

How Sojern Helped Three Australian Properties Compete Against Third-Party Sites

Overview

Since 2018, Sojern has partnered with a group of Australian properties—Bella Casa Noosa, Ocean Breeze Resort, and Saks on Hastings—to generate direct bookings through a multichannel digital marketing strategy. Through this partnership, the properties have grown direct bookings and remained competitive against third-party sites.

Solutions Used

- Programmatic Display
- SEM
- Facebook and Instagram

Results

\$739K+

AUD in direct booking revenue across three properties

Complemented

existing efforts to increase direct website bookings for each property

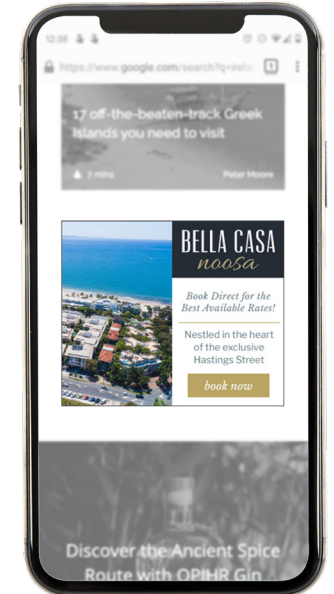
Increased

direct website presence against third parties on Search Engine Results Page

“ With Sojern, since 2019 we’ve unseated one of the major third-party sites from the search results. And working with Sojern’s team is easy—we see the bookings come in and it’s a straightforward process with no upfront cost to us.

BELLA CASA
noosa

Tahlia Spencer
Manager, Bella Casa Noosa



Display Ad Example on Mobile

About the Client

Bella Casa Noosa, Ocean Breeze Resort, and Saks on Hastings are three hotels located on the same street in Noosa Heads, Australia. While they are separate entities from an operating perspective, they band together as a team—sharing staffing and marketing capabilities across the three properties.

Challenges

These independent properties with shared resources have a small team and multiple demands. Tahlia Spencer is responsible for managing Bella Noose Casa, and also owns marketing across the three hotels. “We put a lot of work into our websites to promote direct bookings,” she explains, “and while our budgets will never compete with the big third-party sites, we need to do what we can to direct people to our website.”

Approach

Since 2018, the team has partnered with Sojern on their pay on the stay, multichannel marketing solution. With no upfront cost, Sojern finds travellers when they are in the research stage and reaches them with relevant advertising on behalf of these properties, encouraging them to visit their websites to learn more and book directly. What started out with Search Engine Marketing (SEM) and display advertising has now grown to include Facebook and Instagram.



Display Ad Example on Desktop

Results

With hundreds of reservations and over \$739K AUD in direct bookings revenue across the three properties, Sojern’s Pay on the Stay, multichannel marketing complements all the hard work of Spencer and her team. Best of all, Sojern has increased the properties’ ranking on Google and Bing Search Engine Results Pages—allowing this small group of three to compete on an even playing field against major third-party websites.

Looking to get more direct bookings to your property? **Speak** to the Sojern team today!