CASE STUD

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, Relais Bosquet Hotel embodies Parisian elegance and the warm welcome of a charming 3-star hotel. Very popular with international travelers, this humanscale 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

reservations generated in 700 2024 by marketing campaigns

48% average open rate per campaign

of customers have made 17% at least 2 hotel stays

of turnover generated 89% internationally by the top "New Year" campaign



