

# CASE STUDY

## 7 EIFFEL HOTEL BY MALONE

How the hotel won a TripAdvisor Traveller's Choice Award



### CHALLENGES & SOLUTIONS

Get more reviews without manual solicitation



Setting up automatic review collection

Standing out in an ultra-competitive hospitality landscape



Deciding to focus the solicitation strategy on TripAdvisor

Follow TripAdvisor best practices



Compliant collection, Premium partnership with TripAdvisor

Highlight the experience through recent authentic feedbacks



Systematisation of the solicitation of opinions for customers who have stayed at the hotel

An elegant hotel on **Paris's Left Bank**, the 7 Eiffel Hotel by Malone welcomes guests into a world of contemporary luxury. Chic, warm, and refined, it attracts an **international and French clientele** looking for a unique urban getaway. The hotel is located in a highly **competitive area**, just steps from the Eiffel Tower, and is highly ranked on online review platforms such as TripAdvisor. The property uses Experience CRM to **generate more reviews and move up in the rankings**.

### RESULTS

75%

of reviews collected on TripAdvisor are obtained through Experience CRM

56%

more review volume than other 4\* hotels competitors

+0.6

TripAdvisor's rating has gone from 3.9 to 4.5/5 since the review collection process was implemented



top 10% of global referenced hotels on TripAdvisor



Tess Mandoul, Sales & Marketing Manager | Malone Hotels

*Previously, reviews were random. Today, they are regular, sincere, and truly value the work of our teams !*