



DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event



23rd August 2023 | PHUKET THAILAND

Supercharge your Direct Booking Strategy **AT**



DIGITAL MARKETING CONFERENCE

Lina Ang
Managing Director, APAC
Sojern

23rd August 2023
PHUKET THAILAND

Who We Are

Born from travel from day one, Sojern is an easy-to-use marketing platform that gives travel marketers the tools to cost effectively drive demand, convert customers, and build guest satisfaction and loyalty.



Born for Travel. Built for Performance.

10K+

Customers around
the world

300+

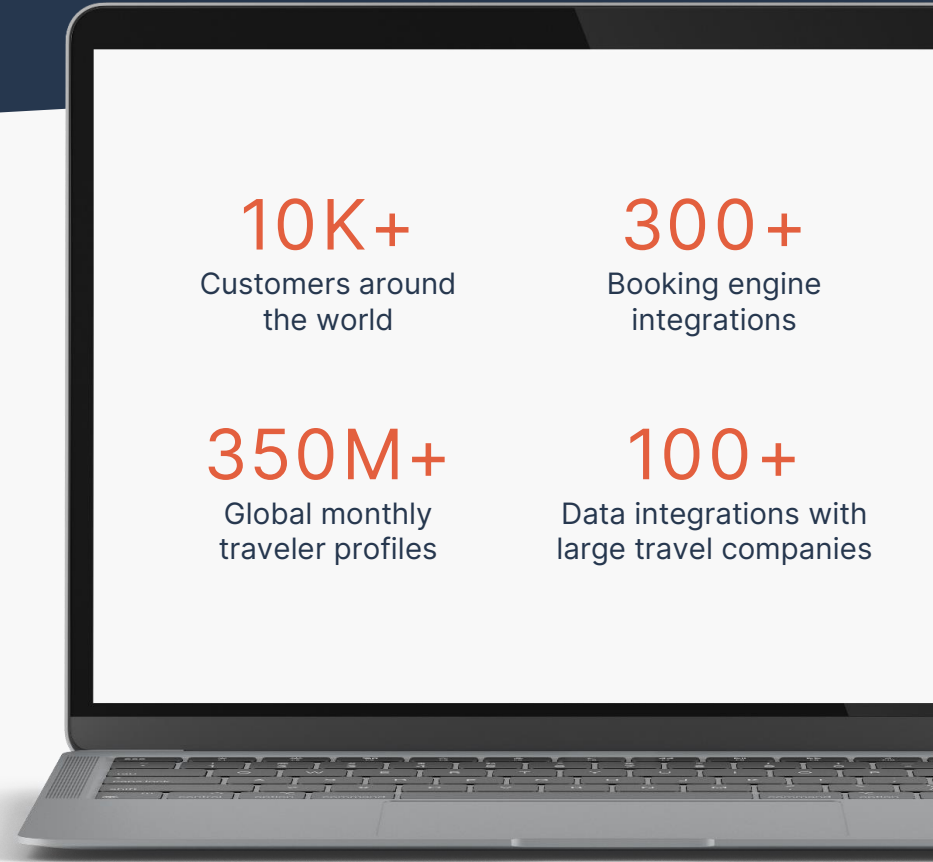
Booking engine
integrations

350M+

Global monthly
traveler profiles

100+

Data integrations with
large travel companies



Agenda



Travel trends, digital marketing landscape & other hotel challenges



Priority on direct bookings



Activation of loyalty program and guest history data



Digital at the heart of a marketing strategy



89%

Increase in global flight bookings
to Asia YOY, demonstrating
steady travel recovery



Source: Sojern Flight Booking
Data H1 2023 Vs H1 2022

Confidential & Proprietary

115%

Increase in global flight bookings
to Phuket YOY, demonstrating
strong travel recovery



Source: Sojern Flight Booking Data H1 2023 Vs H1 2022



How Is **Inbound Travel to the Phuket** Looking?



International Travel Is Up

International flight bookings bounces back with +110% compare to H1 2022



A Strong Summer Period

Flight bookings for travel between Jun-Aug from SEA has already surpassed pre-pandemic levels



APAC Travellers Still Key

Of all flight bookings made in H1 2023, 50%+ are from APAC. China returns as top feeder market



Increased Popularity for Certain Markets

Phuket one of the top SEA destinations for Russian, South African and Eastern European travellers in 2023

Hotels We Talk to Face **Common Challenges**

1

OTA Dependence

2

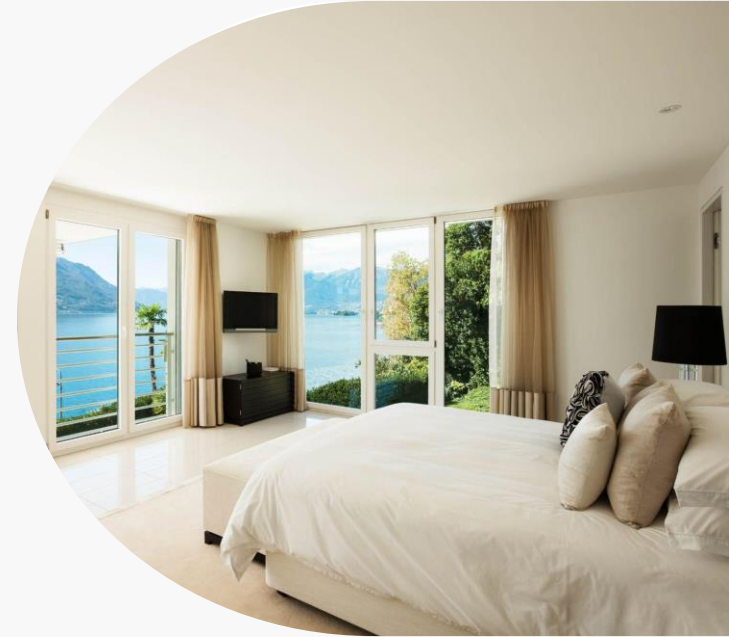
Lack of Marketing Resources

3

Proving Return on Investment

4

Growing New and Existing Customers



The Digital Marketing Landscape is **Changing**

Are you ready?

Navigating changing traveller behaviour requires real-time intent data.

- ▶ Extended seasonality
- ▶ Changing booking windows
- ▶ Rise in bleisure and remote work
- ▶ Changing values + loyalty
- ▶ Increase in touchpoints



Prioritise **Direct** **Bookings**



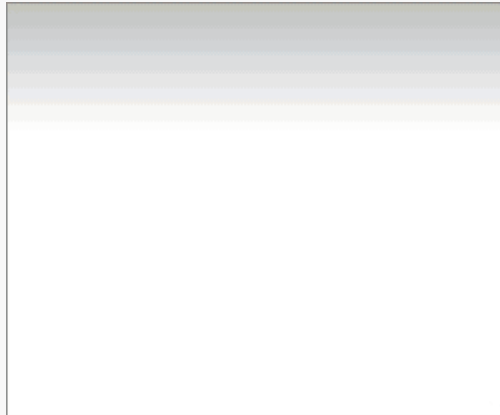


Accor South East Asia Drives Direct Booking Success Throughout Their Portfolio

The Accor South East Asia team sought to help their portfolio of nearly 400 properties during the COVID-19 pandemic. They wanted to educate their stakeholders at the property level about digital marketing, and the importance of direct bookings.

376%

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



Find & Influence Travellers

Throughout Their Path to Purchase

Driving direct bookings

Discover

We identify travellers as they dream about their next trip and help them discover you.

- ▶ Display prospecting
- ▶ Facebook & Instagram Trip Consideration
- ▶ SEM (non-branded keywords)
- ▶ Video

Plan

We find travellers ready to book and ensure you stay top-of-mind as they search & plan.

- ▶ Display retargeting & prospecting
- ▶ Facebook & Instagram Custom Audiences
- ▶ SEM (branded & non-branded keywords)
- ▶ Metasearch

Book

We engage travellers to book directly, improving loyalty and driving repeat business.

- ▶ Display retargeting
- ▶ Facebook & Instagram Custom Audiences
- ▶ SEM (branded keywords)
- ▶ Metasearch



Activate **Loyalty** **Program** and **Guest** **History** Data



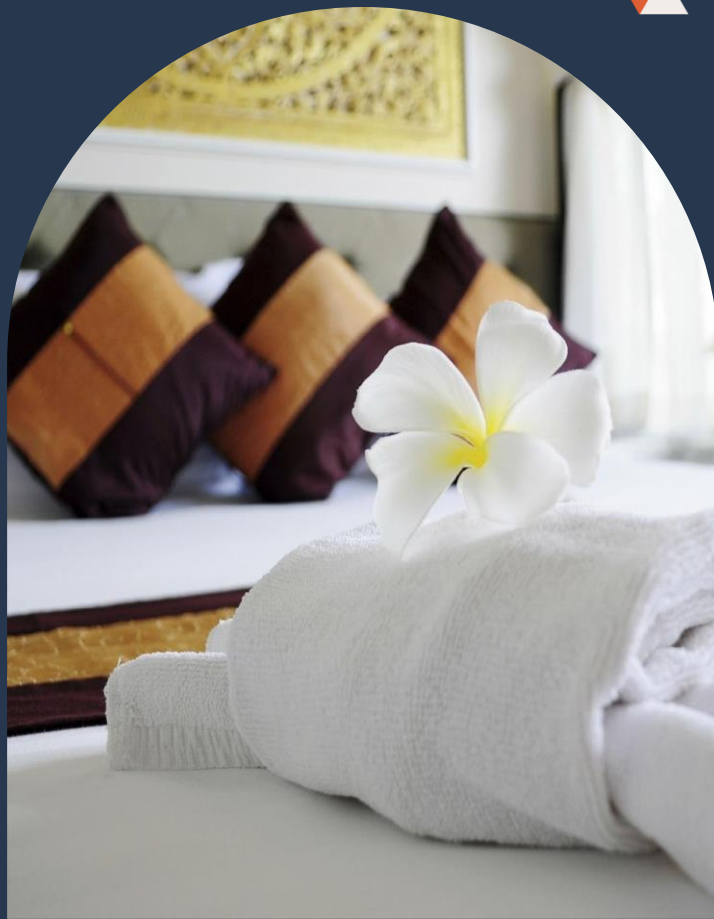


“Most people think about the rational and more transactional side of loyalty: the points, the value, and the free nights. We’d love to get to a place where we’re capitalizing on the emotional side.”

Philip Koserowski
Chief Revenue Officer



THE LEADING HOTELS
OF THE WORLD®





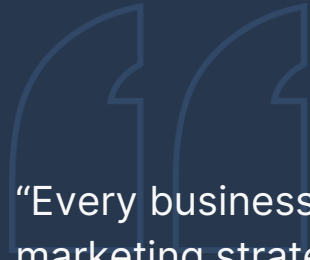
Leverage Data for Impactful Personalisation

- ▶ Delivering personalisation and relevant targeting will be about cultivating first-party data (ie. loyalty program info, booking details and observational data)
- ▶ Use your CRM to give you a single view of the customer, partner with a strong marketing automation platform to help you act on it
- ▶ Understand what is happening within each region, use predictive intelligence and then market appropriately with the right message and experience



Put Digital at the Heart of Your Marketing Strategy





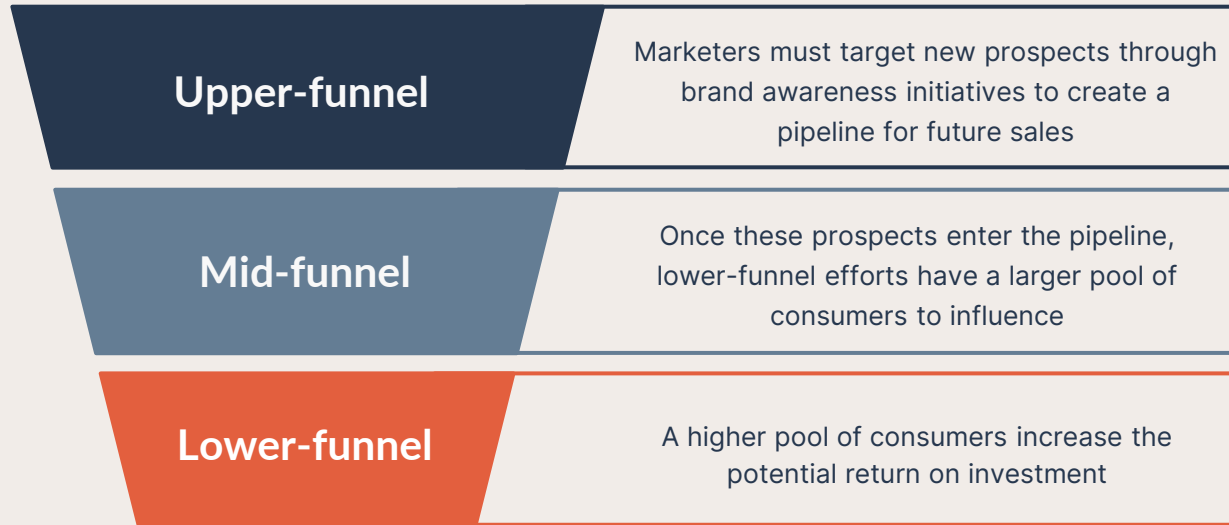
“Every business needs a full-funnel marketing strategy.

A thoughtful and data-driven full-funnel marketing strategy can drive significant value (...) marketers can achieve a 15 to 20% lift in ROI”

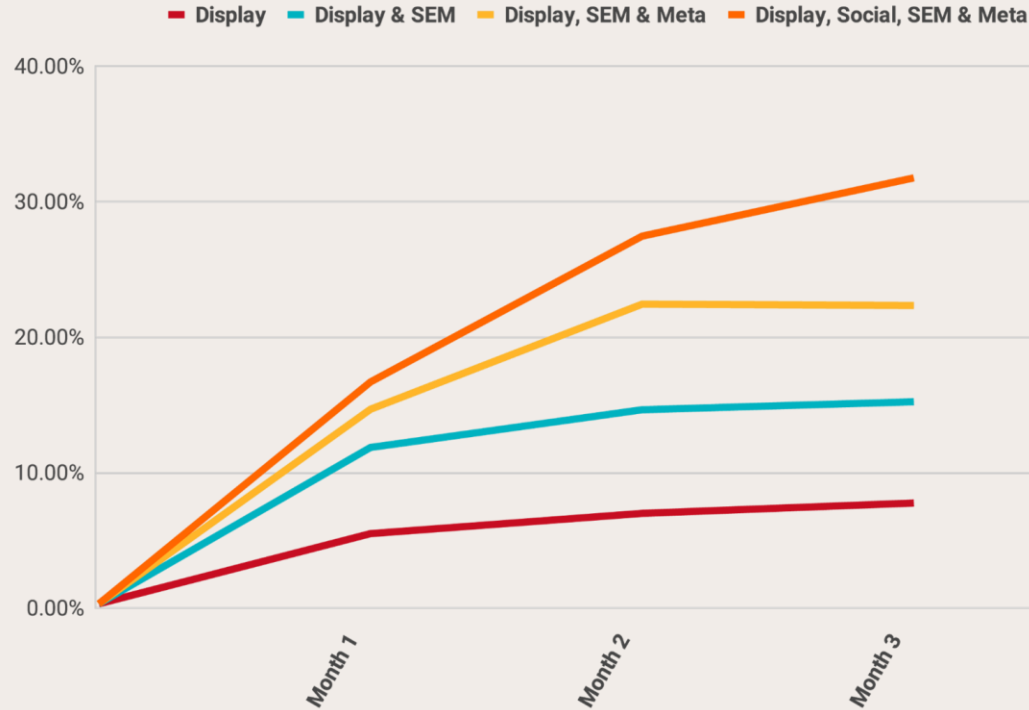
McKinsey & Company



The Importance of Activating a **Full Marketing Funnel**



Reach Full Campaign Potential by Going **Multichannel**



Key Takeaways to Supercharge Direct Booking Strategy



Prioritise Direct Bookings



Activate Loyalty Program and Guest History Data



Put Digital at the Heart of Your Marketing Strategy



DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event



23rd August 2023 | PHUKET THAILAND