

Hotel West End in Paris Generate Over €60K in Direct Booking Revenue with Sojern RevDirect™

Summary

Hotel West End in Paris has been a Sojern RevDirect client since April 2018. Sojern runs online Display advertising on their behalf, and recently, began running their advertising efforts on Facebook and Instagram. Since the partnership began, Sojern has generated over €60K in direct booking revenue for the property.

Solutions Used

- RevDirect Display
- RevDirect Facebook and Instagram

Results

€60,350

in direct booking revenue
and in only seven months

3%

increase in
direct bookings

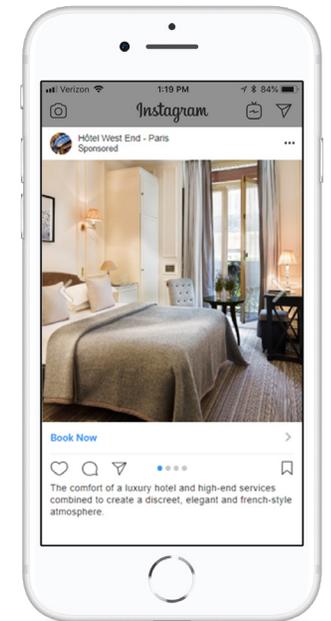
€18,634

worth of future
direct bookings

“ The fact that it's commission-based was good for us, because it wasn't a fixed amount that we had to pay. Often, small hotels don't have budget for a fixed marketing spend, so it was good for us to have that flexibility.



Karen Gameros
Sales Manager



Instagram Ad Example on Mobile

About the West End Hotel

The West End Hotel is a 49 room boutique hotel in the heart of Paris' Golden Triangle. "We are a very Parisian hotel," explains Sales Manager Karen Gameros, "and that's what attracts more people to stay here—they want to stay in a really authentic place."

Challenges

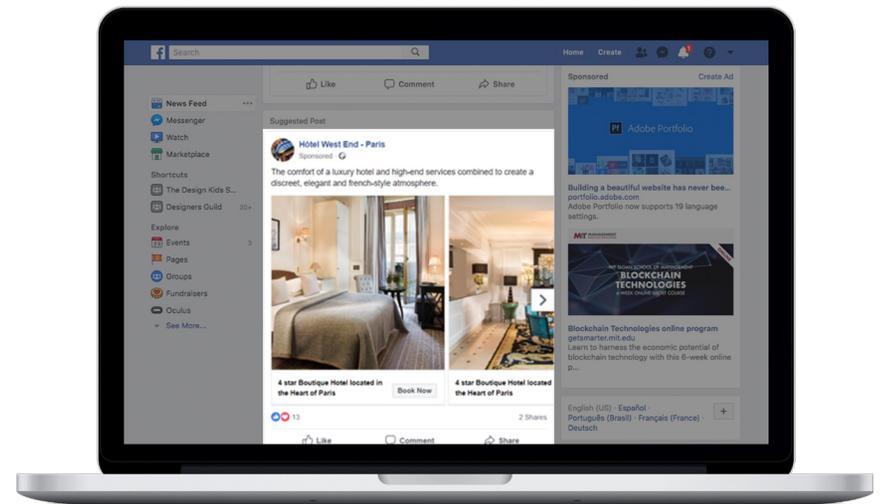
Located in a very popular, central area of Paris, the West End Hotel doesn't suffer from a lack of demand. But, because they are in such a popular area, competition is fierce. And, more hotels are opening frequently. For properties like West End Hotel, it's essential to have a strategy that allows them to capture the attention of travellers looking to visit Paris—and stay ahead of their competitors.

Objectives

West End Hotel began working with Sojern's RevDirect in April 2018 to increase direct bookings, and to stay ahead of their competitors. Sojern can reach people actively looking to travel to Paris, but who may not know of the property. Sojern presents them with ads through online Display advertising, as well as on Facebook and Instagram, inspiring them to visit the property's website to learn more and book directly.

Results

In the first seven months alone, Sojern has generated more than €60K in direct booking revenue for Hotel West End. With advertising across online Display, Facebook, and Instagram, Hotel West End has a multi-channel marketing strategy, on a pay for performance model. So, the team only pays for the bookings that Sojern delivers. "We are very satisfied," continues Ms. Gameros, "10 out of 10!"



Facebook Ad Example on Desktop

Looking for a way to get more direct bookings and stay ahead of the competition? **Get in touch now.**