



PAY ON THE STAY

Accor South East Asia Drives Direct Booking Success Throughout Their Portfolio, with Sojern

The Accor South East Asia team sought to help their portfolio of nearly 400 properties during the COVID-19 pandemic.

376%

Increase in direct booking revenue across their portfolio in the last 12 months, driven by both view- and click-through attribution

~45%

of Accor South East Asia's regional portfolio working with Sojern

Partnered

with central Accor team as well as individual properties to educate on digital marketing and aid in COVID-19 recovery



“Our relationship with Sojern isn’t new, we’ve worked together for many years. When the pandemic hit, we only wanted to invest in channels and partners who could drive business for us. Sojern gave our hotels a way to drive direct bookings in challenging times. And more than that, Sojern has been instrumental in educating our people at the property level about the fundamentals of digital marketing, ensuring our hotels are just as bought in as we are. Hats off to the Sojern team, they’ve been a brilliant partner.”

Sanket Sasane

Director, Paid Media, South East Asia, Japan, and South Korea



DIRECT BOOKING REVENUE
↑ 376%