

Hotel NANTA Partnered with Sojern to Double Direct Bookings in 10 Months

Summary

Hotel NANTA partners with Sojern to increase their website traffic and direct bookings. Within a span of 10 months, Sojern generated over KRW 31,719,570 in direct booking revenue, doubled overall direct bookings, and increased hotel homepage traffic to an average of 1,100 visits per day.

Solutions Used

Display, Facebook and Instagram, SEM

Results

₩31,719,570

in direct booking revenue
in 10 months

241

booked
reservations

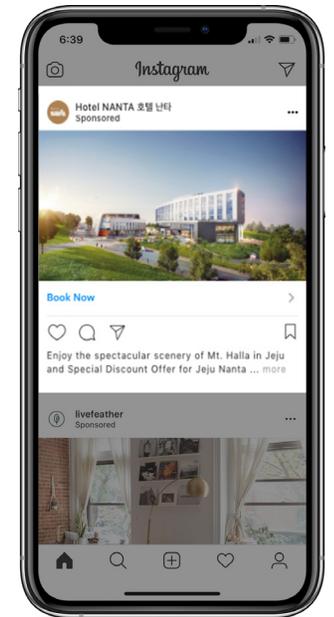
2X

increase in
direct bookings

“ Since the hotel opened, we struggled with brand awareness. With Sojern, we saw a huge difference in terms of website traffic and direct bookings.



Mr. Hyung Kyoo Kim
Assistant Manager of Brand Marketing



Instagram Ad Example on Mobile

About Hotel NANTA

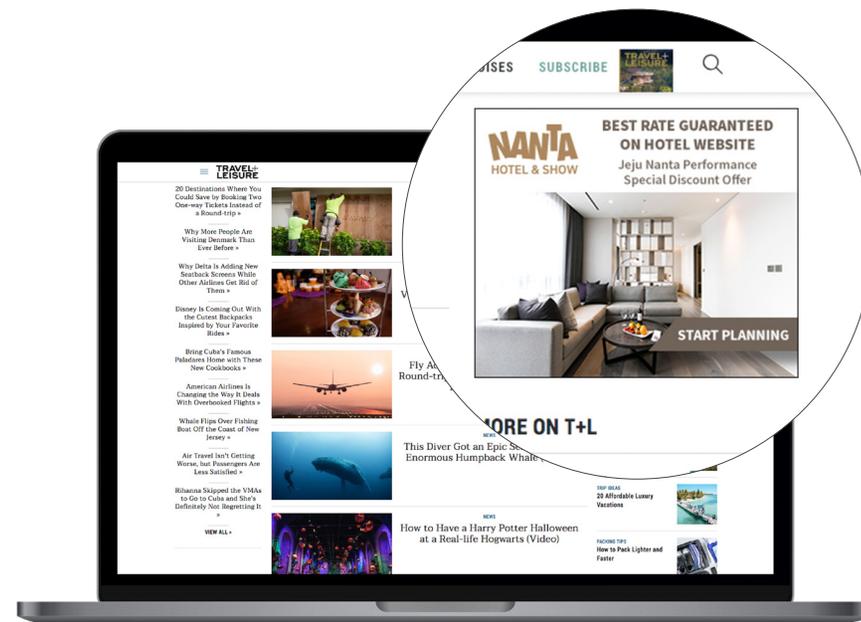
Hotel NANTA is located on Jeju Island, South Korea, one of the UNESCO World Heritage Sites. It is 20 minutes away from Jeju airport, and opened in March 2017. The 204-room property prides itself as the most luxurious hotel in Jeju, offering one of the best views from Mount Halla.

Challenges

Since opening, the hotel's brand marketing team had to work extra hard on brand awareness, as hotel NANTA is an independent boutique hotel. The team knew that the lowest cost of acquisition was through their brand.com where the best rate is offered, but needed to increase website traffic in order to boost direct bookings. Mr. Kim, their Assistant Manager of Brand Marketing, partnered with Sojern in December 2018 in order to achieve this.

Objectives

Sojern's marketing solution for independent hotels provides programmatic display, Facebook, Instagram, and search engine marketing (SEM) with greater targeting accuracy than most in-house efforts. An audience of millions of in-market travellers means that Sojern can zoom in on those actively searching or booking travel to Jeju Island. Those real-time intent signals mean that Sojern can provide relevant messaging, that inspire travellers to visit the hotel's website which encourages direct bookings.



Display Ad Example on Desktop

Results

In 10 months, Sojern drove 241 booked stays worth KRW 31,719,570 in direct booking revenue. Moreover, the Average Daily Rate (ADR) from their direct bookings is the highest among other distribution channels. "Prior to our partnership with Sojern, about 5% of our total online business was direct," explains Mr. Kim, "and over the past 10 months, we've been able to grow that to more than 10%." Hotel NANTA achieved this with Sojern's Pay on the Stay commission model for independent properties, so Mr. Kim doesn't have to worry about paying for cancellations or no-shows.

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