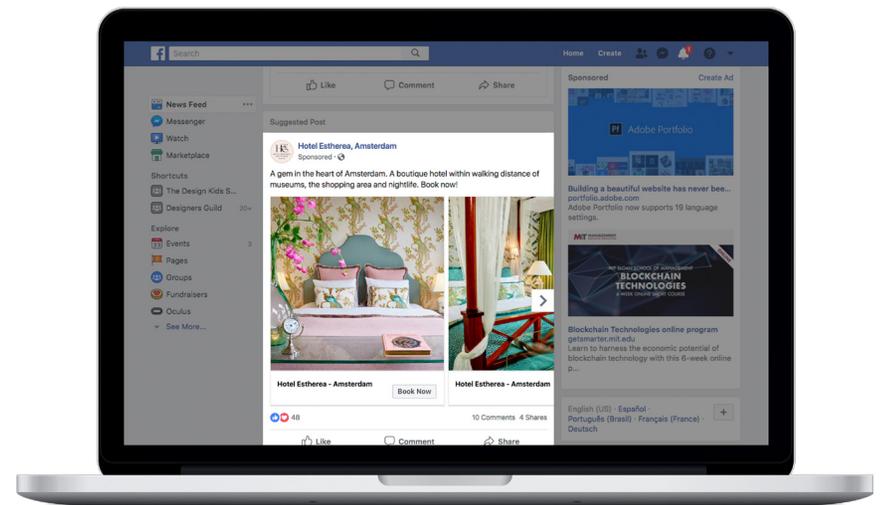
Located in a very popular, central area of Amsterdam, Hotel Estheréa does not suffer from a lack of demand. But, new hotels are opening regularly, looking to cater to inbound guests. "We have a unique location, so that helps," says Hotel Estheréa's Front Office Manager, "But of course around the city, there are a lot of new developments, so we are facing more competition."

Objectives

The Hotel Estheréa team began working with Sojern's RevDirect in May 2018 to stay ahead of their competitors, as well as increase direct bookings. Sojern reaches people looking to travel to Amsterdam, but who may not know the Hotel Estheréa. Sojern presents them with ads through online Display advertising, inspiring them to visit the property's website to learn more and book directly.

Results

In only six months, Sojern has generated €125,584 in direct booking revenue for Hotel Estheréa. Due to this success, Sojern recently started running advertising activity on Facebook and Instagram on their behalf, for a multi-channel strategy. Best of all—Sojern's pay for performance model means the team only pays for the bookings that Sojern delivers.



Facebook Ad Example on Desktop

Looking for a way to get more direct bookings to your property? **Get in touch now.**