

Nayara Resorts and Sojern Generate \$386K in Direct Booking Revenue in One Year

Summary

Nayara Resorts began working with Sojern in April 2018, testing their online marketing solutions for independent hotels. In the last year, Sojern has generated over \$386K in direct bookings, running advertising across online Display, Facebook and Instagram.

Results

\$386K+

in direct booking
revenue in one year

200+

future bookings

1:1

support from a dedicated
Sojern Account Manager

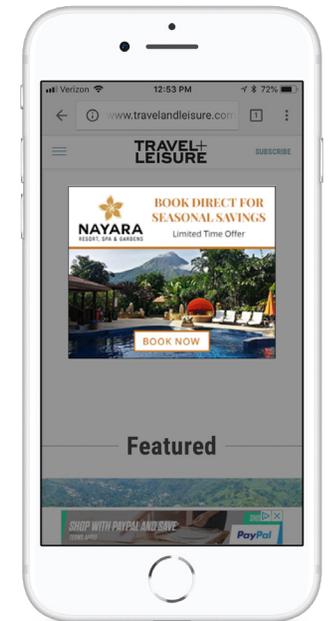
“When you’re running a hotel, you need trusted partners, because you can’t focus on everything all the time. In that sense, Sojern ticks all the boxes. There are no complications, I just let Sojern work for me.”



Constanza Navarro
Director of Sales & Marketing

Solutions Used

- Display, Facebook and Instagram



Display Ad Example on Mobile

About Nayara Resorts

Nayara Resorts has two award-winning boutique properties in Costa Rica. Nayara has been recognized as one of the world's best resorts by Travel+Leisure, Condé Nast Traveler, and Trip Advisor. Their heartfelt hospitality, impeccable service, and amazing eco-adventures make them premier destinations within Costa Rica.

Challenges

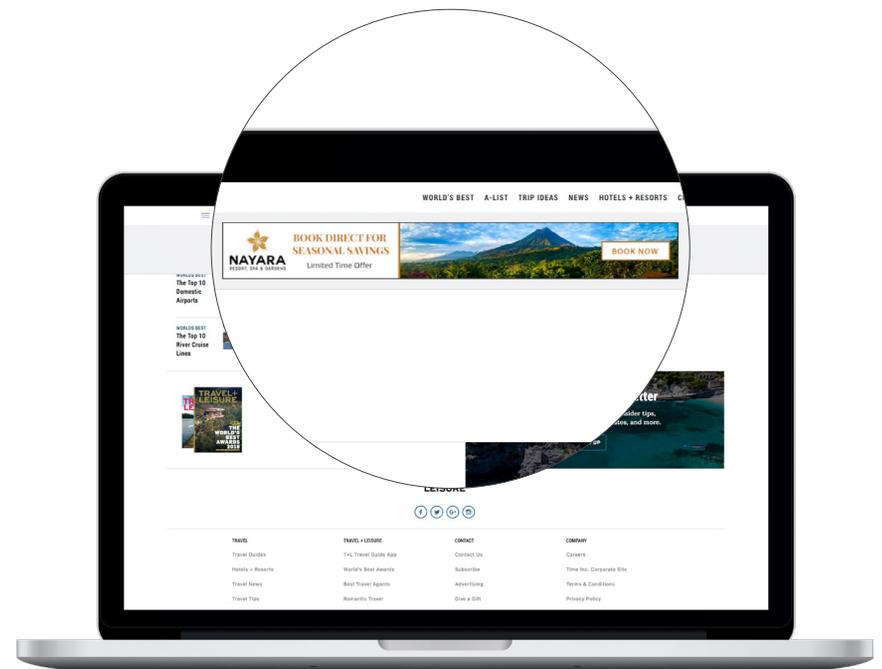
In order to reach the largest audience possible, hotels partner with third parties, often several at a time. With all those partners, it can be difficult to maintain a consistent message or brand image. "It's important to keep control over your brand," says Constanza Navarro, Director of Sales & Marketing, "but difficult when you are a small property and need to work with so many outlets."

Objectives

The Nayara team started partnering with Sojern in April 2018 on their marketing solutions for independent hoteliers, in order to increase the direct bookings on their site, as well as own how they communicate with potential guests. Sojern reaches people who are searching for travel to Costa Rica with beautiful messaging on behalf of Nayara across Display, Facebook, and Instagram. Inspired to learn more, travelers visit the Nayara website, where they can learn more and book directly.

Results

In the year since the partnership began, Sojern has generated \$386,707 in direct booking revenue for the two Nayara properties while giving them control with the ad process. "We provide the images and text for the ad, and Sojern provides the results," continues Navarro. Plus, having a dedicated Sojern Account Manager means that Nayara has a partner they can turn to. "For me, that makes the whole difference."



Display Ad Example on Desktop

Looking for a way to get more direct bookings, across channels? [Get in touch now.](#)