

Beachscape Kin Ha Villas & Suites Cancún Generates \$281K+ in Direct Booking Revenue with Sojern RevDirect™

Summary

Beachscape Kin Ha Villas & Suites Cancún has been a Sojern RevDirect client for over two years. Sojern runs their online advertising efforts across Display, Search Engine Marketing (SEM), Facebook, and Instagram. In the last 10 months, Sojern has generated over \$281K in direct bookings.

Solutions Used

- RevDirect Display, SEM, Facebook and Instagram

Results

\$281,186

in direct booking revenue

372

direct bookings

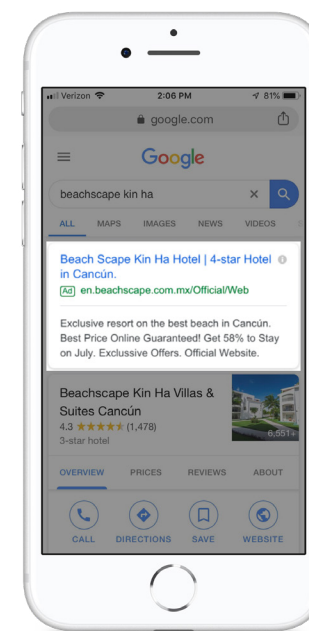
Increased

online brand exposure to in-market travelers

“As a small property, we don't have a big marketing budget. With Sojern, we save money, and we have the opportunity to have the same kind of online marketing campaign as a big hotel brand.”



Candelaria Camacho
Director of Sales and Marketing



SEM Ad Example on Mobile

About Beachscape Kin Ha Villas & Suites Cancún

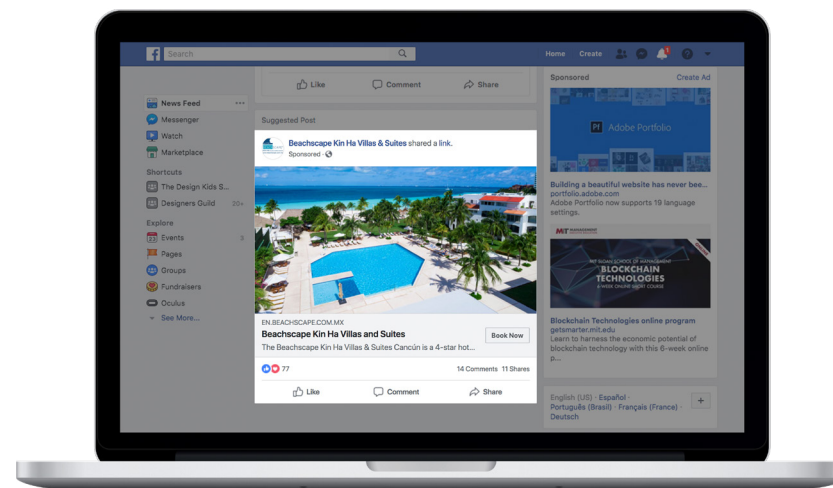
Beachscape Kin Ha Villas & Suites Cancún is an exclusive property in the heart of Cancún's hotel district. With its four-star service, this fully-equipped resort with 138 rooms and suites with one, two, and three room options as well as a private beach. Complete with two restaurants, a spa, and a gym, Beachscape offers a unique experience all year round.

Challenges

Cancún is one of the most popular destinations in the Caribbean, attracting visitors year-round. However, there are major global hospitality brands, which have significant marketing budgets, when compared to Beachscape. "We have a lot to offer tourists, but it's competitive" explains Candelaria Camacho, Director of Sales and Marketing. "We have a small marketing budget, and need a way to get our message out."

Objectives

Beachscape started working with Sojern RevDirect over two years ago. RevDirect is a way for hoteliers to reap the benefits of online advertising, without the large marketing budget of a major hotel chain. Sojern reaches people who are searching for travel to Cancún with beautiful messaging on behalf of Beachscape across Display, Search, Facebook, and Instagram. Best of all, Beachscape only pays Sojern a commission on the completed stays that Sojern delivers for them.



Facebook Ad Example on Desktop

Results

In the last 10 months alone, Sojern has generated \$281,186 in direct booking revenue for Beachscape. These bookings have come across Display, SEM, Facebook, and Instagram, all with RevDirect's pay-on-the-completed-stay model. The Beachscape team benefits from the online marketing campaign of a major hospitality brand, without the upfront cost.

Looking for a way to get more direct bookings, across channels? **Get in touch now.**