

# Crown & Champa Resorts Launches Always On, Multi-Channel Marketing Strategies Across Their Portfolio, with Sojern

## Summary

The Crown & Champa Resorts team started working with Sojern in late 2017 to increase direct bookings to a handful of their hotels. Today, Sojern runs always on, multi-channel marketing campaigns fit to meet the needs of every property in their portfolio.

## Solutions Used

Display, Search, Facebook and Instagram

## Results

**\$598K+**

in direct booking revenue in six months across their portfolio

**Launched**

always on, multi-channel marketing strategies for each property's needs

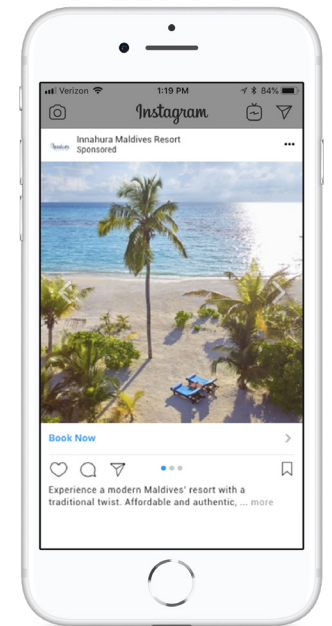
**Increased**

direct bookings overall, in part due to Sojern

“ Sojern’s transparency and flexibility are what stand out. Not only is the team responsive and communicative, they’ve created high-quality ads and campaigns that perform. I can depend on the Sojern team to deliver the best for our portfolio.



**Thulana Fernando**  
Group E-Commerce Manager



Instagram Ad Example on Mobile

## About Crown & Champa Resorts

Crown & Champa Resorts is a group of 10 resort hotels in the Republic of Maldives. Each of the Crown & Champa Resorts is its own island paradise with sparkling lagoons, swaying palm trees and natural sandy beaches.

## Challenges

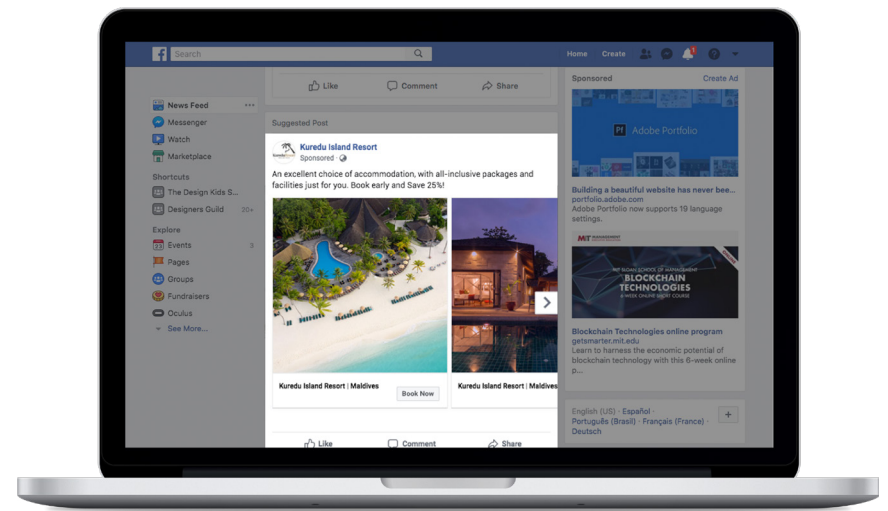
Crown & Champa Resorts has a Maldivian property to suit every taste, with hotels ranging from three to six stars. The Crown & Champa Resorts team sought a way to market their properties across several channels, in order to increase their brand awareness as well as direct bookings. They started partnering with Sojern in late 2017, testing the pay-on-the-stay, commission-based marketing solution in order to achieve this.

## Objectives

With millions of real-time travel intent signals, Sojern sees who is searching for travel to the Maldives, and reaches them with engaging messages on behalf of Crown & Champa Resorts. Across display, SEM, Facebook, and Instagram, these messages inspire travellers to visit their website where they can learn more and book directly. After some early successes, Crown & Champa Resorts grew the partnership to include more properties. The larger properties work with Sojern on a commission-based model, while smaller properties, that tend to get fewer bookings, work with Sojern on a subscription-based model.

## Results

In the first six months of 2019, Sojern generated over \$598K in direct booking revenue across seven of the Crown & Champa Resorts properties, through a mix of commission and subscription payment models. Both models offer always on, multi-channel marketing, but fit the needs of each property. The outlook for the relationship looks positive: two more properties activated a subscription marketing solution, and Sojern is running a separate video campaign for their 5-star Luxury property, Kudadoo Maldives Private Island by Hurawalhi.



Facebook Ad Example on Desktop

Looking to grow your property's direct bookings? **Get in touch now.**