

Let's talk direct revenue growth — before your competitor does.

South Africa welcomed **10.5 million international tourists in 2025** - surpassing pre-pandemic levels for the first time, with tourism contributing 8.8% of GDP. The demand is real. The question is whether your property is visible *before* a traveller opens Booking.com.

Most hotels lose the booking before the traveller ever reaches their website. Sojern - now part of RateGain - solves exactly this.

No upfront investment. No wasted budget. Sojern carries the marketing spend - you pay a net commission only when a guest completes their stay. Same multi-channel power as the largest hotel chains, without the agency fees.

How Sojern works for your property

Using **350M+ real traveller profiles** built from actual flight and hotel searches — not cookies — Sojern identifies guests actively planning a trip to your destination right now, and reaches them across display, search, social, and metasearch before OTAs do. The result: qualified demand that converts into direct bookings, not just impressions.

Performance at a glance

350M+ Real traveller profiles built from flight & hotel search data	8–125× ROAS range across hotel campaigns (varies by client & goals)	Zero Upfront ad spend — pay only on completed stays
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Ready to grow your direct revenue?

Book a free 30-minute session with our hospitality growth experts — we'll map your revenue gaps and show you how to close them.

Visit the **APMEA Revenue Growth Hub**: <https://rategain.com/apmea-revenue-growth-hub/>

Data Sources & Verification Notes

- 10.5M tourist arrivals (2025): Statistics South Africa, Tourism Report 2025 — statssa.gov.za. ✓ Verified.
- 8.8% GDP contribution: World Travel & Tourism Council (WTTC) estimates, 2024 — cited by SA Dept. of Tourism, Feb 2025. ✓ Verified.
- 350M+ traveller profiles: Sojern.com platform page & multiple public press releases (consistent since 2015, reconfirmed 2025). ✓ Verified — built from real flight & hotel search data, not cookies.

- ROAS range (8–125x): Sojern public case studies (Cendyn partnership: “we often see 8:1, sometimes upwards of 40:1”; Visit Phoenix co-op: 125:1). \triangle Note: ‘5x average’ from internal deck is conservative and understates public results — replaced with verified range.
- Zero upfront spend / pay-on-completed-stay model: Sojern commission pricing model, confirmed across RateGain x Sojern internal materials (May 2026).