

DAMAC Hotels and Resorts Generates 446K AED in Direct Booking Revenue, with Sojern

Summary

DAMAC Hotels and Resorts has been a Sojern RevDirect client since January 2018. Sojern runs online advertising on their behalf on Display, Facebook, and Instagram, across four of their properties. In 11 months, Sojern has already generated over 446K AED in direct booking revenue.

Solutions Used

- RevDirect Display
- RevDirect Facebook and Instagram

Results

446,928 AED

in direct booking revenue across four properties

160

bookings in just 11 months

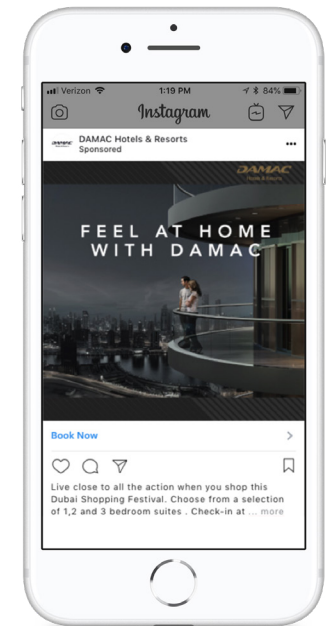
Increased

online brand exposure to in-market travellers

“ Sojern is the perfect platform for us to raise our profile online and on social media. Getting greater online exposure and more bookings, and only paying on the completed stay, is an amazing solution.

DAMAC
Hotels & Resorts

Anastasiia Solodovnyk
Manager, Online Marketing



Instagram Ad Example on Mobile

About DAMAC Hotels and Resorts

DAMAC Hotels and Resorts is the hospitality division of the internationally renowned real estate company, DAMAC Properties. Their luxury hotel apartments in Dubai are located in central, sought-after locations, and their fully-fitted units are complete with high-end appliances and amenities.

Challenges

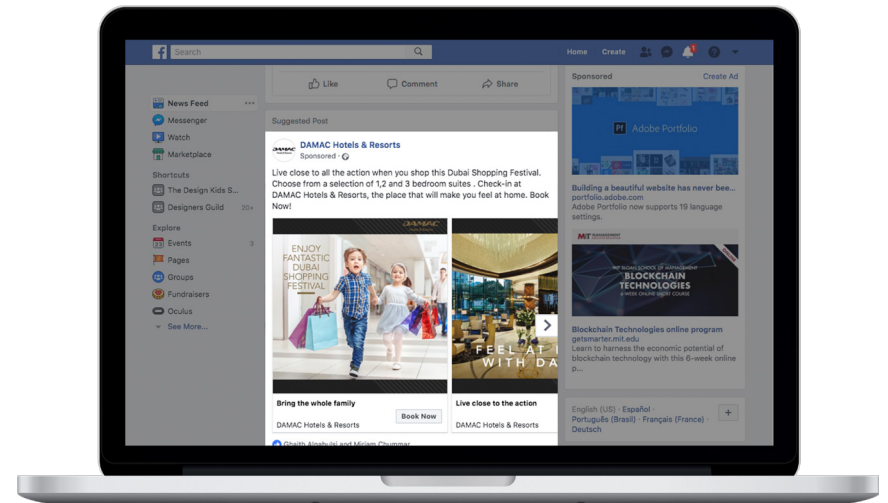
Dubai is a city with big tourism ambitions to attract 20 million tourists annually by 2020. Because of this, Dubai's hospitality market is very competitive. "There are so many hotels in the same area, and competition is fierce," says Anastasiia Solodovnyk, Manager, Online Marketing, "Our goal is to think outside the box to raise our brand's identity and increase our direct bookings."

Objectives

DAMAC Hotels and Resorts and Sojern started partnering in January 2018. Sojern finds people looking to travel to Dubai, and reaches them with engaging online ads across Display, as well as Facebook and Instagram. Through these channels, travellers are inspired to visit DAMAC Hotels and Resorts' website to learn more and book directly.

Results

In the eleven months since the partnership began, Sojern has driven 160 bookings worth 446,928 AED in direct booking revenue. Direct bookings have increased to the site overall, and their ADR has improved. And, with the Sojern RevDirect payment model, DAMAC Hotels and Resorts only pays a commission on the bookings that Sojern drives, after the guest has completed their stay.



Facebook Ad Example on Desktop

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