

Hotel Wandl Partners with Sojern to Grow Their Share of Direct Bookings

Summary

Hotel Wandl sought a better way to reach travellers looking to come to Vienna, through online advertising. Using Sojern's Pay on the Stay, commission-based advertising solution, the team was able to achieve this, and generate more direct bookings.

Solutions Used

Display, Facebook and Instagram

Results

€105,669

in direct booking revenue in 20 months

Established

a more targeted way to reach travellers online

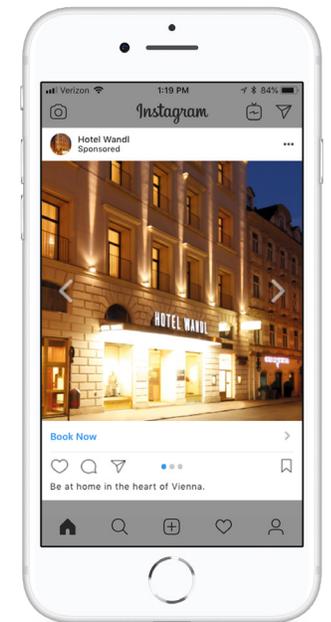
Contributed

to an overall increase in Hotel Wandl's direct bookings

“ We have a close partnership with Sojern, which is different to all the other companies we work with. With the others, we are just a product. But with Sojern, we are more like a team.



Norbert Suchanek
General Manager



Instagram Ad Example on Mobile

About Hotel Wandl

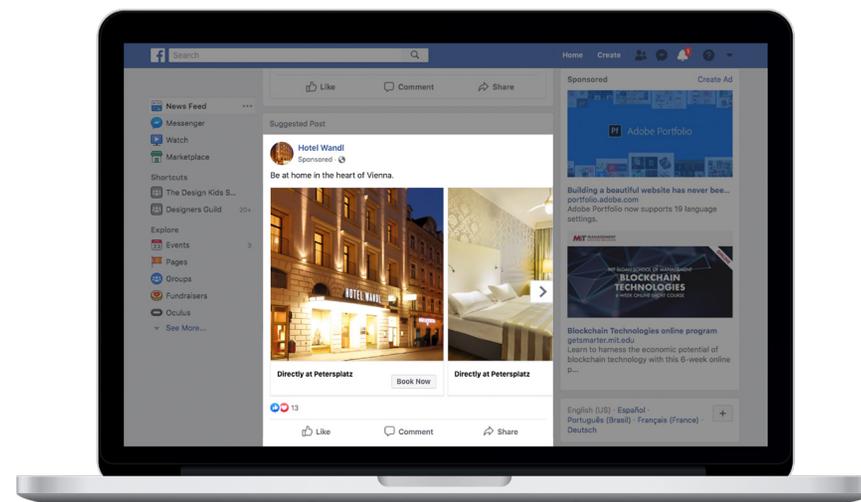
Hotel Wandl is a boutique, 138-room hotel located in the heart of Old Town Vienna, close to many historical and cultural sites. Spread out over five luxurious floors, Hotel Wandl has been in operation since 1850. Modern, comfortable rooms offer travellers an enjoyable stay.

Challenges

Because Hotel Wandl sits in a very desirable area of Vienna, there is a lot of competition from other hotels. The team wanted a way to stand out above the crowd and reach travellers looking to visit Vienna in a better, more targeted way through online advertising. They started working with Sojern in March 2018 in order to achieve this.

Objectives

With access to millions of real-time search and booking intent signals, Sojern sees who is searching for travel to Vienna. Sojern reaches these travellers with engaging messages on behalf of Hotel Wandl, using online display advertising, Facebook, and Instagram. Because Sojern is targeting only those looking to travel to Vienna, they are able to provide a more tailored, personalised ad experience. These ads inspire travellers to visit the Hotel Wandl website where they can learn more and book directly.



Facebook Ad Example on Desktop

Results

Since March 2018, Sojern has generated €105,669 in direct booking revenue. Not only that, but Sojern has helped Hotel Wandl increase their direct bookings overall. Hotel Wandl works with Sojern on their risk free, Pay on the Stay solution for independent hotels, which means they only pay Sojern a commission after a completed stay. "It's a very simple process for us," explains Norbert Suchanek, General Manager, "Sojern gets us bookings, we pay, and it's finished. There's not a lot of extra work for me."

Looking to grow your hotel's direct bookings? [Get in touch now.](#)