

CASE STUDY

RELAIS BOSQUET HOTEL

Develop direct sales and build loyalty among international customers



CHALLENGES & SOLUTIONS

- Finding effective marketing actions
 - Setting up automated marketing campaigns
- Get more direct bookings
 - Stay in touch with customers by regularly sending personalised campaigns
- Leverage customer data to communicate in a relevant way.
 - Segment easily and intelligently via the CRM tool
- Building loyalty among a predominantly international clientele
 - Activate country-specific campaigns
- Create multilingual content
 - Using the translation tool integrated

Located just steps from the Eiffel Tower, the Relais Bosquet Hotel embodies Parisian elegance and the warm welcome of a charming 3-star hotel. Very popular with **international travelers**, this **human-scale** property places quality customer relation at the heart of its service. In a **highly competitive** environment, the hotel wanted to **control its distribution** and build customer **loyalty**, while **optimising operational time**.

RESULTS

- 700** reservations generated in 2024 by marketing campaigns
- 48%** average open rate per campaign
- 17%** of customers have made at least 2 hotel stays
- 89%** of turnover generated internationally by the top "New Year" campaign



Tess Mandoul, Sales & Marketing Manager | Malone Hotels

Automating our marketing campaigns has allowed us to capture 700 bookings in 2024, without any additional operational work. The business impact is clear and measurable!