

Eden Hotel Wolff and Sojern Generate Over €43K in Direct Bookings in Six Months

Summary

Eden Hotel Wolff is a Sojern client, as part of a wider effort to generate direct hotel bookings. Sojern runs online Display advertising for Eden Hotel Wolff, on a pay-on-the stay payment model. In only six months, Sojern has already generated €43K in direct booking revenue.

Results

€43K+

in direct booking revenue
in just six months

Implemented

a simple solution to
drive direct bookings
without a lot of hassle

35

future stays worth over
€14K in direct bookings

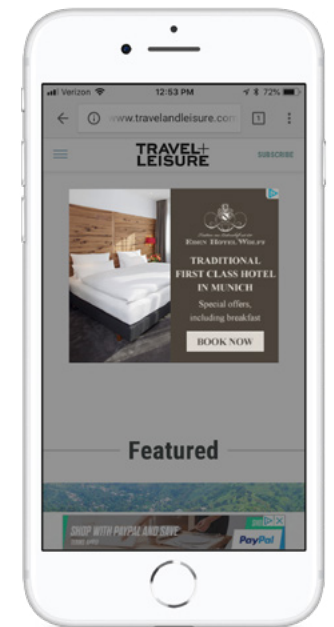
“ Sojern brings people to our website, and reminds them not just to look at it, but book directly! It's been very positive and we see the success. It's a simple solution and an easy payment model.



Carola Bumann
PR & Marketing

Solutions Used

- Display



Display Ad Example on Mobile

About Eden Hotel Wolff

Eden Hotel Wolff has been a leading destination in Munich since 1890. Each of their 214 rooms have been uniquely designed, with a flair and cosy elegance. Located near Munich's main train station and close to Marienplatz, the property is ideal for tourists and business travellers alike.

Challenges

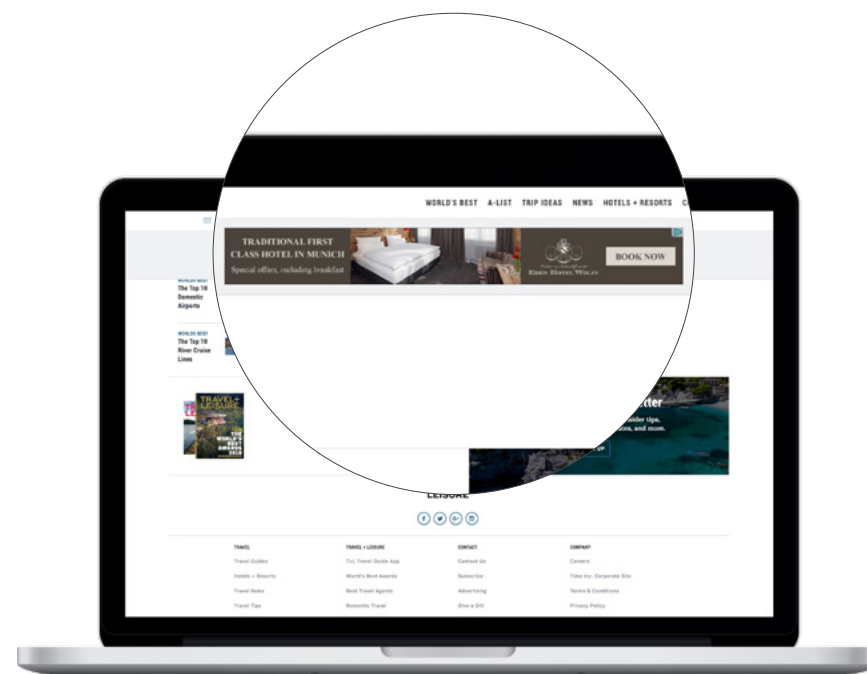
Like many independent hotels, the Eden Hotel Wolff has a small team with a lot of responsibilities. "We work with third parties," says PR & Marketing's Carola Bumann, "but we also want to find a balance, where we can have more guests book with us directly." This busy team turned to Sojern's commission-based advertising solution in May 2018 in order to get more direct bookings, without adding another thing to their to-do list.

Objectives

Sojern finds people who are looking to travel to Munich, but who may not know the Eden Hotel Wolff. Sojern then reaches these people with online Display adverts on behalf of the hotel, with messaging about this special property. Inspired, these people will visit the property's website to learn more. Sojern also re-engages people who have visited the website before, reminding them it is time to complete the booking.

Results

In just six months since the partnership began, Sojern has already generated €43,863 in direct booking revenue for the hotel. The team appreciates the simple set-up process, and that Sojern is contributing to their larger initiative of getting more bookings direct to their website, without any upfront cost. "We haven't done anything like this in the past," continues Carola Bumann, "and this model has worked really well for us."



Display Ad Example on Desktop

Looking to get more direct bookings to your property? [Get in touch now.](https://www.sojern.com)