



Sojern Delivers \$85K+ CAD in Direct Booking Revenue for Best Western Premier Freeport Inn & Suites

Summary

Best Western Premier Freeport Inn & Suites began partnering with Sojern in June 2017 in order to generate more direct bookings, without any upfront cost. After nearly two years of partnering, Sojern has driven over \$85K in direct booking revenue for the property.

Results

Improved

way to calculate
marketing ROI

\$85,410 CAD

in direct booking revenue
in 21 months

Gained

greater transparency

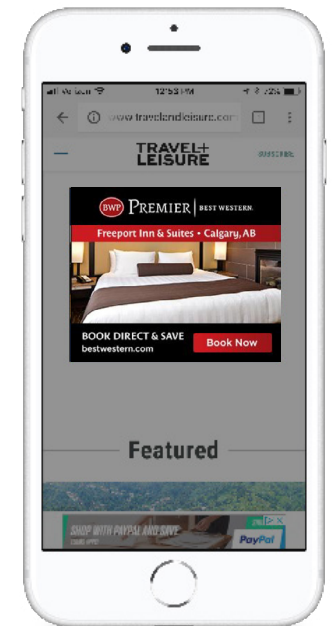
“ It’s seamless for us. It’s very easy to reconcile. It performs with little to zero expenditure beforehand. I think Sojern’s solution is phenomenal for us at the property level.



Danny Najdovski
VP of Sales and Marketing, Hallmark Hospitality

Solutions Used

- Display



Display Ad Example on Mobile

About Best Western Premier Freeport Inn & Suites

Best Western Premier Freeport Inn & Suites is just minutes from the Calgary International Airport and downtown Calgary, offering affordable luxury for all travellers, with elegant rooms and suites and impressive hotel services.

Challenges

There are a whole host of marketing solutions for the travel industry, but independent hoteliers can struggle to cover the upfront cost that most require. With other solutions, it can be tough to track ROI, and determine whether they actually deliver. In June of 2017, the Best Western Premier Freeport team began working with Sojern on their commission-based marketing solution for independent hotels, which required no upfront cost.

Objectives

In real time, Sojern sees who is searching for or booking travel to Calgary, and reaches these people with ads for Best Western Premier Freeport Inn & Suites. Inspired, travellers visit the site directly to learn more. When it comes time to book, Sojern keeps the property top of mind by sending them back to their site to book directly, rather than with a third party.

Results

In the 20 months since the partnership began, Sojern has driven \$85,410 CAD in incremental direct booking revenue and 416 hotel bookings. What's more, Sojern has also driven over \$18K CAD in future stays. And because Sojern has pay-on-the-completed-stay policy with their commission-based model, the property won't owe a commission in the event of cancellations.



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Looking to take your online marketing efforts to the next level? **Reach out to our team today.**